

Barriers & Benefits

	Specific Activity ¹	Perceived Barriers ²	Perceived Benefits	Type
Encourage		1. _____ 2. _____ 3. _____ 4. _____	1. _____ 2. _____ 3. _____ 4. _____	<input type="checkbox"/> One-time <input type="checkbox"/> Repetitive
Discourage		1. _____ 2. _____ 3. _____ 4. _____	1. _____ 2. _____ 3. _____ 4. _____	<input type="checkbox"/> One-time <input type="checkbox"/> Repetitive

¹ Transfer the activity that you selected from the first exercise into the “encourage” box. Write down the activity that you wish to discourage as well.

² Prioritize the barriers and benefits for the activity you wish to encourage and then do the same for the activity you wish to discourage. It may be helpful to think of impacts as *why* you are delivering your program, while barriers and benefits are what *influence* your audience to participate in your program. While identifying and prioritizing the barriers and benefits, *refrain* from discussing strategies to overcome them.