

4

Thinking about behaviour what are the key challenges?

.....

.....

.....

.....

.....

.....

.....

5

Who do you think the audience is and how are they directly affected by the issue now? (if you can, write down different audience groups if there is more than one group)

.....

.....

.....

.....

.....

.....

.....

6

What resources/ support/ assets do you have to take on this challenge? (To include: financial, internal staff and skills available within your team and support from partners)

.....

.....

.....

.....

.....

.....

.....

