

Developing Communication Objectives

Audience Segment	Desired Change	How much Change?	Barriers to Change	Timeframe	Final Communication Objective	Does objective address barriers?	SMART?
Married women of reproductive age	<i>Use family planning method</i>	70% to be using family planning	<i>No transportation</i> <i>Health center is far</i> <i>Bad experience with the health center</i>	By 2020	By 2020 married women of reproductive age will feel empowered to request family planning services from the health center resulting in 70% being on a family planning method.	Yes	Yes
