

Audience Profile Worksheet

Target Audience Characteristics

Race/ethnicity:

Age range:

Other Characteristics:

Gender:

Preferred Language:

Section	Topic
Social Listening	Relevant Themes (<i>What mis/disinformation is circulating in this community?</i>)
People	<p>Social Norms, Values, and Beliefs (<i>What norms, values, and beliefs may impact vaccination?</i>)</p> <p>Fears Related to the Vaccine (<i>What are this community's fears about vaccination?</i>)</p> <p>Social Networks (<i>What are the ways this community is connected?</i>)</p>
Place	<p>Availability of Vaccines (<i>Where can this audience easily access the vaccine?</i>)</p> <p>Barriers to Obtaining the Vaccine (<i>What stands in the way of getting vaccinated?</i>)</p>

Message Design	Key Messages (see table below)
Message Delivery	Messengers & Channels (see table below)
Evaluation	<p>Outcome (<i>How will you assess the effectiveness of your efforts?</i>)</p> <p>Process (<i>How will you track the output of your efforts?</i>)</p> <p>Formative (<i>How will you incorporate input from the community?</i>)</p>

Key Message	Messenger	Communication Channel
Key Message 1 (Write a key message here; repeat as needed for other key messages.)	(Who will deliver the message?)	(How will the message reach the audience?)

Key Message 2		
Key Message 3		