



Template 7.2.1: Develop the Right Messages

Current Belief:

What does your audience segment currently believe or feel about the desired behavior?

Key Message:

Looking at the current beliefs and actions of your audience segment versus the desired beliefs and your actions, what is your message?

What can you say to your audience segment to change from their current state to your desired state?

Use your audience analysis and audience profile from your SBCC value proposition canvas.

Your message(s) should be framed in a way that does not reinforce harmful gender norms and strives for gender transformation.

Desired Belief:

What do you want your audience segment to believe or feel about the desired behavior?

Current Actions:

What is the current action or practice of your audience segment?

Desired Actions:

What does your audience segment currently believe or feel about the desired behavior?