

Planning/Assessment Tool Kit: Determine Outcomes, Audiences & Barriers How-to Guidance

Overview

As discussed in Section II Step 2, one of the most important steps in developing your pet waste outreach campaign is identifying the desired outcomes, audience, and barriers to achieving those outcomes. This critical information will help you develop a road map to a successful campaign. Each road map will vary according to unique project needs and audiences.

Method

The following questions can be used to facilitate a brainstorming session to help shape your project according to outcomes, audiences and barriers. The questions work well in group settings of varying sizes and can also be used to help you brainstorm independently. These were created by Julia Peterson, UNH Cooperative Extension SeaGrant.

Once you have defined outcomes, audiences and barriers, you'll use that information to strategize techniques and who will play what role in implementing them. A great way to organize your tasks and who will do what is to use the template Action Plan provided on the next page.

You may need more than one session to complete your brainstorming session and Action Plan.

1. What is the **SITUATION** that is dictating the **NEED** for education and outreach, i.e., what makes you think things should be different?
2. What **OUTCOMES** (results, impacts, etc.) do you ultimately seek? What will **SUCCESS** look like to you?

What exactly do you want people to **THINK, DO** or **FEEL** as a result of your outreach campaign?

3. From that list, exactly **WHOM** do you want to do **WHAT**? Whose support is critical?
4. What do you already know about your **AUDIENCE**? What more do you need to know?

What are the **BARRIERS** to them thinking, doing or feeling what you want them to? What can be done to eliminate or reduce those barriers?

What are the **INCENTIVES** to them thinking, doing or feeling what you want them to? What can be done to capitalize on that motivation?

5. What **MESSAGE(S)** is (are) important for your audience to hear (specific to each desired outcome)? Focus on benefits, not features of behavior, attitude or information.
6. What are possible **METHODS** to get this message across? Brainstorm.
Is the desired outcome a behavior change? If so, use tools of behavior change – Commitment, Prompts, Norms, Communication, Incentives, etc.
7. Which **METHODS** provide the most realistic and effective ways to reach the target audience with the target message? Which provide the biggest “bang for the buck”?
8. Exactly what **TIME, EFFORT, PEOPLE** and **RESOURCES** are required to carry out the chosen method? (Write it down! Locate gaps. Make plans to fill them.) (See Action Plan Template on next page.)
9. How will you know your campaign has been successful?

Summary

Identifying outcomes, audience, and the barriers to achieving those outcomes is an essential step in going forward with your pet waste outreach campaign. This essential information defines and shapes your entire campaign. Don't begin without it!