Define Your Project

Program Design and Outline

**Target Behavior:**
What health behavior will you change?
(e.g., smoking, exercise, diet)

**Main Point:**
What is the most important message?
(e.g., cessation, walking 10,000 steps, increasing fruit and veg. consumption)

**Target Population:**
To whom will you offer the program?
(e.g., pregnant women, sedentary adults, elementary school students)

**Medium:**
How will the program be delivered? (e.g., web- or print-based program, phone text message, etc.)

---

**Program Name**
List ideas for what to call your program.

---

**Program Approach**
Outline any theoretical model(s) that will inform your framework, survey, and tailored messages
- And/Or -
List concepts and/or psychosocial constructs you plan to use to get across your main message
Brainstorm program ideas

Think big picture, not too many specific details yet. Keep in mind your target behavior, main point and audience while brainstorming. Here are a few things to think about:

1. How will you attract/recruit participants?

2. What channel will you use to deliver your message? (e.g., print newsletter, web sessions, weekly emails, daily phone texts, etc.)

3. List ideas that you would like to incorporate as part of your overall program. (e.g., enrollment incentives, coupons to local vendors, use of video, interactive quizzes)

4. List ideas that you would like to incorporate in your tailored messages. (e.g., using values to strengthen motivation, providing solutions to barriers through information and stories, give normative/evaluative data in charts, using need for cognition to determine message complexity, etc.)

5. List layout/design ideas for your program. (Review the MTS Publisher themes to decide on a look for your program. Make note of template layouts within your theme that you like as well.)