**Step 5. Activities and Interventions Template**

*See an “Illustrative SBCC Strategy for Breastfeeding in the Implementation Kit to support FBO-led Breastfeeding Interventions: Program Guide” for global-level sample activities and interventions.*

**MASS MEDIA**

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| **INTERVENTION AREA** | **ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
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**COMMUNITY-BASED SERVICES, OUTREACH AND COMMUNITY APPROACHES**

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| **INTERVENTION AREA** | **ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
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**STRUCTURAL**

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| **INTERVENTION AREA** | **ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
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**Step 5. Activities and Interventions Checklist**

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| Activities and Interventions | Yes | No | Suggestions/Notes |
| * Have at least two interventions been selected for each audience? |  |  |  |
| * Does the local situation analysis support the selection of interventions for each audience? |  |  |  |
| * Are the selected channels used by the audience for which they have been selected? |  |  |  |
| * Can the program effectively implement all of the selected interventions at the same time? |  |  |  |
| * If not, is there a logical way to stagger the interventions? What is it? |  |  |  |
| * Has a timeline been established for each intervention? |  |  |  |
| * Have collaborators been identified to undertake interventions as appropriate? |  |  |  |
| * Can the key messages for each audience be effectively conveyed through the interventions selected for each audience? |  |  |  |
| * Has a reasonable and realistic cost been attached to each intervention? |  |  |  |
| * Does the program have the human resources needed to implement the interventions? |  |  |  |
| * Does the program have the financial resources needed to implement the interventions? |  |  |  |