

WORKSHEET #13: WHAT YOUTH SAY

Purpose: To collect the terminology that your intended audience uses.

Preparation:

- Review primary and secondary research findings to identify initial ideas for appropriate language.
- Assemble a small group, such as four to six people, that represents your intended audience. You will need to conduct separate groups for each segment of your primary and secondary intended audiences.

Directions:

- 1. Write down key terminology relevant to your program in the left-hand column.
- 2. For each term listed in the left-hand column, ask the group of people to list the words and phrases they use with "peers" in the second column and with "adults" in the third column.
- 3. Refer to the *Worksheet #13: Zanbe Example* to help you complete this Worksheet with the information relating to your program.
- 4. When you have completed the Worksheet, continue reading the rest of this Essential Element as it contains important information about messaging.

Make sure that the terminology you choose makes sense to and connects with your audience. Young people may want to hear their own slang when talking about sexual health or they may not. You can confirm what they want by pretesting your materials with your intended audience.

committe what they want by prete		
	What youth say	
Terminology	with peers	with adults
3,		

WORKSHEET #13: WHAT YOUTH SAY (CONTINUED)

TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

1.

2.

3.