

My Model

TARGET AUDIENCE	<p>In order to help this specific target audience:</p> <ul style="list-style-type: none"> ▪ Community Leaders and gatekeepers ▪ (start text here) ▪ (start text here)
BEHAVIOR CHANGE	<p>Do this specific behavior:</p> <ul style="list-style-type: none"> ▪ Disseminating the program's messages to primary target audience members within their sphere of influence ▪ (start text here) ▪ (start text here)
EXCHANGE/ BENEFITS	<p>We will offer these benefits that the audience wants:</p> <ul style="list-style-type: none"> ▪ Having a sense of contributing to the well-being of their community by keeping the children healthy ▪ (start text here) ▪ (start text here)
STRATEGY	<p>And lower these barriers, address these 'Ps':</p> <ul style="list-style-type: none"> ▪ Barriers: None identified, however, difficulty in disseminating information and lack of time could be barriers ▪ Product: Appealing to this audience's sense of giving back to the community ▪ Price: Time to make available already prepared materials. ▪ Place: Churches ▪ Promotion: use already prepared materials

Through these intervention activities and tactics:

<i>Behavior Change Goals</i>	<i>Activities and Tactics</i>	<i>Program Delivery & Reach Objectives</i>	<i>Outcome Objectives</i>	<i>Resources Needed</i>
Activities include face-to-face meetings between community leaders, public health officials and staff from the state office of minority health	Disseminating the program's message to primary target audience members within their sphere of influence	By December 31, 2007 10% of African American churches in the metropolitan Atlanta will distribute the bulletin insert on four consecutive Sundays.	By December 31, 2007 10% of African American churches in the metropolitan Atlanta will distribute the bulletin insert on four consecutive Sundays.	\$25,000 for the campaign staff and materials
Trainings on distributing materials				List of community leaders and contact information