

WORKSHEET #5: SUMMARIZE KEY INFORMATION ABOUT 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 answered the questions based on information about Etienne. Additional insights are provided in the text bubbles.

1. Demographic information about your audience.

Age: *16*

Gender: *Male*

Residence: *Zambe, lives with family in nice neighborhood*

Education/School status: *In secondary school*

Marital status: *Unmarried*

Parity status: *Nulliparous (no children)*

Other:

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2. Which of the developmental stages best describes your audience (see Adolescent and Young Adult Psychological Development Chart in the introduction)? Put an "X" in the box to show whether your audience is in the younger adolescence, older adolescence or emerging adulthood phase for each of the five characteristics on the left.

Even though we know we are talking about a 16 year old, Etienne may be at different stages of development when it comes to his physical, psychological, cognitive and social development. He may reflect those that are younger than 16 or those that are older than 16.

	Younger Adolescence	Older Adolescence	Emerging Adulthood
Independence		X	
Cognitive Development		X	
Peer Group		X	
Body Image			X
Sexuality		X	

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3. Explain why you chose these stages of development for your audience:

a. Independence:

Etienne exemplifies a young person in the older adolescent stage in terms of independence. He has moved away from his parents and toward his peers. He is also beginning to develop his own value system.

b. Cognitive Development:

Etienne seems to be able to identify the consequences of his behavior, as seen through his understanding that unprotected sex is risky, even if he does not always practice protected sex.

c. Peer Group:

Etienne relies heavily on his peers as influencers and he is interested in attracting female partners.

d. Body Image:

We don't know much about Etienne's body image, but he seems comfortable and confident with himself.

e. Sexuality:

Etienne's sexual behavior is similar to the majority of older adolescents. He has already initiated sex, but he has not yet developed serious intimate relationships.

4. What is the behavior you would like to see your audience demonstrate?

Correct and consistent condom use.

5. What behavior change theory can help you with your intended audience and their behavior change?

Health Belief Model

Use the TheoryPicker tool mentioned in the SBCC Theories section or other resources to help you choose the appropriate SBCC theory.

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6. Explain why you chose this behavior change theory for your intended audience.

Condom use is an individual preventive behavior for which Etienne's beliefs and perceptions are important influencers.

7. What are the barriers and facilitators to the behavior that you wish to see in your audience?

<p>Individual-level Barriers</p> <ul style="list-style-type: none"> • <i>Believes "condoms kill pleasure."</i> • <i>Does not wear condoms after drinking.</i> 	<p>Individual-level Facilitators</p> <ul style="list-style-type: none"> • <i>Cares about his future (i.e. wants to be a football star).</i> • <i>Knows condoms prevent STIs and pregnancy.</i>
<p>Interpersonal-level Barriers</p> <ul style="list-style-type: none"> • <i>Friends say, "condoms kill pleasure."</i> • <i>Friends drink alcohol.</i> • <i>Friends encourage unsafe sex.</i> 	<p>Interpersonal-level Facilitators</p> <ul style="list-style-type: none"> • <i>Father can be a role model as he is also his football coach.</i>
<p>Community-level Barriers</p> <ul style="list-style-type: none"> • <i>Community norms say that young people shouldn't talk about sex.</i> 	<p>Community-level Facilitators</p> <ul style="list-style-type: none"> • <i>Condoms are widely available and affordable for young people.</i> • <i>Has strong social networks (e.g., football team, school, family).</i>
<p>Social and Structural-level Barriers</p> <ul style="list-style-type: none"> • <i>Gender/societal norms say it's ok for boys to experiment with sex (before marriage).</i> • <i>Alcohol is readily available to young men.</i> 	<p>Social and Structural-level Facilitators</p> <ul style="list-style-type: none"> • <i>Condoms are widely available and affordable for young people.</i>

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8. What are the psychographics of your intended audience?
- *Likes hip-hop and football.*
 - *Enjoys approval of and interaction with peers.*
 - *Likes flirting with girls.*
 - *Wants to play football professionally.*
 - *Explores sex, mainly without condoms.*
 - *Drinks beer on weekends.*
 - *Watches and plays football.*
9. What media does your intended audience use?
- *National newspapers and sports magazines*
 - *Local and foreign movies and DVDs*
 - *Local radio*
 - *Listens to music in bars and clubs*

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. *Peers are key influencers.*
2. *Condoms are available, but very stigmatized—need to reposition condoms for Etienne.*
3. *Cares about his health and his future.*