



STEP 1: DEFINE AND UNDERSTAND

STEP 2: FOCUS AND CREATE

DAY IN THE LIFE WORKSHEET

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

Day in the Life Worksheet

Purpose of the Tool: Thinking through how audiences spend their days or special times throughout the year will provide insights into where and how you can best reach them. This tool supports the finalization of audience profiles for audience segments who will be targeted by demand creation and advocacy interventions. This information will also inform channel selection and activities in the *Focus and Create* step of FHI 360's [*Demand Creation and Advocacy for COVID-19 Vaccine Acceptance and Uptake: An Interim 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*. This worksheet should be developed for each audience segment the intervention will address. Map out for each part of the day where your audience can be found and what they are doing, related communication opportunities, and influencers found at this location. Draw on primary and secondary research (both quantitative and qualitative) as well as organizational experience to complete this worksheet. In addition to enriching the audience profiles, the *Day in the Life* will provide insights into how and where to reach audience segments.

Target Audience: _____

Basic information about this target audience

Time of Day	Location & Activities	Communication Opportunities	Influencers
<i>Example: Early morning</i>	<i>Eat breakfast (home), Commute to work (road)</i>	<i>Radio, billboards</i>	<i>Colleagues, supervisor, radio DJs</i>
Early morning			
Mid-morning			
Midday			
Early afternoon			
Late afternoon			
Early evening			
Dinner			
Late evening			
Special events (e.g., religious gatherings, market days) *List day, week, or month			
Seasonal opportunities (e.g., harvest time, holiday seasons) *List day, week, or month			