**Describing your Behavior Change Activity**

Definition: An effective behavior change activity is a set of tasks that when implemented together address several Bridges to Activities.

Make sure your activity description includes the following elements:

1. Explain what will happen – use an action verb
2. Explain who will be invited to participate in the activity
3. **What is the content of the activity? Does it clearly address some of the Bridges to Activities?**
4. Who is implementing the activity?
5. How frequently is this activity being implemented with the priority group (others)
6. What follow-up is needed?
7. What visual aids/materials/tools/ etc. are needed?
8. What opportunities are there for inviting the Priority Group to make a commitment to try out the behavior/take steps to trying out the behavior?
9. Where will the activity be implemented?