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| **Program Objective**. Select one of your programmatic objectives and list it below. *Example: Establish healthy nutrition standards in food banks and pantries.* |
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Use this worksheet to define the audience segment(s) you want/need to reach to achieve your program objectives, including what you know about the audience.

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| **Audience**. Describe an audience you want to reach to achieve this programmatic objective. List demographic information about this audience below.  *For example: gender identity, age, race and ethnicity, nationality, language, location – tribal community, urban, suburban, rural, etc.* |
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| **Audience Segment**. Use the above information to identify a specific audience segment. Try to include a “who” statement. List your audience segment below.  *Example: African American women aged 22-30 who live in the Madison suburbs and are planning to have children in the next year.* |
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| **Audience Information**. Use the space below to list what you know about this audience segment. Consider the following:   * What do they care deeply about? * What information sources do they use and trust the most? * Are there any barriers to reaching this audience? * What are they interested in, or what activities do they like to do? * What are their opinions, attitudes, or beliefs about your program? * What else? |
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For more information, contact the DNPAO Strategic Communication Team at [DNPAOCommTA@cdc.gov](mailto:DNPAOCommTA@cdc.gov).