

WORKSHEET 1: PROBLEM ANALYSIS WORKSHEET

1. What is the problem or issue your social marketing program will address?

2. What are the possible angles you could take in addressing the problem or issue?

3. From your secondary research, what is the epidemiology of the problem in your population?
 - a. Prevalence (how often it occurs): _____
 - b. Incidence (rate of new cases): ☐ Rising ☐ Staying the same ☐ Decreasing
 - c. Characteristics of people most at risk of having the problem:

 - d. Are there groups in which the consequences of the problem are most severe?

4. What are the main ways in which the problem can be prevented?

5. What are the most common or most serious consequences of the problem?

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(Continued)

6. What knowledge, attitudes, and behaviors are related to the problem? How widespread are they among your population?

	<i>Approximate Percentage of Population</i>
a. Knowledge:	
b. Attitudes:	
c. Behaviors:	

7. What approaches have been used to address the problem by other organizations?

8. Who are potential experts for you to interview?

<i>Name</i>	<i>Organization</i>	<i>Phone Number/E-mail</i>