

COMMUNICATION FOR IMMUNIZATION

E-LEARNING RESOURCES

07 | TARGET AUDIENCE ANALYSIS

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Main purpose to analysis target audience is to specifically define programme audience, understand their characteristics and what motivates them.

Ask: What is the problem, and WHO SPECIFICALLY can help to solve it?

For immunization these can be: Caretakers, Community Leaders, Community Health Workers, Traditional Healers, Dispensary Staff, Religious and Traditional Leaders, Health Supervisors, District and State Officials, National Officials/Policy-makers, National Oversight Bodies, National Partners, National Associations, Media, etc.

Segment the audience as much as possible:

- For example, if you pick “caretakers”, drill down further – is it fathers, mothers, and father and mother of children of what age? mothers-in-law? If “Ministry of Finance” is an audience, who specifically in the Ministry?

Ask:

- **Which audience(s) are most important to creating the change required?**
- **Which are the absolute priorities?**
- **What are their social and demographic characteristics?**
(e.g. age, education, number of children, occupation, type of homes, distance from health centre)
- **Who influences and motivates your target audience?**
- **What channels of information do they trust?**
- **What other information will help you to engage with this audience?**

Below are examples of a behavioural analysis for different target audiences. Note that communication and operations often must work together to resolve problems, and barriers at local level may be due to national factors.

Sample Audience Analysis for 5 Large Districts in X State (Note all information has been created for the purpose of illustration)
 Issue: DTP3 coverage amongst rural population in 5 districts is 55%. Large measles outbreak last year led to review showing major gaps.

SEM Level	Who	Social/Demographic	Influencers/Motivators	Most Trusted Channels of Information	Other information
Individual	Rural fathers	<ul style="list-style-type: none"> - 80% farmers - 15% market sellers - 60% illiterate - Most mud-straw homes - Most speak only minority language - Avg. 5 children - 95% devout (x religion) - About 50% live > 5kms from health center - Very poor. Transport is expensive. 	<ul style="list-style-type: none"> - Ensuring farm is successful and maize sells for a good price - Sending children to primary school - Attending weekly service 	<ul style="list-style-type: none"> - Religious leaders - Family members - Maize market association leader - Community radio station - Community village head 	<ul style="list-style-type: none"> -Most wives are illiterate, work at the farm and in the home. -Men gather to watch football at the local restaurant on Saturday afternoons. -Measles outbreak in the districts last year claimed 45 children.
Interpersonal	Rural mothers	<ul style="list-style-type: none"> - 95% primary caregivers and work on the farm - 5% market sellers - 85% illiterate - Same housing, language, children, religion, and distance from health centre as men. 	<ul style="list-style-type: none"> - Ensuring children are healthy and fed - Ensuring children go to school - Community celebrations, such as naming ceremonies 	<ul style="list-style-type: none"> - Husbands - Family members - Children's teachers - Health care workers - Religious leaders 	<ul style="list-style-type: none"> -Women need husband's permission to leave the home, including to go to the health centre. -Women expressed concerns about the recent measles outbreak.
Community	Health workers	<ul style="list-style-type: none"> - 75% men - 1 year of post-secondary training - Been in job average of 9 years - 80% are married and have average of 3 children - 50% are born outside of the district where they're working 	<ul style="list-style-type: none"> - Doing a good job - Having the supplies they need - Good supervisory reports/ potential for promotion - Getting paid on time 	<ul style="list-style-type: none"> - Religious leaders - Boss/supervisors - Health association leader - State radio 	<ul style="list-style-type: none"> -Are not satisfied with their level or frequency of pay -Don't have transport money for outreach. - District Y, which is remote, has seen unusual rotation of health workers
Organizational	Religious Leaders	<ul style="list-style-type: none"> - 100% men - 50% illiterate at lower ranks, to 100% literate at highest levels. - 50% born and educated outside the state - 50% speak minority language 	<ul style="list-style-type: none"> - Preparing for/giving sermons - Counselling their communities 	<ul style="list-style-type: none"> - More senior religious leaders - Some political leaders 	<ul style="list-style-type: none"> -Said in FGDs that health services are too far away from community. - Many traveling to a large association meeting in the capital later this year.
Policy/Enabling Environment	State Governor	<ul style="list-style-type: none"> - From majority language - From national governing political party - Engineer by training - Married, 3 children, all >18 yrs of age, all studying abroad 	<ul style="list-style-type: none"> - Fulfilling election commitments - Possibly wants to run for President 	<ul style="list-style-type: none"> - The President - His advisors, particularly Mr. X - Mr. X, CEO of National Power Supply Co. - <i>The Nation</i> newspaper 	<ul style="list-style-type: none"> - Has been Governor for 18 months - Never made any policy speeches about health - Major platform is bringing power grid to cities