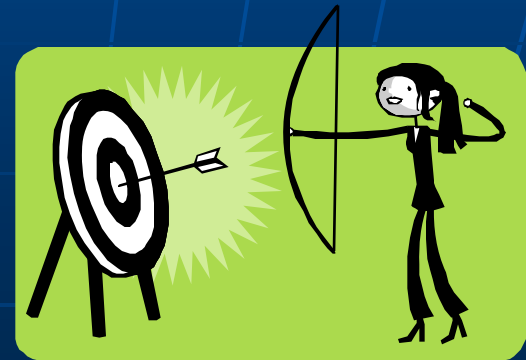


Planning Model

- Aiming at the right problem
- Targeting the right audience
- Choosing the right outreach tool
- Evaluating success



AIDA

Awareness

Interest

Desire/Decision

Action



AWARENESS

- What is the awareness level of the target audience for your issue?
- Tools: surveys, focus groups

INTEREST

- What is the interest of your target audience in adopting your idea/product
- What are the benefits and risks from point of view of audience
- Tools: surveys, focus groups

DESIRE/DECISION

- Is there the desire for your product?
What decisions are they making?
- What is audience willing to do?
- How can you reinforce their attitudes
or persuade them?
- Tools: focus groups

ACTION

- How can you support their action and remove barriers?
- How can you make it socially acceptable so it will continue without you?
- Tools: surveys, focus groups