



Provider Behavior Change Implementation Kit

Segmentation Table

Potential Audiences	Potential Primary Audiences	Potential Influencing Audiences
Demographic Characteristics Age, gender, years of training and years as CHW		
Geographic Characteristics Region, urban or rural, and area of conflict		
Socio-Cultural Characteristics Language, culture, place in society, religion and ethnicity		
Behavioral Characteristics Behaviors that affect or impact the challenge		
Psychographic Characteristics Personality, values, attitudes, interests, lifestyle and reasons for wanting to be a CHW		
Ideational Characteristics May include knowledge, beliefs and attitudes about CHW work, expectations and attitudes about clients served, perceived risk, self-efficacy, social support and influence, environmental supports and constraints, emotions, norms and self-image		