

Mapping Tools & Developing Strategies

	Encourage/ Discourage ¹	Tools	Strategies
Barriers	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
Benefits	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
Barriers	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
Benefits	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____

¹ First, transfer your top three barriers and benefits for the activities to be *encouraged and discouraged* from the “Barriers & Benefits” sheet to this sheet. Second, select tools that will assist you in overcoming barriers or amplifying benefits for the activity to be encouraged. Third, select tools for the activity to be discouraged. Remember that in order to decrease participation in the activity to be discouraged, you want to *increase* its barriers and *decrease* its benefits. Fourth, once you have selected your tools, indicate how each will be used (e.g., prompts will be erected in parking lots reminding motorists not to idle their vehicles). If the activity that you are promoting is repetitive, indicate how you will *maintain* participation in the activity as part of your strategy.