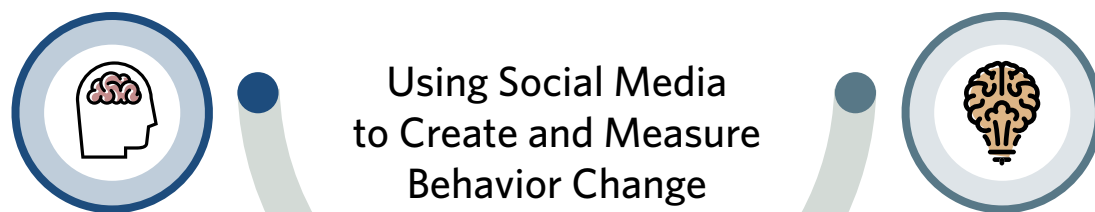


CONNECTING THE DOTS



Pre-contemplation

INTENT:
Raise awareness
of the issue
and/or behavior

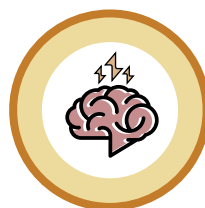
TACTICS:
Branded campaign
with website, social
media pages, hashtag,
and/or messages,
images, or videos
sharing statistics
and other information;
ads; earned media
outreach



Contemplation

INTENT:
Influence intention
to perform
the behavior

TACTICS:
Messages, images,
or videos discussing
severity, susceptibility,
benefits, barriers,
self-efficacy,
response efficacy;
aligning message and
targeting based on
incidence data will
make message salient



Preparation

INTENT:
Prepare people
to perform
the behavior

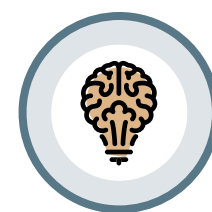
TACTICS:
Information discussion
and Q&A via social
media, widgets,
apps, influencers



Action

INTENT:
Facilitate
the behavior

TACTICS:
Apps, virtual-
non-virtual group
activities, direct
links to sign ups or
location finders



Maintenance

INTENT:
Promote
sustainability
of the behavior

TACTICS:
Forums, hotlines,
text message
programs, support
groups, discussion
boards, incentivizing
sustained behavior

PLANNING TIP:

Think about mobile and social as one and integrate your social and digital tactics.

EVALUATION TIP:

Connect the online and offline worlds and follow the data.

