#1 - Prioritizing Behaviors & Targeting

Brainstorm with your team members how to solve the problem through education by prioritizing the behaviors that are causing the problem, defining a target audience, and seeking to understand what is preventing them from adopting the prescribed environmentally-correct behavior.

What behaviors could be causing the problem?

Where are the behaviors taking place? How far or close to the impacted area?

When are the behaviors taking place? How frequently, what time of year, day, month? Regularly, annually, etc…
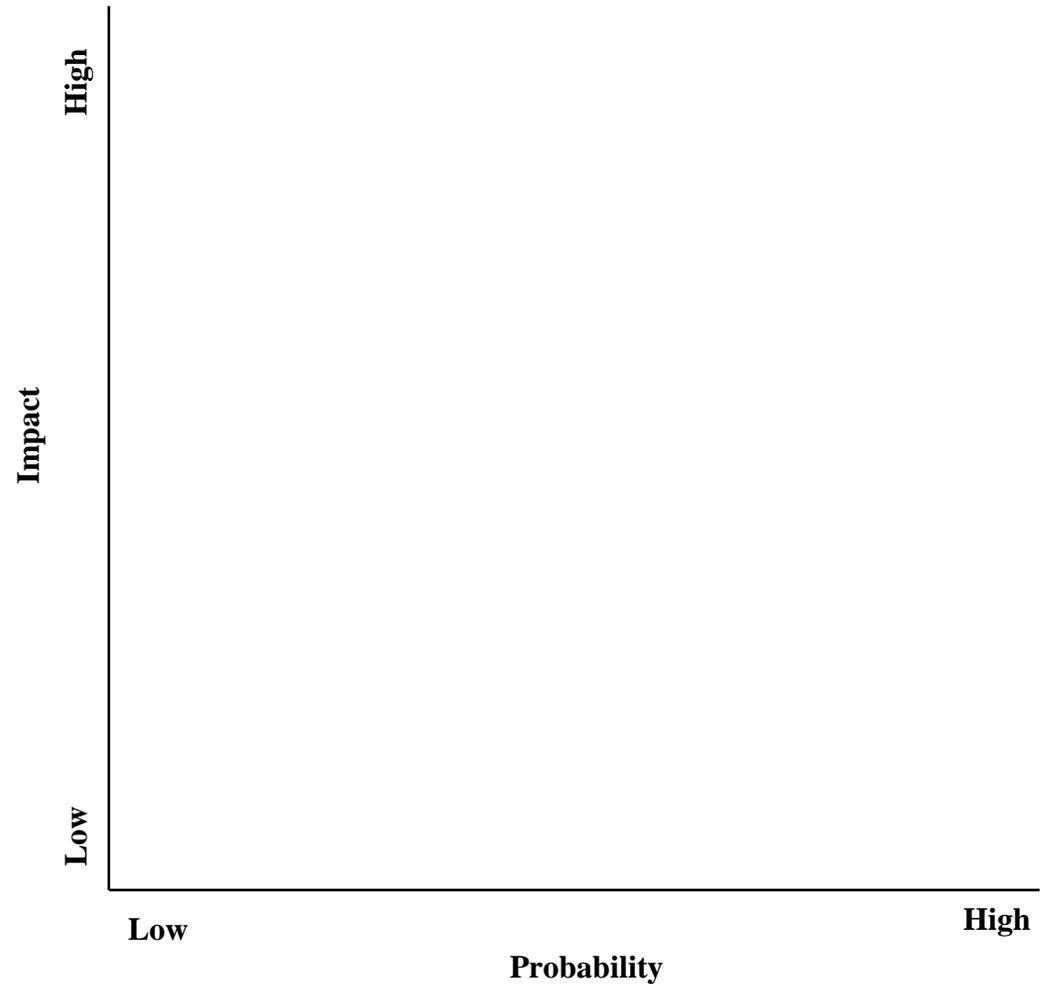
Use the Behavior Prioritization Worksheet to select one behavior to focus on based on the likelihood to change the behavior and the potential to reduce the problem. Which one behavior did you pick? Why?

List your desired behavior here:

Our desired behavior will be:_____

Selecting Behaviors

Specific Activity[1]	Impact(s)[2]
1. _____	
2. _____	
3. _____	
	1. _____
4. _____	
	2. _____
5. _____	
	3. _____
6. _____	
7. _____	

High

Impact

Low

Low **High**

Probability

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[1] Begin by listing specific activities that you wish to *promote*.

[2] Next, write down the multiple impacts that these activities can have (e.g., environmental, health, economic). Select one of these impacts (such as environmental) to use in the chart. Map each activity on the chart by determining the probability that people will engage in the activity and the impact it is likely to have. Of the various activities that you have charted, select the activity that has the best combination of probability and impact for the next step.

Brainstorm different types of people who may be doing the priority behavior. Talk about their demographics. Select one to be your primary target audience to focus on for the rest of the exercise.

Who are the people performing the priority behavior?

How accessible are the people doing the priority behavior?

Are they located together or are they spread out across the area?

Are they similar demographically or very diverse?

Be as specific as possible in defining your target audience.

Our primary target audience will be:_____