Gender and SBCC
Implementation Kit

Create a Gender-Focused Understanding of the Audience
Activity 3.2: Developing Audience Personas

Objectives:

- To understand audience personas and how to develop them.
- To appreciate the importance of understanding your audience.
- To develop audience personas for your priority and influencing audiences that integrates the gender-related social and behavioral determinants from your situation analysis.

Preparation:

Review the **key concepts** and **background research** to be sure your team has a good understanding of **behavior change and gender** and is aware of the gender-related social and behavioral determinants.

Gather the following program documents to help you go through this activity:

- Current strategy or marketing plan
- Formative research results
- Monitoring and evaluation results
- Other programmatic documents
- Activity Template (see below)
- Relevant resources from the I-Kit

Be sure you have enough copies of any templates, handouts or resources needed for this activity. Consider printing the **Gender-Related Social and Behavioral Determinants Handout** from the step page to use as reference during the activity.

Expected Outcome:

Audience personas for your priority and influencing audiences that integrates the gender-related social and behavioral determinants from your situation analysis.

Purpose:

The purpose of this activity is to guide you on how to develop Audience Personas. Once you better define and know your audience and consider how the gender-related social and behavioral determinants affect them, you will be able to better identify the gaps and steps you need to take to revise your current SBCC strategy or marketing plan.

Introduction:

Like user profiles, audience personas are fictional, generalized representations of your intended audience. Audience personas help to better understand your audience and to make it easier to develop communication materials, messages and interventions that meet the specific needs, behaviors and attitudes of the priority and influencing audiences. Audience personas allow you to personalize your materials, messages and interventions for the different segments of your audience, as well as the influencing audience. Based on what you know from your audience personas, you can tailor your interventions to meet their needs. You can also use your audience personas in combination with your selected theory, framework or model. For example, you can look at how far along your persona is in the Transtheoretical Model or the "stages of change" to even further refine your materials, messages and interventions.

Instructions to complete this activity:

The best audience personas use the data collected during the analysis phase, as well as through surveys, formative research and interviews, and insights gathered throughout the implementation process. To create audience personas or reevaluate existing ones to integrate more gender perspectives:

- Use what you already know about the gender-related social and behavioral determinants from existing research.
- If needed, collect new information about the gender-related social and behavioral determinants through interviews and formative research.
- Adjust based on monitoring data and what you learn along the way.

Depending on the priority and influencing audiences and how you have segmented them, you may have only one or two personas, or you may have many more. You can also continue to develop audience personas as your program grows and expands. For example, if you identified male partners as a new audience based on your gender analysis, you will need to create a new audience persona.

Using the template provided, this activity will walk you through what information you need to collect when creating an audience persona or adapting an existing one. Each step includes one or two examples followed by space to develop your own personas. If you need more, simply print additional copies. You can create as many audience personas as you need.

Key Steps:

1. The first step is to identify **WHO** your persona is and to give him or her a name. The name gives your persona an identity and should help you to connect with him or her as you move through the process. The name gives your persona a face.

2. The next step is to identify the background, socio-demographic and psychographic characteristics of each persona.

Background Job. Career. Family. Parity status. Marital status. Other.	
Demographics Gender. Age. Education. Income. Geographic location. Other.	
Identifiers **(Psychographics)** Personality. Values. Opinions. Attitudes. Interests. Lifestyle. Peer group. Sexuality. Family Planning User. Other.	

Background
- **Example:** Informal employment – fruit stand at market.
- **Example:** Married for 10 years at age 17.
- **Example:** Pregnant with her fourth baby.

Demographics
- **Example:** Female.
- **Example:** Age 30-45.
- **Example:** Fourth grade education, semi-literate

Identifiers (Psychographics)
- **Example:** Seen as a community resource
- **Example:** Receives information from mother- and sister-in-law on issues related to pregnancy and family planning.

- **Socio-demographic characteristics** include those characteristics such as sex, age, language and religion as well as geographic characteristics like where the audience lives and how that might impact behavior.

- **Psychographic characteristics** include your persona's needs, hopes, concerns and aspirations. Think about specific gender-related characteristics that are important for your persona. For example, is your persona worried about interpersonal violence? Do they need more skills in communicating with their spouse? Are they concerned about social norms related to femininity or masculinity? Psychographic characteristics also include audience thoughts, beliefs, knowledge and current actions related to the health or social issue – what are the barriers and facilitators to the desired behavior? What does your audience think about gender equality? About women having more control over household decision-making? About expected sexual roles in relationships?

3. The second step is to identify **WHAT** is important to your persona and **WHAT** are their challenges and **WHAT** has helped them to make changes in the past. It is important to understand a persona's personal goal because it may be very different from what your project wants to achieve. Recognizing this will help you better understand who your persona is. When determining the barriers and facilitators, think about the audience journey from the previous exercise. What were the low points (possible barriers) versus the high points (possible facilitators)?

		Personal Goals
Personal Goals Primary goal. Secondary goal. Others.		• **Example:** To send her children to school.
		Challenges/Barriers
Challenges/Barriers Primary challenge. Secondary challenge. Others.		• **Example:** Women are expected to have many children. • **Example:** Husband has primary decision-making authority. • **Example:** Belief that you should not interfere with God's plan.
Opportunities/ Facilitators Primary opportunity. Secondary opportunity. Others.		**Oppotunities/Facilitators** • **Example:** Community level support for children. • **Example:** Has friends who are using family planning.

4. The next step is to identify **WHY** you want a change in behavior and **WHY** they would want to make that change. These objectives are the heart of your persona. When thinking about the objectives it is important to consider those common objectives between your project and the audience member. Those common objectives will help to drive your program's messages. Consider how sex and gender may influence these objectives. For example, men and women may have different reasons why they would want to adopt a modern family planning method.

		Behavorial Objectives
Behavioral Objectives What is the behavior you would like to see the persona demonstrate?		• **Example:** To attend ANC at leaset four times during pregnancy. • **Example:** To access a modern family planning method.
Common Objectives Why would they adopt the behavior, service or product?		**Common Objectives** • **Example:** To have a healthy baby and mother. • **Example:** To stop having children.

5. The last step is for your team to answer **HOW**. **HOW** does your team plan to help your persona achieve his or her goals and to meet the objectives of the project? And **HOW** do you plan to communicate that to your audience. When developing the message(s) and elevator pitch, it is necessary to remember your audience or persona – the WHAT, WHY and HOW.

		How can we help?
How can we help? …our persona achieve their goals? …our persona overcome their challenges?		• **Example:** Generate support from the mother-in-law. • **Example:** Create awareness around the importance of ANC for all children.
Communication Message How should you describe your solution to your persona?		**Communication Message** • **Example:** ANC will give you peace of mind and help you and your baby stay healthy.
Elevator Pitch Sell your persona on the solution!		**Elevator Pitch!** • **Example:** Many women go to ANC to make sure that they and their baby stay healthy. At the health facility, a skilled birth attendant can give you support and answer all your questions. She will also help you access safe and effective family planning methods after the birth of your baby.

This activity was adapted using the following resources:

HubSpot. Create Buyer Personas for your Business.
http://offers.hubspot.com/free-template-creating-buyer-personas

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Template 3.2.1: Audience Personas

Audience Persona Name:	Section 1: WHO?

Background Job. Career. Family. Parity status. Marital status. Other.	
Demographics Gender. Age. Education. Income. Geographic location. Other.	
Identifiers (Psychographics) Personality. Values. Opinions. Attitudes. Interests. Lifestyle. Peer group. Sexuality. Family Planning User. Other.	

| **Audience Persona Name:** | **Section 2: WHAT?** |

Personal Goals
Primary goal. Secondary goal. Others.

Challenges/Barriers
Primary challenge.
Secondary challenge. Others.

Opportunities/ Facilitators
Primary opportunity.
Secondary opportunity. Others.

Behavioral Objectives
What is the behavior you would like to see the persona demonstrate?

Common Objectives
Why would they adopt the behavior, service or product?

Audience Persona Name:

How can we help?
…our persona achieve their goals?
…our persona overcome their challenges?

Communication Message
How should you describe your solution
to your persona?

Elevator Pitch
Sell your persona on the solution!