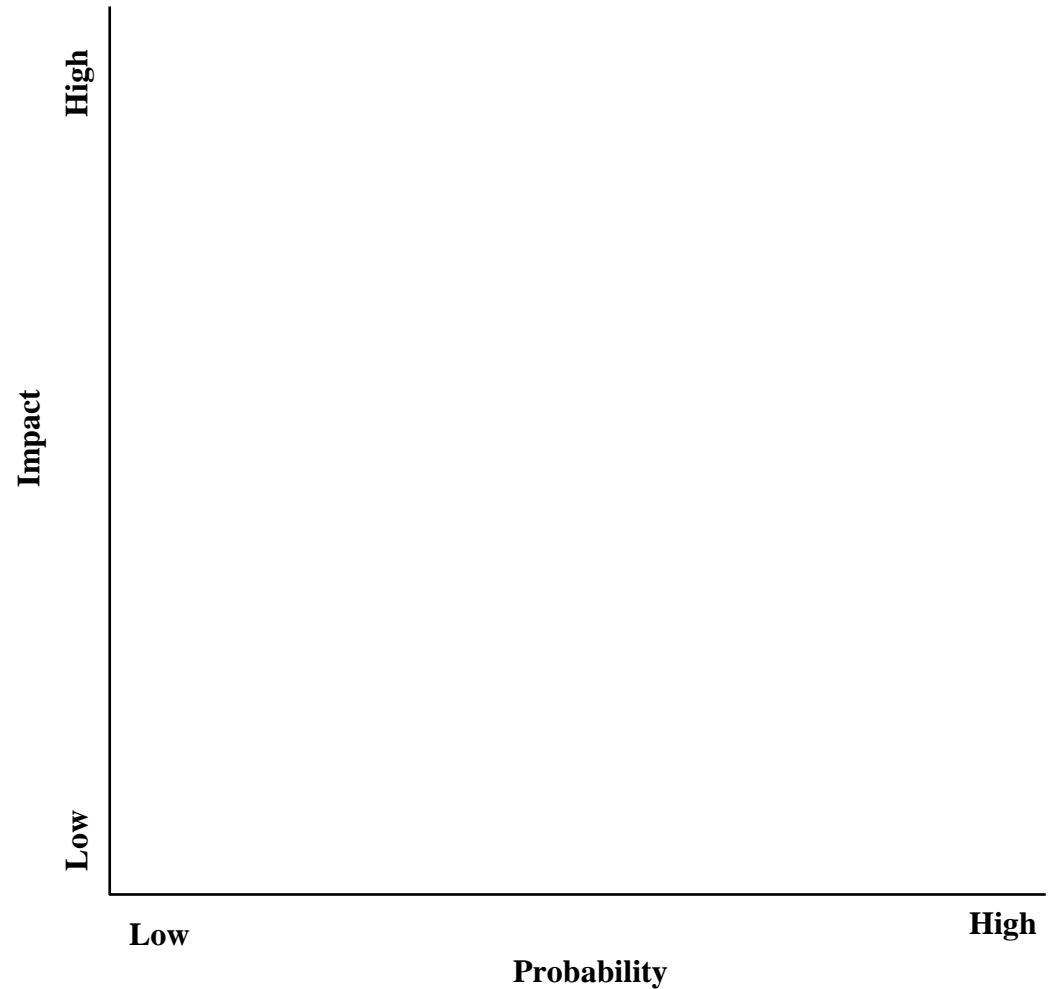


Selecting Behaviors

Specific Behaviors ¹	Impact(s) ²
1. _____	
2. _____	
3. _____	
4. _____	1. _____
5. _____	2. _____
6. _____	3. _____
7. _____	



¹ Begin by listing specific behaviors that you wish to *promote*.

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

Barriers & Benefits

Specific Behavior ¹		Perceived Barriers ²	Perceived Benefits	Type
Encourage		1. _____ 2. _____ 3. _____ 4. _____	1. _____ 2. _____ 3. _____ 4. _____	<input type="checkbox"/> One-time <input type="checkbox"/> Repetitive
Discourage		1. _____ 2. _____ 3. _____ 4. _____	1. _____ 2. _____ 3. _____ 4. _____	<input type="checkbox"/> One-time <input type="checkbox"/> Repetitive

¹ Transfer the behavior that you selected from the first exercise into the “encourage” box. Write down the behavior that you wish to discourage as well.

² Prioritize the barriers and benefits for the behavior you wish to encourage and then do the same for the behavior you wish to discourage. It may be helpful to think of impacts as *why* you are delivering your program, while barriers and benefits are what *influence* your audience to participate in your program. While identifying and prioritizing the barriers and benefits, *refrain* from discussing strategies to overcome them.

Mapping Tools & Developing Strategies

	Encourage/ Discourage ¹	Tools	Strategies
Barriers	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
Benefits	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
Barriers	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
Benefits	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____

¹ First, transfer your top three barriers and benefits for the behaviors to be *encouraged and discouraged* from the “Barriers & Benefits” sheet to this sheet. Second, select tools that will assist you in overcoming barriers or amplifying benefits for the behavior to be encouraged. Third, select tools for the activity to be discouraged. Remember that in order to decrease participation in the behavior to be discouraged, you want to *increase* its barriers and *decrease* its benefits. Fourth, once you have selected your tools, indicate how each will be used (e.g., prompts will be erected in parking lots reminding motorists not to idle their vehicles). If the behavior that you are promoting is repetitive, indicate how you will *maintain* participation in the activity as part of your strategy.