

**Step 1 Needs assessment**

- Describe the problem and the target population
- Distinguish environmental and behavioural determinants
- Review key determinants

**Step 2 Proximal program objectives**

- State expected changes in behaviour and environment
- Specify performance objectives
- Specify important, changeable determinants
- Differentiate the target population (subgroups)
- Define proximal intervention objectives

**Step 3 Theory-based methods and practical strategies**

- Brainstorm on methods
- Translate methods into strategies
- Organize methods and strategies at each level

Evaluation

**Step 4 Program planning**

- Operationalize strategies into plans
- Design program components and materials
- Pre-test program materials with target groups
- Produce program materials

**Step 5 Adoption and implementation of the program**

- Develop a linkage system
- Specify adoption and implementation of performance objectives
- Develop an implementation plan

**Step 6 Program evaluation**

- Develop an evaluation model
- Develop effect and process evaluation questions
- Develop indicators and measures
- Specify evaluation designs
- Develop an evaluation plan

Implementation