

## WORKSHEET #4: SEGMENTING YOUR AUDIENCE

### *Zambe Example*

*This example is based on the Zambe "Let's Talk About It!" program introduced in Part 1 of the I-Kit. The program managers reviewed all of the information they collected and the input from the workshop with their advisory group and urban adolescents, and answered the key questions to help them segment their audience. Additional insights are provided in the text bubbles.*

1. What is the audience that you plan to reach through your program?

*Adolescent girls, 15 to 19 years old, who are pregnant or parenting.*

2. How did you decide on this audience? (Check all that apply)

- It was already promised to the donor.
- We already serve this audience and want to continue doing so.
- Our research suggests that this audience is most in need.
- This is the group that we have the capacity and the expertise to reach.
- Reaching this audience now will help us reach a wider audience later.
- This audience was identified by the government (e.g., as in a National Strategic Plan).
- Other \_\_\_\_\_

3. What types of research do you have about your intended audience? (Check all that apply)

- Secondary research (e.g., DHS survey)
- Primary research (e.g., quantitative and qualitative studies, mapping exercises)
- Program reports (from your or others' programs)
- Media consumption studies

## WORKSHEET #4: SEGMENTING YOUR AUDIENCE (CONTINUED)

### Zambe Example

4. What are the most important things you have learned about your audience from the research that you have? Please include the sources of this information.

Things we know about the audience	Sources that provide this information
<i>Wants to wait before having a second child, but feels unable or disempowered to do so.</i>	<i>Focus group discussions with members of the intended audience and program reports from providers working with the audience.</i>
<i>Has influencers, such as partners/husbands and/or other family members (mother-in-laws, parents, etc.), that pressure her to have many children.</i>	<i>Focus group discussions with audience and key informant interviews with family planning providers.</i>
<i>Aspires to have education and employment, and a bright future for her children.</i>	<i>Focus group discussion with members of the intended audience and the report from a city-wide study on the aspirations of young people in Zambe.</i>

5. What questions would you still like to answer about your intended audience?

- What attitudes would husbands/partners and other key influencers have about healthy timing and spacing of pregnancy?*
- Who are the people that most influence the reproductive health decisions of the intended audience?*
- What information, beliefs and attitudes does the intended audience have about contraception?*

6. What can you do to get those questions answered?

- Focus group discussions with husbands/partners and other key influencers.*
- Key informant interviews or focus group discussions with the audience.*

Remember, the more you discover about your audience, the more questions you will have! You may not have the time or the resources to answer all of these questions, but it is very important to note them so that you can go back to them for future research and program initiatives.

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#### 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. Still need more information about influencing audiences for girls 15 to 19—what are their attitudes and knowledge about SRH for girls.*
- 2. Pregnant girls may need further segmentation, for example, whether or not they are married, or living with parents.*
- 3. Future aspirations of these girls could be an excellent “hook” to reach them with messaging about healthy timing and spacing of their next pregnancy.*