STEP 1 TASK 8: Assess communication needs and resources

**Process**: Facilitated discussion after background information has been gathered

**Output**: Table of services, products and capacity

If communication efforts will increase demand, services or products need to meet this increase. Without a strengthened link between demand and supply, those affected by the challenge will eventually become ambivalent towards demand generation messages.

Ask personnel from the programs or services that will be promoted:

* Can their capacity meet increased demand?
* Will they be able to handle additional clients?
* Will enough supplies be available on a regular basis?
* Will SBCC efforts create expectations that can be met?

***Draft table outlining a plan to address increased demand:***

|  |  |
| --- | --- |
| **Increased Demand for:** | **Plan to Meet Demand:** |
| **Services:** | Click here to enter text. |
| **Personnel: (skills, capacity, time)** | Click here to enter text. |
| **Supplies:** | Click here to enter text. |

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