



STEP 1: DEFINE AND UNDERSTAND

STEP 2: FOCUS AND CREATE

AUDIENCE PROFILE TEMPLATE

Demand Creation and Advocacy for COVID-19
Vaccine Acceptance and Uptake

Audience Profile Template

Purpose of the Tool: Audience profiles are used to bring audiences to life for programmers who are designing interventions. They can be helpful to inform tailoring your interventions to your audiences so that they address their needs. This tool supports the development of profiles for each of the audiences that will be targeted by demand creation and advocacy interventions.

The tool supports the implementation of the *Define and Understand* step of FHI 360's [*Demand Creation and Advocacy for COVID-19 Vaccine Acceptance and Uptake: An Interim Quick Start Guide*](#). It links to Task 1.5 and operationalizes *The Global Booster: Potential Audience Segments* in the Quick Start Guide.

How to Use this Tool: Audience profiles should be started during *Step 1: Understand and Define* and finalized in *Step 2: Focus and Create*. A profile should be developed or co-designed with each audience segment the intervention will address. Draw on primary and secondary research (both quantitative and qualitative) as well as organizational experience with the audience to develop profiles. Use the example audience profiles at the end of the document for inspiration.

Target Audience: _____

Basic information about this target audience:

Name (e.g., Jana, Yosef)	
Demographic information (age, where do they live, education level, job/employment, marital status, number of children)	
How does she/he/they spend their time?	
What type of media does she/he/they read, listen to, or watch (e.g., TikTok, Facebook, newspaper, radio, television, etc.)?	
What does she/he/they think about COVID-19?	
Does she/he/they feel at risk of getting COVID-19?	
What does she/he/they think about COVID-19 vaccines?	
What are her/his/their biggest concerns about COVID-19 vaccines?	
What do her/his/their family and friends think of COVID-19 vaccines?	
Who influences her/his/their decisions about COVID-19 vaccines?	
What would motivate her/him/them to get vaccinated against COVID-19?	

Example Audience Profile of a “Easy to Reach” Male in Peri-Urban Tanzania

Name (e.g., Jana, Yosef)	Baraka is a 34 year old male who lives in peri-urban area of Tanzania. He is married and lives with his wife and three children, ages 16, 13, and 9. Baraka has a primary school education and is self-employed in his café, selling fried chips eggs and <i>mishkaki</i> (beef).
Demographic information (age, where do they live, education level, job/employment, marital status, number of children)	Most of the Baraka’s days are spent at his café.
How does she/he/they spend their time?	Baraka regularly listens to the radio – Clouds FM, EFM or Wasafi – and specifically tunes in for the news section, football, or music throughout the day in his café. He watches TV occasionally when his favorite teams are playing football matches. He also watches Tanzania Broadcasting Company (TBC) when a political leader is addressing an issue.
What type of media does she/he/they read, listen to, or watch (e.g., TikTok, Facebook, newspaper, radio, television, etc.)?	Baraka thinks COVID-19 is a serious disease, as he has heard that many people have been admitted to the hospital and died from it.
What does she/he/they think about COVID-19?	Baraka thinks he is at risk of COVID-19 because his work involves meeting a lot of customers. He is trying to wear a mask but doesn’t always remember or takes it off when it gets hot and uncomfortable.
Does she/he/they feel at risk of getting COVID-19?	Baraka has some concerns about COVID-19 vaccine safety. He has heard people sharing a lot of different conflicting information about the vaccines. But, on the other hand, he trusts that the vaccines were developed to help people and that they are for our benefit.
What does she/he/they think about COVID-19 vaccines?	His family’s views on the vaccine are mixed. Most of his older relatives are supportive of vaccination and have been vaccinated. However, most of his friends and younger relatives are not vaccinated. He saw that his favorite musician recently got vaccinated and was encouraging others to do the same, and that made Baraka feel positive about vaccination.
What are her/his/their biggest concerns about COVID-19 vaccines?	Baraka is influenced by his peers, celebrities (social media influencers, musicians, and local footballers), and religious leaders (Mufti). Baraka respects and trusts doctors but doesn’t trust politicians as he feels they always have an agenda.
What do her/his/their family and friends think of COVID-19 vaccines?	Baraka has received a lot of information about COVID-19 vaccines from social media, radio, and TV. Baraka has also seen people he trusts and admires get vaccinated. He has a very busy schedule which act as a barrier to access vaccination services at the health facilities. Having vaccines easily accessible during hours that his café is not open will also be beneficial.
Who influences her/his/their decisions about COVID-19 vaccines?	
What would motivate her/him/them to get vaccinated against COVID-19?	

Example Audience Profile for an “Unconcerned” Woman in Rural Tanzania

Name (e.g., Jana, Yosef)	Neema is a 28 year old female. She is married with 2 children, living in rural Tanzania. She has a primary education and sells produce at the local market.
Demographic information (age, where do they live, education level, job/employment, marital status, number of children)	Neema spends most of her time at the market, at home looking after her children, or at her in-laws house with her extended family.
How does she/he/they spend their time?	Neema listens to the radio throughout the day as she sells her fruits and vegetables. She has a mobile phone, which she uses for messages and phone calls. Occasionally she can access WhatsApp and Facebook if she has a data bundle.
What type of media does she/he/they read, listen to, or watch (e.g., TikTok, Facebook, newspaper, radio, television, etc.)?	Neema thinks of herself as a very healthy person. Being young, she doesn’t think she is at risk of COVID-19. She acknowledges COVID-19 is a threat, but only to older people and those with co-morbidities.
What does she/he/they think about COVID-19?	Neema knows there is a vaccine for COVID-19, but she is not sure it’s worth the time and effort to get it.
Does she/he/they feel at risk of getting COVID-19?	Neema feels that, because the vaccines are still new, she wants to wait to get vaccinated until there is more information about the possible long-term side effects. She is especially concerned about possible effects of the vaccine on her fertility. She also wonders why those who are vaccinated can still get COVID-19.
What does she/he/they think about COVID-19 vaccines?	Neema knows a few of her customers who have been vaccinated and had no side effects. Some of her colleagues at the local market have also been vaccinated and are insisting Neema and others get vaccinated as well. However, her husband Chedi is not vaccinated and is also concerned about possible long-term side effects; his worries make her uncertain about the right thing to do.
What are her/his/their biggest concerns about COVID-19 vaccines?	Influential people in Neema’s life are her husband, other workers at the market, her customers who are leaders in the community, and her pastor.
What do her/his/their family and friends think of COVID-19 vaccines?	If Neema’s concerns regarding long-term impacts on fertility were addressed, this would make her more likely to get vaccinated. Neema would also be motivated by her desire to do the right thing for her family, especially staying healthy and productive for her young children
Who influences her/his/their decisions about COVID-19 vaccines?	
What would motivate her/him/them to get vaccinated against COVID-19?	