**Step 4. Message Strategy Template**

*See an “Illustrative SBCC Strategy for Breastfeeding in the Implementation Kit to support FBO-led Breastfeeding Interventions: Program Guide” for global-level sample audience segments.*

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| **PRIMARY AUDIENCE 1: PREGNANT WOMEN AND MOTHERS OF CHILDREN UNDER 2 YEARS OLD** |
| **OBJECTIVES** |
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| **POSITIONING** |
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| **KEY PROMISE** |
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| **SUPPORT STATEMENT** |
|  |
| **KEY MESSAGES** |
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**Step 4. Message Strategy Checklist**

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| Message Strategy | Yes | No | Suggestions/Notes |
| Objectives |  |  |  |
| * Does every objective have at least one corresponding message? |  |  |  |
| * Will the program be able to measure achievement of every objective? |  |  |  |
| * Is every objective essential to measure? |  |  |  |
| * Which are the most important 3 objectives? |  |  |  |
| * Which are the least important 3 objectives? |  |  |  |
| * Are there more than 5 objectives for any audience? |  |  |  |
| * If so consider dropping at least the 3 least important. |  |  |  |
| * Do you know how each objective will be measured? |  |  |  |
| * Are there any extra (unnecessary) words in any of the objectives? |  |  |  |
| * Does every objective state what the target audience should think, feel, or do? |  |  |  |
| * Does every objective reflect a challenge raised in the local situation analysis? |  |  |  |
| * Does every objective contribute significantly to achieving the program goal? |  |  |  |
| * Is every objective SMART? |  |  |  |
| * Does it focus on a Specific thought, feeling, or action? |  |  |  |
| * How will it be Measured? What amount of change represents success? |  |  |  |
| * Can it be Attained? Is it achievable? |  |  |  |
| * Is it Relevant and worth achieving? |  |  |  |
| * What are the start and end dates? |  |  |  |
| Positioning |  |  |  |
| * Does the positioning statement express a unique benefit that is highly important to the audience segment? |  |  |  |
| * Does the positioning statement have a strong emotional appeal for the audience segment? |  |  |  |
| * Is the positioning statement likely to appeal strongly to the audience segment? |  |  |  |
| * Can staff develop messages and approaches around the positioning statement? |  |  |  |
| * Does the positioning statement make breastfeeding stand out for the audience segment? |  |  |  |
| * Does the positioning statement reflect how the program wants the audience segment to feel about breastfeeding? |  |  |  |
| Key Promise |  |  |  |
| * Does the key promise highlight the main benefit of optimal breastfeeding practices? |  |  |  |
| * Will the audience segment agree that it is the main benefit for them? |  |  |  |
| * Will the audience segment feel that the chosen benefit is worth the cost? |  |  |  |
| Support Statement |  |  |  |
| * Is the support statement credible? |  |  |  |
| * Does/will the audience segment respect the sources quoted? If not, what sources will the audience segment respect? |  |  |  |
| * Will the audience find the reasons and data compelling? |  |  |  |
| * Does the support statement contain an emotional element that will speak to the audience segment? |  |  |  |
| Key Messages |  |  |  |
| * Are there more than 5 messages for any audience segment? (The general rule is 3-5 messages per audience) |  |  |  |
| * Does each message address a behavioral driver identified in local research for the audience segment? |  |  |  |
| * Is the message relevant for the regions and ethnic group where it will be used? |  |  |  |
| * Is the message about something the audience can actually do? |  |  |  |
| * Is the message believable? |  |  |  |
| * Is the message easy to understand? |  |  |  |
| * Is the message framed in a respectful way? |  |  |  |
| * Does the message convey something essential for the audience to know? |  |  |  |
| * Does the message convey something that is nice to know but not essential? (Is so, drop it.) |  |  |  |
| * Does the message support to the positioning statement? |  |  |  |
| * Does the message stand out? |  |  |  |
| * Is the message simple and direct? |  |  |  |
| * Is it clear what benefit the audience receives if they take the action? |  |  |  |
| * Are all messages consistent? |  |  |  |
| * Can the message be conveyed across different channels? |  |  |  |
| * Is the message credible? |  |  |  |
| * What source will make the message most credible? |  |  |  |
| * Does the message use emotion as well as logic and facts? |  |  |  |
| * Does the message clearly communicate what the audience should do? |  |  |  |

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| **PRIMARY AUDIENCE 2: <NAME AUDIENCE>** |
| **OBJECTIVES** |
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| **POSITIONING** |
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| **KEY PROMISE** |
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| **SUPPORT STATEMENT** |
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| **KEY MESSAGES** |
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| **PRIMARY AUDIENCE 3: <NAME AUDIENCE>** |
| **OBJECTIVES** |
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| **POSITIONING** |
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| **KEY PROMISE** |
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| **SUPPORT STATEMENT** |
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| **KEY MESSAGES** |
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| **INFLUENCING AUDIENCE 1: <NAME AUDIENCE>** |
| **OBJECTIVES** |
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| **POSITIONING** |
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| **KEY PROMISE** |
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| **SUPPORT STATEMENT** |
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| **KEY MESSAGES** |
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| **INFLUENCING AUDIENCE 2: <NAME AUDIENCE>** |
| **OBJECTIVES** |
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| **POSITIONING** |
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| **KEY PROMISE** |
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| **SUPPORT STATEMENT** |
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| **KEY MESSAGES** |
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| **INFLUENCING AUDIENCE 3: <NAME AUDIENCE>** |
| **OBJECTIVES** |
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| **POSITIONING** |
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| **KEY PROMISE** |
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| **SUPPORT STATEMENT** |
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| **KEY MESSAGES** |
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