

COMPLETED EXAMPLE – WORKSHEET 4.1: IDENTIFYING PRIORITY AUDIENCES

Problem causing the emergency: ___Cholera outbreak in South Eastern Region_____

<p>1. During an emergency, which groups of people would be most affected by the emergency?</p>	<p>Children under 5; elderly; people living with other illnesses (TB, HIV); people living in Rubora area</p>			
<p>2. Which of the identified audiences, if any, would be particularly vulnerable?</p>	<p>Most vulnerable are children under 5 and people living in Rubora area who are very marginalized and do not have access to services</p>			
<p>3. Which groups of people have control over factors that would cause or aggravate the emergency?</p>	<p>Caretakers of children under five have control of hygiene measures that can aggravate the spread of cholera; local authorities in charge of water source maintenance who have are not repairing the water points;</p>			
<p>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.</p>				
Audience	Behaviors that need to change to reduce outbreak	Importance of each behavior for the reduction of the outbreak		
<p><i>Children U5</i></p>	<p>Wash hands at critical times</p>	1	2	3☑
	<p>Stop open defecation</p>	1	2	3☑
	<p>Stop playing in swamps</p>	1	2☑	3
<p><i>Elderly & people living with other illnesses</i></p>	<p>Wash hands at critical times</p>	1	2	3☑
	<p>Stop open defecation</p>	1	2	3☑
	<p>Access health services at first symptom</p>	1	2	3☑
	<p></p>	1	2	3☑
<p><i>Caretakers children U5</i></p>	<p>Wash hands at critical times;</p>	1	2	3☑
	<p>Support their children to practice protective behaviors (hand washing; no open defecation; no playing in swamps);</p>	1	2	3☑
	<p>Take their children to the health facility immediately at appearance of first symptoms;</p>	1	2	3☑
	<p>Store water correctly to reduce risk of contamination</p>	1	2	3☑
	<p></p>			

<i>Local authorities</i>	Maintain and improve water points;	1	2	3☒
	Provide more water points in remote areas (particularly in the Rubora area)	1	2	3☒
		1	2	3☒
		1	2	3☒
<i>Rubora area residents</i>	Wash hands at critical times;	1	2	3☒
	Access services immediately at first symptoms;	1	2	3☒
	Store water correctly to reduce risk of contamination	1	2	3☒
5. In which geographical areas are the audiences mostly located?				
<i>Children U5</i>	<i>Elderly & People Living with an illness</i>	<i>Mothers of U5s</i>	<i>Local Authorities</i>	<i>Rubera area residents</i>
Across the whole South Eastern region. With higher concentrations in the urban and peri-urban areas	In rural areas and urban suburbs	Across the whole South Eastern region. With higher concentrations in the urban and peri-urban areas	In urban areas across the region	Eastern part of the region
6. How large is each audience group in the area of intervention? Use estimates if exact data is not available				
<i>Children U5</i>	<i>Elderly & People Living with an illness</i>	<i>Mothers of U5s</i>	<i>Local Authorities</i>	<i>Rubera area residents</i>
32% of the total population	Unknown	23% of total population	N/A	Approx 65,000 people
7. Who controls/influences the behaviors of each audience group or the resources required for behavior change?				
<i>Children U5</i>	<i>Elderly & People Living with an illness</i>	<i>Mothers of U5s</i>	<i>Local Authorities</i>	<i>Rubera area residents</i>
Mothers; fathers	Family members; local leaders	Fathers (husbands); mothers-in-law; local leaders; peers	Local and religious leaders; National government institutions	Local and religious leaders

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