

Capacity Assessment Process for Target Group and Behavior Selection:

Internal	External
<p>Strengths:</p> <p>Which groups can we best access or get access to?</p> <p>Which behaviors do we have the communications and marketing capacity to influence?</p> <p>Which behavioral issues do we understand the best?</p> <p>Which groups do we have the logistical capacity to reach?</p> <p>Do we have the capacity to measure progress in influencing the target group?</p>	<p>Opportunities:</p> <p>What are the donors likely to fund?</p> <p>What groups and behaviors are not being addressed by other organizations, including the government?</p>
<p>Weaknesses:</p> <p>Are there some behavior or groups which we are not suited to influence?</p> <p>Which groups or behaviors will take too much time or too much money to influence?</p> <p>Which groups and behavior require much more research to understand how to influence them?</p>	<p>Threats:</p> <p>What groups and behaviors are other organizations working on?</p> <p>Which groups will be difficult to target for political reasons?</p> <p>Will targeting some groups or behaviors hurt our image?</p>