TZM 2024 Step 3 Prioritization Guidance

1. **Review consequences and behaviors.**
   1. What is standing out as a potential priority? What data justify this as a potential priority?
2. **Review beliefs and related behaviors associated with this potential priority.**
   1. What is standing out? Why?
3. **What are protentional opportunities? In other words, what, if changed, may lead to changes in behaviors and consequences regarding this priority?**  (Avoid identifying specific countermeasures at this time.)

*The following questions seek to reveal the potential for improvement for this priority. We may prioritize an issue and then realize that we are already doing a lot to address this issue, or we are not ready to address the issue, and therefore, the likelihood of making improvements may be limited.*

1. **Review existing countermeasures/strategies addressing this potential priority and overall readiness.**
   1. Are there opportunities for improving existing countermeasures/strategies? If so, what are they?
   2. Are there countermeasures/strategies that could be used? If so, what are they? If not, how will they be developed? *(It is OK to say “I don’t know.”)*
   3. Is there willingness among stakeholders to work on this issue? Needed funding? Partner readiness?
2. **Taking into account the responses to the previous questions, is this the right priority at this time?**
   1. Reasons to shift may include already doing a lot on this issue, low willingness among stakeholders, lack of funding, lack of partners, etc.
   2. If this is not the right priority at this time, then repeat the process with a new potential priority (i.e., go back to Question #1 above).
3. **When you align on a priority, please summarize the following:** 
   1. The problem (based on the consequences/behaviors) that you are prioritizing. Include data to justify this as a priority.
   2. The opportunity(ies) based on the behaviors and beliefs associated with this priority.