



# Malaria SBC Toolkit

for Community and Faith Leaders

## Tailoring Your Messages Worksheet

<b>Audience</b>	
<b>Description</b>	
<b>Desired behaviors/ practices</b> <i>(Selected malaria control and prevention behavior)</i>	
<b>Actual behavior/practice</b>	
<b>Priority behaviors for change</b>	
<b>Barriers/ constraints</b>	
<b>Key constraint</b>	
<b>Key influencers</b>	
<b>Key promise</b> <i>(Main benefit for target audience associated with proposed behavior change)</i>	



U.S. President's Malaria Initiative

Breakthrough  
**ACTION**  
FOR SOCIAL & BEHAVIOR CHANGE





# Malaria SBC Toolkit

for Community and Faith Leaders

<b>Support statement</b> <i>(Why the audience should believe the promise)</i>	
<b>Promise Statement</b>	If you _____, you will _____
<b>Key Messages</b>	
<b>Communication channels and activities</b>	



**USAID**  
FROM THE AMERICAN PEOPLE



**U.S. President's Malaria Initiative**

**Breakthrough**  
**ACTION**  
FOR SOCIAL & BEHAVIOR CHANGE

