Step 1: Define the Behavioral Problem

Before designing solutions, it is essential to be clear on what you are trying to change and who you are trying to influence. This worksheet will help you define the specific behavior(s) you want to change and identify the audience you most need to reach. Then, using an Impact/Feasibility matrix, you will explore which opportunities offer the greatest potential and are most realistic to deliver. By the end of this activity, you will know where to focus your efforts, making it easier to design interventions that really work.

Clarify the behavior and audience

Use this table to work through the steps that will help you clarify the specific behaviors and target audience for your intervention planning.

What specific behaviors are you targeting?		
Who needs to do what? ***Think about*** *which groups of people you will need to engage with to target the behavior. Will you be working with citizens, and if so, which groups/ segments? Do you want brands or retailers to take action? Could out-of-home food outlets play a role? Might there be a need to involve product developers, resident groups, indigenous communities or religious groups, schools, local government...? And of course, you will likely also need to work with funders.*	Who	What
	Who	What
	Who	What
	Who	What

The next step is to use the Impact/Feasibility matrix below to help you decide which specific behaviors you want to target

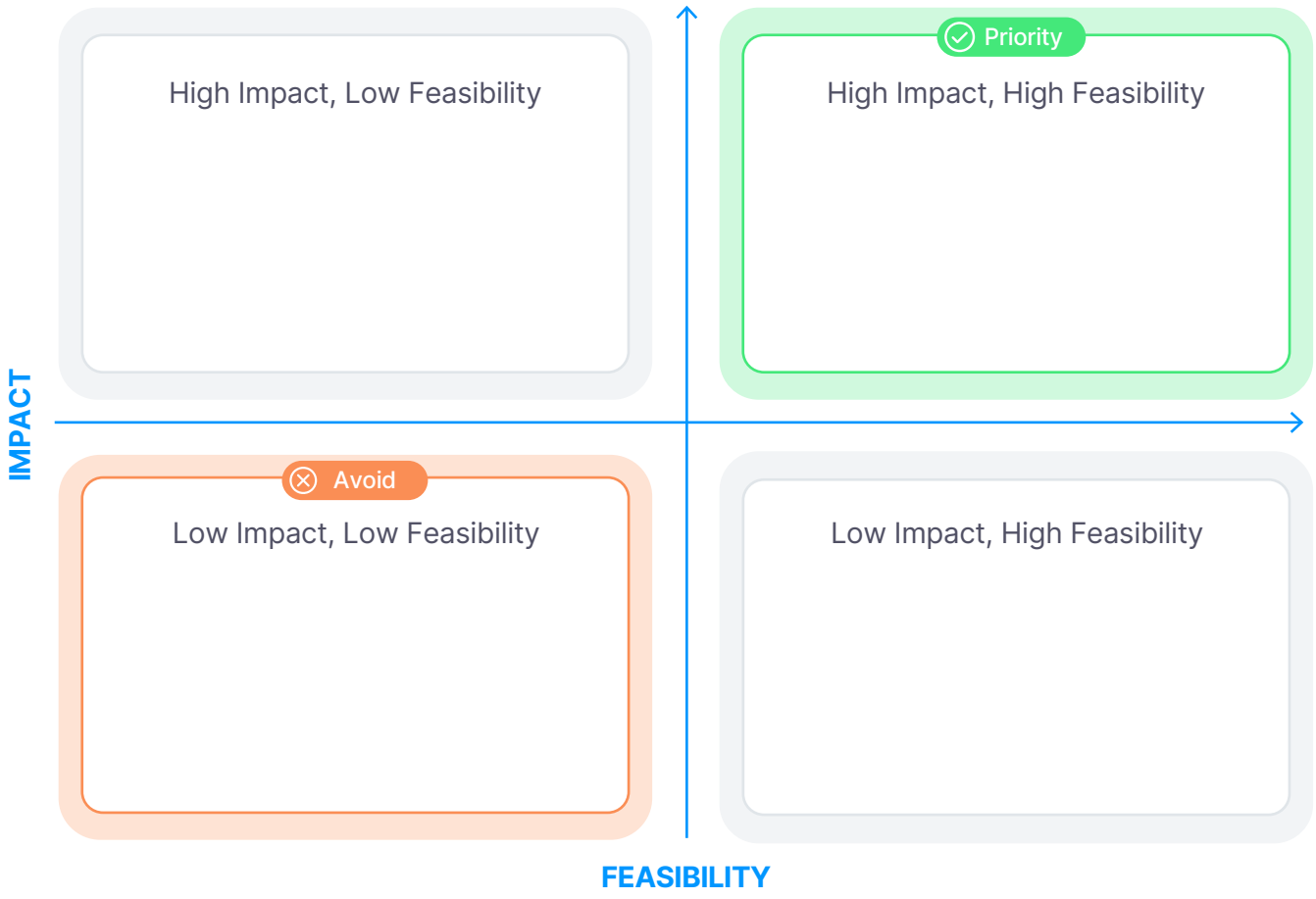
Impact/Feasibility Matrix

What behaviors are high impact and feasible to change?

An Impact/Feasibility matrix is a tool to help you prioritize actions and compare ideas based on their potential impact and ease of delivery. By mapping your ideas on the matrix, you can identify which opportunities present quick wins, which require more-detailed planning and which might not be the best use of resources.

Plot each of your specific behaviors identified in the table above onto this Impact/Feasibility matrix. Some behaviors might be hard to influence but would make a huge difference if you do influence them—plot these in the top left "High Impact, Low Feasibility" quadrant of the chart. Other behaviors might not make a big difference, but they might be very easy to influence—plot these in the bottom right "Low Impact, High Feasibility" quadrant. There might be several of these whose impact individually might be small but becomes worthwhile when you can target several of them easily. Some high-impact behavior changes might also seem very easy to target—these go in the top right quadrant and become your priority areas for intervention planning. The ones to avoid are those you put in the bottom left quadrant, because they would be hard to influence and don't make a huge difference to the overall behavioral challenge.

The completed examples might help you get started.



Next, use the chart below to think about the target audience for your interventions. The completed examples might provide inspiration.

Target Audience Use the 'Who', 'When', 'Where' and 'Why' boxes below to consider your target audience for your intervention planning.			
Who do you want your intervention to target?	**When** is the best time to target them?	**Where** can you reach them?	**Why** do you want to target this group?
E.g.: Households with children	Through their children at evening meal time	Science homework tasks.	High wasting group (8.5. cups per week compared to 6.2)

Great work on completing worksheet 1.

You will use the target behaviors and audiences you defined here when you move on to Step 2. There, you will review what you know about the behaviors and audiences, identify the knowledge gaps and then develop your **Theory of Change** and create your **Behavior Change Strategy.** Let's go!

Your progress:

