Feedback on behavior selection criteria and behavior fit
Rank in Order

Opportunity: What is the current rate of the behavior? Higher priority for behavior not widely adopted

Likelihood: Among thse who have not yet adopted the behavior, how likely are they to adopt the behavior?

Impact: How would you rate this behaviors' impact on human health?

	Opportunity	Likelihood	Impact
Choose safer fish	2 1 1 1 1 1 1 **2**	4 1 1 1 1 1 **4**	2 3 1 **1**
Share safer fish	4 4 4 4 **3**	4 4 **4**	4 4 **2**
Prepare fish safely	2 2 2 2 **1**	2 2 2 **1**	2 2 2 3 **3**
Enjoy fish safely	3 3 3 **4**	3 3 **4**	3 1 1 1 **4**

Highlights and Key Activities in Fish Consumption Outreach & Communication

Parking Lot - Big Ideas, Wish List