

WORKSHEET 8.2: KEY MESSAGES PER AUDIENCE SEGMENT IN THE SBCC STRATEGY

Purpose: This worksheet provides a template to record information that can guide and inform key messages for each audience segment that the SBCC strategy plans to target.

Directions: Refer to the worksheets completed in *Unit 2: Rapid Needs Assessment*, *Unit 4: Audience Analysis & Segmentation*, *Unit 5: Audience Profiling* and *Unit 6: Developing Communication Objectives & Indicators*. These contain useful information for this exercise and will ensure that messages are evidence-based.

Complete the table below with relevant information for each audience segment.

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

Audience:	<i>Insert the name of the audience segment.</i>				
Description:	<i>Insert a description and data regarding this audience (including their stage of behavior change) that has informed the communication objective.</i>				
Communication Objectives	Barriers	Facilitators	Key Benefit	Key Information	Key Message
<i>Insert the communication objectives identified in Unit 6.</i>	<i>Insert main barriers to performing the desired behaviors as identified in Unit 4.</i>	<i>Insert main facilitators to performing the desired behaviors as identified in Unit 4.</i>	<i>Insert the key benefit the audience can expect by performing the desired behaviors.</i>	<i>Insert key points of information that the audience needs to know in order to be motivated to perform the desired behavior.</i>	<i>Insert brief key messages that contain a call to action and the benefit reaped from performing it.</i>