

**WORKSHEET 4.2: EXPLORING IDEATIONAL FACTORS, BARRIERS AND FACILITATORS FOR INTENDED PRIORITY AUDIENCES**

**Purpose:** This worksheet will help extract information from primary and secondary research about behaviors, ideational factors and barriers and facilitators for the intended priority audiences.

**Directions:** Use data from the rapid needs assessment (Unit 2) and other relevant data to complete this worksheet.

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

List below the priority audiences identified in Worksheet 4.1:

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Complete this table for each priority audience, summarizing the data from the research according to current behaviors, ideational factors and barriers and facilitators.

Intended Audience:				
Current Behaviors	Ideational Factors	Barriers	Facilitators	Sources
	Knowledge:			
	Beliefs:			
	Attitudes:			
	Self-image:			
	Perceived Risk			
	Self-efficacy:			
	Emotions:			
	Norms:			
	Culture:			
	Social Influences:			

## WORKSHEET 4.2: EXPLORING IDEATIONAL FACTORS, BARRIERS AND FACILITATORS FOR INTENDED AUDIENCES (Continued)

**Directions:** Once you have completed the table for each separate audience group, summarize the most important things you have learned about each audience and the sources of that information in the table below.

Audience	Key Findings

Based on the information summarized in the table above, is there any information that you would still need to know about any of the intended audiences to help you inform your communication response? If so, write what you need to know about each audience group here:

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What needs assessment methods can be used to answer those remaining questions? Consider the methodologies discussed in *Unit 2: Rapid Needs Assessment* and participatory approaches that involve the community as discussed in *Unit 3: Community Mobilization*.

Question	Possible Methods to Answer the Question