



WORKSHEET #8: BEHAVIORAL INDICATORS

Purpose: To help identify behavioral indicators for your behavioral objectives.

Preparation:

Gather the following data to help you fill out this Worksheet for your program:

- **Worksheet #6** completed with your data.

Directions:

1. Answer the questions in this Worksheet using your data.
2. Refer to the **Worksheet #8: Zanze Example** to help you complete this blank Worksheet with the information relating to your program.

Behavioral Objective:

Behavioral Indicators:

1. The table on the next page displays the indicator categories and sub-categories.
2. Review the sub-categories and note which ones will be most appropriate for your behavioral objectives and which ones will be easier for you to measure, and write indicators for those only.
3. Try to have a maximum of three indicators for each category. It is not necessary to develop an indicator for every sub-category.

WORKSHEET #8: BEHAVIORAL INDICATORS (CONTINUED)

Category	Possible Indicators
OPPORTUNITY	
• Availability of the product or service	
• Quality of care	
• Social norm	
ABILITY	
• Knowledge	
• Self efficacy	
• Social support	
MOTIVATION	
• Attitude	
• Belief	
• Intention	
• Locus of control	
• Outcome expectation	
• Subjective norm	
• Threat	

How can they be measured?

WORKSHEET #8: BEHAVIORAL INDICATORS (CONTINUED)

TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

1.

2.

3.