Worksheet 1 – Define the problem in behavioural terms

This worksheet allows you to set out in behavioural terms the problem you are trying to solve and the individual, group or population involved.

What behaviour?	
Where does the behaviour occur?	
Who is involved in performing the behaviour?	

Worksheet 2 – Select the target behaviour

Task 1: Generate a long list of candidate target behaviours that could bring about the desired outcome

Intervention designer response

Task 2: Prioritise the behaviours by considering the following criteria:

1. How much of an impact changing the behaviour will have on desired outcome
2. How likely it is that the behaviour can be changed (when considering likelihood of change being achieved, think about the capability, opportunity and motivation to change of those performing the behaviour)
3. How likely it is that the behaviour (or group of behaviours) will have a positive or negative impact on other, related behaviours
4. How easy it will be to measure the behaviour

Different criteria will be more or less important in different situations. As a result of this prioritization exercise, you are likely to reach one of the following decisions:

1. The behaviour appears very promising as a target behaviour
2. The behaviour is quite promising as a target behaviour
3. The behaviour appears unpromising but is worth considering as a target behaviour
4. The behaviour is not acceptable as the target behaviour (it doesn't matter what it is like on the other criteria, this behaviour cannot be selected as the intervention target)

Potential target behaviours	Impact of behaviour change (unacceptable, unpromising but worth considering, promising, very promising)	Likelihood of changing behaviour (unacceptable, unpromising but worth considering, promising, very promising)	Spillover score (unacceptable, unpromising but worth considering, promising, very promising)	Measurement score (unacceptable, unpromising but worth considering, promising, very promising)
Record selected target behaviour here:				

Worksheet 3 – Specify the target behaviour

Task: Describe the target behaviour according to who, needs to do what, when, where, how often and with whom

Target behaviour	
Who **needs to perform the behaviour?**	
What **do they need to do differently to achieve the desired change?**	
When **do they need to do it?**	
Where **do they need to do it?**	
How often **do they need to do it?**	
With whom **do they need to do it?**	