**Tailoring Your Messages Worksheet**

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| **Audience** |  |
| **Description** |  |
| **Desired behaviors/**  **practices**  *(*Selected malaria control and prevention behavior) |  |
| **Actual**  **behavior/practice** |  |
| **Priority**  **behaviors for**  **change** |  |
| **Barriers/**  **constraints** |  |
| **Key constraint** |  |
| **Key influencers** |  |
| **Key promise**  *(*Main benefit for target audience associated with proposed behavior change) |  |
| **Support statement**  (Why the audience should believe the promise) |  |
| **Promise Statement** | If you \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, you will  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Key Messages** |  |
| **Communication**  **channels and**  **activities** |  |