



Campaign Planning Form

1. **Select campaign** – the behaviour you want people to change.

2. **How will you measure your success?** (Example: number of classrooms with lights off, fewer bags of garbage per week)

3. Barriers and Benefits

Barriers – the things that might keep people from changing their behaviour.

- _____
- _____
- _____
- _____
- _____

Benefits – the things that will make it more likely for people to change their behaviour.

- _____
- _____
- _____
- _____
- _____



4. Develop Plan

Tools to use:

Communication – Let people know what you want them to do. Create newsletter articles or posters, present at assemblies. What do you want people to know and how do you want them to act on that knowledge? Does this match the barriers and benefits you listed?

Reminders – Use posters, announcements or stickers to remind people to make the behaviour change.

Commitment – What will you ask people to do, and how will you encourage them to do it?

Who can help – List the people in your school who can help you with specific tasks. Example: the caretaker, principal, teachers, and student leaders.

Test run and adapt plan – Try your plan out with 1 class or group. What changes need to be made to make it more successful?

Campaign results – Do you want the behaviour to last? How can you promote that?

Campaign Steps:

- _____
- _____
- _____
- _____
- _____
- _____