Step 1 Needs assessment
- describe the problem
- describe the target population
- distinguish environmental and behavioural causes
- review key determinants

Step 2 Proximal program objectives
- state expected changes in behaviour and environment
- specify performance objectives
- differentiate the target population (subgroups)
- specify determinants (importance and changeability)
- define proximal intervention objectives

Step 3 Theory-based methods and practical strategies
- brainstorm on methods (using theory and literature)
- translate methods into practical strategies
- organize methods and strategies at each ecological level

Step 4 Program plan
- operationalize strategies into plans
- design program components and materials
- produce and pretest program materials with target groups and implementers

Step 5 Adoption and implementation of plan
- develop a linkage system
- specify adoption and implementation of performance objectives
- develop an implementation plan

Step 6 Evaluation plan
- develop an evaluation model
- develop effect and process evaluation questions
- develop indicators and measures
- specify evaluation designs
- develop an evaluation plan