**Step 3. Audience Segmentation Template**

*See an “Illustrative SBCC Strategy for Breastfeeding in the Implementation Kit to support FBO-led Breastfeeding Interventions: Program Guide” for global-level sample audience segments.*

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| **Primary and Secondary Audience Segments (with rationale for segment selection)** |
| In each country or sub-national context, choices will have to be made between primary audiences and influencing audiences. Targeting SBCC to specific audiences, such as pregnant women, mothers of children under 2 years of age, grandmothers/mothers-in-law, fathers, faith-based leaders and others, can have impact and be cost effective in either generalized or concentrated settings.  **PRIMARY AUDIENCES**  Primary Audience 1:   |  | | --- | |  |   Primary Audience 2:   |  | | --- | |  |   Primary Audience 3:   |  | | --- | |  |   **INFLUENCING AUDIENCES**  Influencing Audience 1:   |  | | --- | |  |   Influencing Audience 2:   |  | | --- | |  |   Influencing Audience 3:   |  | | --- | |  | |

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| **Ranking Influencing Audiences by Level of Influence** |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Primary Audience Influenced** | **Estimated Power of Influence (Low, Moderate, Strong)** | **Current Attitude Towards Optimal Breastfeeding Practices** |
| **Influencing Audience 1:** *<Name audience>* |  |  |  |
| **Influencing Audience 2:** *<Name audience>* |  |  |  |
| **Influencing Audience 3:** *<Name audience>* |  |  |  |

*Develop profiles of these audiences. See an “Illustrative SBCC Strategy for Breastfeeding in the Implementation Kit to support FBO-led Breastfeeding Interventions: Program Guide” for global-level sample audience profiles.*

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| **Audience Profiles** |
| **PRIMARY AUDIENCE 1: PREGNANT WOMEN AND MOTHERS OF INFANTS (1-24 MONTHS)** |
|  |
| **PRIMARY AUDIENCE 2: <NAME THIS AUDIENCE>** |
|  |
| **PRIMARY AUDIENCE 3: <NAME THIS AUDIENCE>** |
|  |
| **INFLUENCING AUDIENCE 1: <NAME THIS AUDIENCE>** |
|  |
| **INFLUENCING AUDIENCE 2: <NAME THIS AUDIENCE>** |
|  |
| **INFLUENCING AUDIENCE 3: <NAME THIS AUDIENCE>** |
|  |

**Step 3. Audience Segmentation Checklist**

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| --- | --- | --- | --- |
| Audience Segmentation: | Yes | No | Suggestions/Notes |
| * Can the program effectively reach all of the audiences selected? |  |  |  |
| * Of the potential priority audiences/segments identified, which 2 are the most important to reach? |  |  |  |
| * + Why? |  |  |  |
| * Of the potential influencing audiences identified, which 3 are the most important to reach? |  |  |  |
| * + Why? |  |  |  |
| * What happens if Audience X, Y, or Z is not reached? |  |  |  |
| * How much will it cost to reach each audience with effective messages and activities? |  |  |  |
| Audience Profiles |  |  |  |
| * Profile developed for each audience segment |  |  |  |
| * Each profile sourced from local information |  |  |  |
| * Each profile reflects a specific audience segment |  |  |  |
| * For each profile: |  |  |  |
| * + Photograph |  |  |  |
| * + Name |  |  |  |
| * + Age |  |  |  |
| * + Religion |  |  |  |
| * + Employment type |  |  |  |
| * + Income |  |  |  |
| * + Region/town/village |  |  |  |
| * + Marital status |  |  |  |
| * + Number of living children |  |  |  |
| * + Number of children deceased before age five |  |  |  |
| * + Pregnancy status |  |  |  |
| * + Current behavior related to infant and young child feeding |  |  |  |
| * + Potential drivers for target behaviors |  |  |  |
| * + Barriers to optimal breastfeeding practices |  |  |  |
| * + Indication of emotions related to IYCF and child care |  |  |  |
| * + Indication of values relevant to breastfeeding |  |  |  |