

BEHAVE Framework

Target Audience

Action

Benefits & Barriers

Activities

Who? A specific target audience	What? Take a specific action	Benefits & Barriers Benefits and barriers that influence the action	Activities Selected program activities that address these benefits and barriers
In order to help: Residents living in XYZ Weed and Seed community	To: Use crime victims services,	We will focus on: <ul style="list-style-type: none"> ■ maximizing benefits: <ul style="list-style-type: none"> ■ receipt of victims assistance/compensation ■ regain sense of safety ■ minimizing barriers: <ul style="list-style-type: none"> ■ unaware of services ■ shame 	Through: <ul style="list-style-type: none"> ■ Promoting crime victim services via media campaigns and community outreach. ■ Integrating crime victims services within trusted community service agency.
<i>#1. Know exactly who your audience is and look at everything from their point of view.</i>	<i>#2. Your Bottom Line: When all is said and done, the audience's action is what counts.</i>	<i>#3. If it benefits them, they'll take an action. Barriers keep them from acting.</i>	<i>#4. All your activities should maximize the benefits and minimize the barriers that matter to the target audience.</i>