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**Anexo 3. Worksheet 1: Problem Analysis Worksheet**

**1. What is the problem or issue your social marketing program will address?**

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**2. What are the possible angles you could take in addressing the problem or issue?**

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**3. From your secondary research, What is the epidemiology of the problem in your population?**

- a) Prevalence (how often it occurs) :
- b) Incidence (rate of new cases)
- c) Characteristics of people most at risk of having the problem

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- d) Are there groups in which the consequences of the problem are most severe?

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**4. What are the main ways in which the problem can be prevented?**

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**5. What are the most common or serious consequences of the problem?**

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**6. What knowledge, attitudes, and behaviors are related to the problem? How widespread are they among your population.**

a) Knowledge

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b) Attitudes

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c) Behaviors

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**7. What approaches have been used to address the problem by other organizations?**

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**8. Who are potential experts for you to interview?**

Name	Organization	Phone Number
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