

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

Health care providers

Physicians

County clinic nurses

WIC nutritionists

Hospital infection control nurses and epidemiologists

BEHAVIOR CHANGE. Do this specific behavior:

Take exposure history and culture for possible YE cases

Disseminate prevention message

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

This might have been phrased: increasing your awareness of a new health threat; having an impact on this serious health problem.

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

Secondary: HC providers

Barrier	Product	Price	Place	Promotion
None identified. However, difficulty in disseminating information and lack of time could have been barriers	Could have been: Appealing to this audience's sense being a good clinician; having an evidence-based, easy to use intervention to offer.	Could have been: Making available already prepared materials.	This could have been at provider offices.	Cover letter Medical fact sheets Presentations In person/phone to address questions

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>Activities might have included: face-to-face meetings between community leaders, public health officials and staff from the state office of minority health.; trainings on distributing materials.</p>	<p>Take exposure history and culture for YE inappropriate cases</p> <p>Disseminate prevention message</p>	<p>Planners might have written these and similar objectives:</p> <p><i>e</i></p> <p>By December 31, 1996, 50% of health clinic and emergency providers seeing African American Children with severe diarrheal disease will ask history questions asking about chitlins preparation, and distribute cooking information.</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>\$25,000 was budgeted for the campaign</p> <p>An example of other resources needed might have been: Lists of who community leaders were; entrée to contact them.</p>