

# WORKSHEET 2: ENVIRONMENTAL ANALYSIS WORKSHEET

1. What are the geographic boundaries in which your program will take place (e.g., neighborhood, city, state)?

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2. What trends or other factors might affect the environment in which your program will take place?

a. Social:

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b. Economic:

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c. Demographic:

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d. Political:

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3. Which groups, community leaders, or other individuals do you foresee opposing your program?

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4. Which groups, community leaders, or other individuals should you actively seek support from as allies?

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(Continued)

5. Are there any policies, laws, or pending legislation that might affect how your target audience responds to the social marketing program? If so, do you want to try to address these issues in your program?

<i>Policy/Legislation</i>	<i>Policy Change/Lobbying Necessary?</i>	
	<i>Yes</i>	<i>No</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____

6. What other organizations currently are addressing the issue in your community?

<i>Organization</i>	<i>Services Provided</i>	<i>Populations Served</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

7. What are the main messages that will be competing with your program for attention?

a. General advertising related to topic:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

b. Messages by opponents to your cause:

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\_\_\_\_\_

c. Messages by allies to your cause:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8. What channels are available in the community to promote your message? Check all that apply:

- Television
- Radio
- Daily newspapers
- Weekly newspapers
- Community- or issue-specific websites/blogs
- Billboards
- Transit advertising
- Community events
- Sports events
- Movie theaters
- Local businesses
- Health or social service agencies
- Professional groups
- Other \_\_\_\_\_
- Other \_\_\_\_\_
- Other \_\_\_\_\_