

RESULTS OF THE PRIORITIZATION PROCESS

High Importance High Changeability	Mid Importance High Changeability	High Importance Low Changeability
<p>CPC: Social Access Enforcement</p> <p>CAST/HPC: Enforcement</p> <p>MADAC: Social Access Perception of Risk</p> <p>(YA)</p> <p>Promotion/Pricing (YA/UA)</p>	<p>CPC: Pricing/Promotion Perception of Risk</p> <p>CAST/HPC: Pricing/Promotion</p> <p>MADAC: Retail Access (UA) Enforcement</p>	<p>CPC: Retail Access</p>
High Importance Low Changeability		Low Importance Low Changeability
<p>CAST/HPC: Social Norms</p> <p>CPC: Social Norms</p>		<p>CAST/HPC: Retail Access</p>