Audience Segmentation and Messaging Worksheet

Let’s start by segmenting the audience to learn more about what makes them tick. Answer the questions below about your target audience:

1. Who is your audience?
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

2. What do you know about this audience’s knowledge, attitudes, and behaviors as they relate to children’s mental health?
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

3. What else do you know about this audience? How do they spend their time? Who influences them? What might make them listen to you or motivate them to change?
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Disclaimer: The views, opinions, and content expressed in this presentation do not necessarily reflect the views, opinions, or policies of the Center for Mental Health Services (CMHS), the Substance Abuse and Mental Health Services Administration (SAMHSA), or the U.S. Department of Health and Human Services (HHS).
4. How could you collect information about the characteristics of this audience? (For example: interviews, focus groups, surveys, etc.)

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

5. What change in knowledge, attitudes, or behaviors do you seek for this audience?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Now that we know more about our audience, we can begin to craft messages that will resonate with them. Answer the questions below to guide your message development:

6. What could your audience gain from understanding your message? (For example: better understanding of your work could improve your audience’s access to mental health services.)

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
7. What stands in the way of your audience thinking, acting, or behaving differently based on your message? (For example: the audience does not believe mental health challenges are treatable, the audience lacks transportation, stigma, etc.)

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

8. What information could help you illustrate your point to your audience? (For example: data, personal stories, highlighting the audience’s personal connection to the issue, etc.)

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Let’s now try writing some draft messages. Based on your answers to the questions above, what are the three most compelling things you could say to motivate your audience to think, feel, or act differently? These are your messages.

• Draft Message #1:__________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

• Draft Message #2:__________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
Finally, let’s review and reflect on what we have come up with and revise our draft messages as needed. Check that the messages you came up with above meet the following considerations:

- Are there current events or local issues that are related to your messages? Check that your messages take into account the context within which your audience is thinking about the issue, and revise above if needed.

- Will your audience understand the phrases that you’ve used to describe the issue? (For example, do the messages use jargon, acronyms, or ideas that may be out of context for them?) If not, revise your messages so that they are more easily understood.

- Look at your messages and ask yourself “why, who cares, and so what?” Carefully crafted messages can draw attention to children’s mental health issues, but it’s important to put yourself in the audience’s shoes to better understand how they might react. Therefore, make sure you can answer:
  - **Why?** Why does your message matter to the audience? What other issues are competing for their attention?
  - **Who cares?** Will your audience actually care about children’s mental health as you’ve presented it? Do your messages highlight the benefits to the audience?
  - **So what?** Now that you have them hooked, have you been clear about what you want them to do?