# 

STEP 2 TASK 2:   
Prioritize Audience Segments

**Priority Audience Segments**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Potential Segment** | **How many people in this group? (E.g. % of population in intended areas of operation)** | **Is addressing this group crucial to achieving program objectives? 5 Most crucial 1 Least crucial** | **Is the group most affected/at risk?5 Most at risk/affected1 Least at risk/affected** | **How likely will this group change within the timeframe of the SBCC program? 5 Most likely 1 Least likely** | **Does the SBCC program have the resources to focus on this group?**  **5 Sufficient resources 1 Insufficient resources** | **Rank(total from previous boxes)** | **Determine which group(s) to focus on and during which phase, according to rank** |
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