

### WORKSHEET 4.1: IDENTIFYING PRIORITY AUDIENCES

**Purpose:** This worksheet will help analyze data from the rapid needs assessment to identify the priority audiences for the communication response to the emergency.

**Directions:** Use data from the rapid needs assessment and secondary research (Unit 2) or other primary and secondary research to complete this worksheet, as this will support an evidence-based selection of priority audiences. Where possible, complete this worksheet in collaboration with key stakeholders to stimulate information sharing and obtain a more complete picture of potential priority audiences.

**Please note that this worksheet is followed by a completed example that you can use as reference if necessary.**

Problem causing the emergency: \_\_\_\_\_

<b>1. During an emergency, which groups of people would be most affected by the emergency?</b>				
<b>2. Which of the identified audiences, if any, would be particularly vulnerable?</b>				
<b>3. Which groups of people have control over factors that would cause or aggravate the emergency?</b>				
<b>4. Out of the groups identified in Questions 1, 2 and 3, what behaviors do they need to change to impact the outbreak? How important is that change for the reduction of the emergency, and how likely are the audiences to change those behaviors? Rate each area from 1 (least) to 3 (most) importance.</b>				
Audience	Behaviors that need to change to reduce outbreak	Importance of each behavior for the reduction of the outbreak		
<i>Insert audience</i>		1	2	3
		1	2	3
		1	2	3
		1	2	3

**WORKSHEET 4.1 IDENTIFYING PRIORITY AUDIENCES (Continued)**

<i>Insert audience</i>		1	2	3
		1	2	3
		1	2	3
		1	2	3
<i>Insert audience</i>		1	2	3
		1	2	3
		1	2	3
		1	2	3
<i>Insert audience</i>		1	2	3
		1	2	3
		1	2	3
		1	2	3

<b>5. In which geographical areas are the audiences mostly located?</b>				
<i>Insert Audience</i>	<i>Insert Audience</i>	<i>Insert Audience</i>	<i>Insert Audience</i>	<i>Insert Audience</i>
<b>6. How large is each audience group in the area of intervention? Use estimates if exact data is not available</b>				
<i>Insert Audience</i>	<i>Insert Audience</i>	<i>Insert Audience</i>	<i>Insert Audience</i>	<i>Insert Audience</i>
<b>7. Who controls/influences the behaviors of each audience group or the resources required for behavior change?</b>				
<i>Insert Audience</i>	<i>Insert Audience</i>	<i>Insert Audience</i>	<i>Insert Audience</i>	<i>Insert Audience</i>

Adapted from How to Do an Audience Analysis: <http://thehealthcompass.org/how-to-guides/how-do-audience-analysis>

### **WORKSHEET 4.1 IDENTIFYING PRIORITY AUDIENCES (Continued)**

Based on the information summarized in the table above, which are the audiences whose behavior change will impact the emergency the most? *These will constitute your priority audience or audiences.*

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Based on the information summarized in the table, which audiences are the most vulnerable and at-risk of the issue causing the emergency? *These will also need to be considered as priority audiences to be targeted through separate interventions.*

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