



WORKSHEET #5: SUMMARIZE KEY INFORMATION ABOUT YOUR AUDIENCE

Purpose: Compile all of the information about your audience onto one sheet.

Preparation:

Gather the following data to help you fill out this Worksheet for your program.

- Adolescent Development Chart from the Who are Adolescents section (page seven).
- List of SBCC theories or the TheoryPicker tool mentioned in the SBCC Theories section (page 20).
- If you have completed **Essential Element 1 and Essential Element 2**, you can use your completed **Worksheets #1 and #2** to help you with this Worksheet.
- If you do not have **Worksheets #1 and #2**, you will need data or research about your audience and/or young people in your country/city, which can come from surveys, documents, reports, health statistics, education statistics and other organizations working with young people and research.

Directions:

1. Answer the questions in this Worksheet using your data.
2. Refer to the **Worksheet #5: Zanbe Example**, to help you complete this blank Worksheet with the information relating to your program.

1. Demographic information about your audience.

Age:

Gender:

Residence:

Education/School status:

Marital status:

Parity status:

Other:

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2. Which of the developmental stages best describes your audience (see Figure 1: Adolescent Psychological Development Chart in the introduction section)? Put an "X" in the box to show whether your audience is in the younger adolescence, older adolescence or emerging adulthood phase for each of the five characteristics on the left. Put an "X" in each row.

Remember, your audience may not be in the same stage for every aspect of development. For instance, a married girl with a child will likely fall under the "emerging adult" category for things like independence and sexuality, but may still be more like a younger adolescent in terms of cognitive development and body image.

	Younger Adolescence	Older Adolescence	Emerging Adulthood
Independence			
Cognitive Development			
Peer Group			
Body Image			
Sexuality			

**WORKSHEET #5:
SUMMARIZE KEY INFORMATION ABOUT YOUR AUDIENCE (CONTINUED)**

- 6. Explain why you chose this behavior change theory for your intended audience.

- 7. What are the barriers and facilitators to the behavior that you wish to see in your audience?

Individual-level Barriers	Individual-level Facilitators
Interpersonal-level Barriers	Interpersonal-level Facilitators
Community-level Barriers	Community-level Facilitators
Social and Structural-level Barriers	Social and Structural-level Facilitators

**WORKSHEET #5:
SUMMARIZE KEY INFORMATION ABOUT YOUR AUDIENCE (CONTINUED)**

8. What are the psychographics of your intended audience?

9. What media does your intended audience use?

TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

1.

2.

3.

Now that **Worksheet #5** is complete, it will help you complete **Worksheet #6**.