

WORKSHEET #6: AUDIENCE PROFILE

Zambe Example

This example is based on the Zambe Let's Talk About It! program introduced in Part 1 of the I-Kit. Additional insights are provided in the text bubbles to explain the pieces of the profile and the data sources that may be used.

Explanation	Audience Profile
<p>Name: Naming the audience is a simple and effective way to remind us that they are real people.</p>	<p><i>Nadia</i></p>
<p>Summary: It is useful to write a short summary of your audience profile to capture the overarching idea. You can write this summary after you have completed the rest of this Worksheet.</p>	<p><i>Nadia is 18 years old and lives in a good neighborhood with her daughter, older sister, her sister's husband and their two children. When she was 15, Nadia's boyfriend told her she could not get pregnant the first time they had sex, but she got pregnant and had to quit school when her daughter was born. Her parents were not supportive, so she came to Zambe to live with her sister. Nadia takes care of her daughter, niece and nephew, and cleans the house and prepares food for the family. She doesn't have much free time and misses her friends back home, but hangs out with a few friends in the city. She has not heard from the father of her child since she told him she was pregnant, but she has recently started dating a guy she met at the nightclub. After the birth of her daughter, the nurses told her about the injectable and she uses this method so she can plan her next pregnancy, but knows that she should use condoms to prevent STDs.</i></p>

**WORKSHEET #6:
AUDIENCE PROFILE (CONTINUED)**

Zanze Example

<p>Demographics: Age, sex, marital status, ethnicity, education level, socio economic status (SES), employment and residence. For urban youth, be as specific as possible when describing where your audience lives. For instance, list the neighborhood and the type of living environment (e.g., slum, shared house, dorm on a university campus, etc.).</p> <p>Suggested data sources: DHS and other country reports.</p>	<ul style="list-style-type: none"> • 18 years old • Living in Denbe neighborhood with extended family. • Dropped out of school at age 15. • 3-year-old daughter • She is a 'transplant.' Her parents live in the village where she grew up and she came to live with her older sister in the city when her parents kicked her out of the house.
<p>Behaviors: Describe the frequency with which the audience practices the behavior, and if known, the context within which it happens.</p> <p>Suggested data sources: DHS and primary research.</p>	<ul style="list-style-type: none"> • Currently she is using the injectable and usually gets it every three months. • Drinks alcohol with friends. • May have sex in exchange for gifts and with multiple partners.
<p>Media Habits: List the types of media used and frequency.</p> <p>Suggested data sources: Media consumption studies.</p>	<ul style="list-style-type: none"> • Listens to YFM radio. • Watches TV, specifically Big Brother Africa and SA Idols. • Reads Drum and Cosmopolitan magazines.

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AUDIENCE PROFILE (CONTINUED)**

Zambe Example

Determinants of Behavior: Use all of the behavioral determinants identified through data (primary and secondary research) that you have for your program as to why the audience behaves in the way they do.

Suggested data sources: Primary research and program data.

- *Beliefs: She thinks condoms will protect her from HIV and pregnancy, and that not using them from time to time is probably okay since she really is most concerned with preventing pregnancy and already uses injectable contraceptives.*
- *Social support: Discusses sex and contraception with friends.*
- *Sense of control: Does not always feel that she can control when she and her boyfriend use condoms. If he refuses or she has been drinking, she is easily persuaded not to use one.*
- *Perception of the health sector: She feels judged by the health care providers at the clinic, since they think she was too young to have had a child, and now has a child, but isn't married.*
- *Social norms: She believes most of her friends are sexually active with older men and that they don't always have protected sex. Some of her friends already have a child. She believes that men should be the ones to carry condoms so they also get to decide when to use condoms.*
- *Risk perception: Her risk perception for HIV is low because she trusts her boyfriend. Her risk perception for pregnancy is slightly higher.*
- *Perceived availability: She gets the injectable every three months, but sometimes it is hard for her to come in to the clinic.*

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AUDIENCE PROFILE (CONTINUED)**

Zambe Example

<p>Perceived benefits and barriers: This information is what the audience perceives to be the barriers to the behavior you want them to practice and/or the benefits of that behavior.</p> <p>Suggested data sources: Primary research and program data.</p>	<p>Barriers:</p> <ul style="list-style-type: none"> • <i>Embarrassed to purchase/ask for condoms.</i> • <i>Fear of side effects from other modern methods.</i> <p>Benefits:</p> <ul style="list-style-type: none"> • <i>Prevent HIV and STIs.</i> • <i>Prevent pregnancy and avoid abortion.</i>
<p>Psychographics: People's personality, values, attitudes, interests and lifestyles.</p> <p>Suggested data sources: Primary research and program data.</p>	<p>Daily Routine:</p> <ul style="list-style-type: none"> • <i>Gets up early and prepares breakfast. Cleans up for the family.</i> • <i>Goes to the market and prepares dinner for the family.</i> • <i>Watches TV and looks after her niece, nephew and daughter.</i> • <i>Sometimes goes out to clubs or bars with friends.</i> <p>Lifestyle, Needs, Fears and Values:</p> <ul style="list-style-type: none"> • <i>Qualities: Hard working, determined, family values</i> • <i>Needs: Independence</i> • <i>Aspirations: Finish school, become fashion designer, fall in love</i> • <i>Lifestyle: Mom, fashion, night clubs, parties and bars</i> • <i>Worries: Pregnancy, HIV, STIs; getting fat; acceptance by peers; gossip; and criticism</i>

WORKSHEET #6: AUDIENCE PROFILE (CONTINUED)

Zanbe Example

Nadia

Summary

Nadia is 18 years old and lives in a good neighborhood with her daughter, older sister, her sister's husband and their two children. When she was 15, Nadia's boyfriend told her she could not get pregnant the first time they had sex, but she got pregnant and had to quit school when her daughter was born. Her parents were not supportive, so she came to Zanbe to live with her sister. Nadia takes care of her daughter, niece and nephew, and cleans the house and prepares food for the family. She doesn't have much free time and misses her friends back home, but hangs out with a few friends in the city. She has not heard from the father of her child since she told him she was pregnant, but she has recently started dating a guy she met at the nightclub. After the birth of her daughter, the nurses told her about the injectable and she uses this method so she can plan her next pregnancy, but knows that she should use condoms to prevent STDs.

Demographics

- 18 years old
- Living in Denbe neighborhood with extended family.
- Dropped out of school at age 15.
- 3-year-old daughter
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Behaviors

- Currently she is using the injectable and usually gets it every three months.
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Media Habits

- Listens to YFM radio.
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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. *We now have a more complete picture of who Nadia is and her behavior regarding sex and contraception.*
2. *Having an idea of her lifestyle will help us plan the outreach and media activities.*
3. *Having an understanding of whose opinions are important to her will help us select our secondary audiences.*