

TARGET AUDIENCE. In order to help this specific target audience:

Grandmothers and others in the community who prepare chitlins for the holidays while caring for grandchildren or other youth

BEHAVIOR CHANGE. Do this specific behavior:

Disseminating the program’s message to primary target audience members within their sphere of influence

EXCHANGE/BENEFITS. We will offer these benefits that the audience wants:

This might have been phrased: Being able to contribute to the health of children in the community.

STRATEGY. And lower these barriers, address these 'Ps':

Primary:

Barrier	Product	Price	Place	Promotion
Change from traditional technique Perceived change in taste Extra 5 minutes of up-front work		Using community members to endorse pre-boiling Cooking demonstration and taste testing for community members. Demonstration also showed that later cooking time was decreased.	Grocery store point of sale reaching chitterlings purchasers Church newsletter/bulletin inserts Physician offices, hospitals, county clinics, WIC waiting rooms	Community leaders, Office of Minority Health, physicians and clergy in community churches disseminate information on preboiling.

Through these intervention activities and tactics:

<i>Activities and Tactics</i>	<i>Behavior Change Goals</i>	<i>Program Delivery & Reach Objectives</i>	<i>Outcome Objectives</i>	<i>Resources Needed</i>
<p>Cooking demonstrations</p> <p>Dissemination of materials explaining pre-boiling</p>	<p>Pre-boil chitlins for five minutes before cleaning and cooking.</p>	<p>Planners might have written these and similar objectives:</p> <p><i>Example of a short-term delivery and reach objective</i></p> <p>By December 31, 1996, 10% of African American churches in metropolitan Atlanta will distribute the bulletin insert on four consecutive Sundays.</p> <p><i>Example of a long-term delivery and reach objective</i></p> <p>By December 31, 1996, 15% of African American grandmothers who prepare chitterlings for the winter holiday season will attend to the message four times that they should pre-boil the chitterlings for five minutes.</p>	<p>By December 31, 1996, 10% of African American grandmothers who prepare chitterlings for the winter holiday season will pre-boil their chitlins for five minutes before cooking.</p>	<p>\$25,000 was budgeted for the campaign</p>