

## Matrix for Change Worksheet

Audience Segment (As Determined in Audience Analysis)	Desired Behavior Change by Service Delivery Stage (Before, During, After)	Behavior Type (One-Time, Repeated but Finite, Permanent Change)	Key Barrier(s) to Address (Environmental, Knowledge or Skill, Ideational)
<p>Example: Married women in urban settings, lapsed family planning users</p>	<p>Seek family planning counseling at a nearby health clinic (<i>before</i> stage)</p>	<p>Repeated but finite</p>	<p>Belief that contraceptive methods have too many negative side effects</p> <p>Improve ability to discuss family planning with health provider</p>