

BARRIER INTENSITY

EXPERIENCE

CALL TO ACTION

CONTENT

DELIVERY

RESOURCES

ROLE

EMPOWERMENT

MOTIVATION

SUMMARIZE WHAT THE INTERVENTION IS AND HOW IT ADDRESSES THE BARRIER:

HOW WILL THE MAN EXPERIENCE THE INTERVENTION FROM START TO FINISH? (DESCRIBE IN A SERIES OF STEPS.)

STAGE RELATED ACTIONS

DESCRIBE HOW THE CALL TO ACTION WILL BE INTEGRATED.

- Stage 1: Relate ▶ **COMMIT**
- Stage 2: Anticipate ▶ **SCHEDULE**
- Stage 3: Relieve ▶ **ADVOCATE**

HOW WILL YOU APPLY THE BARRIER CARD "TIPS" IN THIS CHANNEL? WHAT IS THE CONTENT LIKELY TO BE?

HOW WILL THE CONTENT BE DELIVERED? (EXAMPLES: BROCHURE, CONVERSATION, VIDEO, ETC.)

WHAT RESOURCES WILL BE USED TO IMPLEMENT THE INTERVENTION (EXAMPLES: PEOPLE, PRODUCTION, ETC. – BE SPECIFIC.)

WHAT ROLE WILL THE INFLUENCER PLAY IN THE INTERVENTION?

HOW WILL YOU EMPOWER THE INFLUENCER TO PLAY THIS ROLE?

HOW WILL YOU MOTIVATE THE INFLUENCER TO PLAY THIS ROLE?