**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:

|  |
| --- |
|  |

 |

|  |
| --- |
| **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.*

|  |
| --- |
| **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**

|  |  |  |  |
| --- | --- | --- | --- |
| 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
 |  |  |  |