STEP 1 TASK 2: Identify the challenge and its root causes

**Process:** Facilitated discussion, critical thinking, and use of root cause analysis tools

**Output:** Core challenge(s) that will guide the strategy design.

The core challenge you identify is the key constraint that is blocking achievement of your vision and will be the focus of your SBCC efforts. It is best to focus on one specific challenge at a time.

Sometimes, the challenge will have already been identified, such as when a funder releases a request for proposals or when a Government Ministry requests specific technical assistance. Other times, you may need to identify the core challenge.

***Determine the root causes your communication strategy will address.***

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