








Checklist to Assess Proposed Segments

<p>Homogeneous</p>	<p> Yes</p>	<p>What it means: The members of the audience segment are similar in a relevant way.</p>	<p>Why it is important: This is the basis of audience segmentation – that the members of each segment are similar in terms of needs, values and/or characteristics.</p>
<p>Heterogeneous</p>	<p> Yes</p>	<p>What it means: Each segment is relatively unique, as compared to the other segments that have been identified.</p>	<p>Why it is important: This demonstrates that the broader audience has been effectively divided into sets of differing communication needs.</p>
<p>Measurable</p>	<p> Yes</p>	<p>What it means: Data from the situation analysis or other research should indicate the size of the audience segment.</p>	<p>Why it is important: Measurements allow programs to evaluate whether to focus on a particular segment.</p>
<p>Substantial</p>	<p> Yes</p>	<p>What it means: The audience segment is large enough, in terms of potential impact on public health, to warrant the program’s attention.</p>	<p>Why it is important: Programs should have a minimum expectation for the impact of their investment. Therefore, programs should only consider segments that are big enough or important enough to impact public health.</p>
<p>Accessible</p>	<p> Yes</p>	<p>What it means: The audience segment is reachable, particularly in terms of communication and access to products or services needed to address the problem.</p>	<p>Why it is important: Each segment needs to be able to be reached and communicated with efficiently.</p>
<p>Actionable/ Practical</p>	<p> Yes</p>	<p>What it means: The program is able to implement a distinctive set of messages and interventions for each audience segment.</p>	<p>Why it is important: The program must have the resources and ability to address the segments identified.</p>
<p>Responsive</p>	<p> Yes</p>	<p>What it means: Each audience segment can be expected to respond better to a distinct mix of messages and interventions, rather than a generic offering.</p>	<p>Why it is important: If the segment will not be more responsive to a distinct approach, then the segment can probably be combined with another similar segment.</p>