

Audience Segmentation Tool

There are two main types of audiences in our communications: Caregivers and Influencers.

Caregivers

Caregivers are the family members who can make the decision to accept or reject vaccination for their children. Read the chart below to understand the roles of caregivers.

TYPE	CAREGIVERS		
AUDIENCE	FATHERS	MOTHERS	ELDERS, GRANDPARENTS, AND OTHER RELATIVES
OVERVIEW	<p>Fathers or mothers can play a distinct cultural role, and in some societies they may be the key decision-maker behind access and vaccination, inside their household as well as within a community at large</p> <p>It may make sense to approach them differently, or even separately</p>		<p>Health is typically a private matter kept within the family and relevant professionals. Relatives can be an important influence on caregivers, and in some cases may be the final decision-makers as well for their entire families as well</p>
DESIRED ROLE	<p>Access and vaccination of vulnerable children under the age of 10</p> <p>Influence other parents in the community to vaccinate as well by openly approving of vaccination</p> <p>Help identify vulnerable children through relatives and other forms of natal/maternal support</p>		<p>Approve of vaccination and vocally advocate for it within the family</p> <p>Connect and spread pro-vaccination information through extended family networks</p>
POTENTIAL CONCERNS	<p>Awareness of polio may not be enough to motivate caregivers to accept vaccination, if key influencers pressure them to resist or if they believe rumors about polio or the vaccines</p>		<p>Older relatives may have traditional or cultural views that bias them against vaccination. Moreover, they may not perceive polio as a threat and may buy into rumors that position polio as a primarily foreign concern, rather than a local concern</p>
MESSAGING FOCUS	<p>In addition to general caregiver messaging, engage fathers, mothers, and other family members through their specific and culturally determined roles within their family and community; try to normalize acceptance of vaccination; create positive perceptions and expectations of vaccinators and other health professionals</p>		

Influencers

Influencers consist of the key individuals who exert an influence on the caregivers at the different levels of the SEM model. They can include the elders, religious and community leaders, political figures, and other members of society.

It can be useful to target, address, and engage secondary audiences that influence caregivers.

The charts included [here](#) outline the influencer audience types and common profiles to provide an overview of how they can be included in communications plans. These charts are derived from the C4D SEM framework, but focus specifically on audiences that can directly influence the caregiver.

TYPE	DIRECT INFLUENCERS		
AUDIENCE	FRONTLINE HEALTH WORKERS	MEDICAL PRACTITIONERS	SOCIAL MOBILIZERS (SMs)
OVERVIEW	Frontline Health Workers are the central touchpoint of the vaccination experience for many, and a key element in the mass vaccination efforts that diseases like polio require. As an essential element in vaccination, they are the foundation of the "brand"	As the existing health infrastructure within the community, these individuals play a key role in all polio responses and may be highly trusted within their communities	SMs play a key role in engaging their communities with positive dialogue about the norms and behaviors related to vaccination, and they may be able to reach and access people who would reject official vaccinators
DESIRED ROLE	Motivated, thoughtful, and diligent job performances that focus on empathy and service to get acceptance rates as high as possible	Disseminate credible information and approve of vaccination; identify vulnerable children and assist in vaccination efforts as directly as possible; specifically endorse technical issues when it comes to vaccination	Unbranded community influence: SMs can often access and influence places others cannot, creating demand for polio vaccine and other health services, and facilitating the job of frontline health workers
POTENTIAL CONCERNS	Poorly trained, unpaid/underpaid, demotivated, disrespected, and mistreated frontline health workers that perform poorly or who do not speak the local language or come from the local community can drastically reduce access and acceptance rates	In some contexts, doctors or medical practitioners have publicly questioned the need for multiple doses of OPV, creating a harmful narrative; they may also potentially call attention to the resources they falsely believe are diverted from other initiatives to polio	N/A - the benefits of SMs are uncontroversial
MESSAGING FOCUS	Humanize vaccinators by depicting their noble motives clearly, and honor and respect their efforts in a sometimes thankless and dangerous job. Credit them in all successes and emphasize sources of pride and recognition from the government, children, and ordinary people in their communities	Information about polio and how to stop it from spreading; the importance of advocacy within the community; information about the contents, ingredients, safety, and efficacy of the vaccine	Addressing thematic issues for refusals, absences, and access issues within communities No primary focus - SMs provide an unbranded, purely interpersonal channel to access hard to reach communities, and featuring or targeting them with our communications (aside from recruiting and training) could undermine this

TYPE	COMMUNITY			
AUDIENCE	EDUCATORS	COMMUNITY & RELIGIOUS LEADERS	TRADITIONAL HEALERS	COMMUNITIES (ADDRESSED DIRECTLY)
OVERVIEW	In addition to parents and family, educators directly influence younger members of the community and may have the best access to kids aside from caregivers, depending on the extent of the educational system	Political leaders, tribal leaders, religious leaders, and influential individuals all care about the health and wellbeing of the members of their communities, and they can have a decisive impact on setting norms for behavior	In some communities and cultures, traditional healers are highly trusted and can help advocate for immunization, depending on their beliefs and attitudes towards vaccination	Communities themselves play an essential role in their members' identities, customs, and behavior. Whether village, town, tribe, or culture, using communicators to involve, depict, and address communities, their needs, and values directly is important for access and acceptance by them
DESIRED ROLE	Help establish the role that vaccination and preventative medicine play in happiness and prosperity when it comes to community and life in general. Promote the importance health workers play in society	Approve of polio vaccination, routine immunization, and counter harmful narratives of rumors and distrust within the community. For religious leaders: give and promote a religious basis for supporting vaccination	Approval and participation in vaccination; identification and access to mothers and children under 5; support against rumors and falsehoods about polio and vaccines	Collective investment in eradication through cultural and social norms that frame vaccination and vaccinators positively; perception of health worker jobs as noble and praiseworthy; social and cultural permission for wives, daughters, and granddaughters to join the program
POTENTIAL CONCERNS	Educators may have traditional or cultural views that bias them against vaccine and perceptions of polio as a threat	Individual leaders may not possess the trust of their communities and support for vaccination could be seen as a negative; leaders could also directly work against vaccination themselves; they may have a political agenda that conflicts with the polio program's goals	Traditional healers may have traditional or cultural views that bias them against vaccination, as well as skew their perceptions of polio as a threat. As trusted members of their communities, they are particularly harmful if spreading rumors about vaccines	Credibility of message can be difficult to establish without support from key community influencers
MESSAGING FOCUS	Promote facts about polio and the polio vaccine that combat on-going rumors; promote the stability and importance of health workers; promote the notion of community immunity	Embrace leaders who care about the health and success of their communities and portray them as a key part of the vaccination efforts to ensure they share in credit for success	If supportive: support their role and acknowledge the trust and importance they have within their community, especially the role they play before, during, and after childbirth, and engage them to normalize vaccination and immunization. If unresponsive: avoid communications	Recognition of collective identity; alignment of eradication with community goals; bundling of vaccination with desired health services as appropriate

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TYPE	SOCIETY	
AUDIENCE	INFLUENCERS AND CELEBRITIES	GOVERNMENT OFFICIALS
OVERVIEW	Influencers and celebrities have unique reach, credibility, and engagement within their cultures, and their support for polio vaccination can be an important factor in a response	Government officials are key allies and primary partners in any response, especially trusted local figures who may be personally known or even related to caregivers
DESIRED ROLE	Actively advocate for vaccination; participate in vaccination firsthand as a recipient and (ideally) as a vaccinator to legitimize and normalize vaccination and immunization; address and dispel rumors; motivate frontline health workers	Demonstrate commitment and ownership of the success or failure of polio eradication; distribute vaccine, facilitate access, provide security, and establish the legitimacy of the outbreak and the importance of action
POTENTIAL CONCERNS	Because celebrity engagement tends to be labor intensive, determine where celebrities can add value to your communications goals and engage them only if the value they add is unique and relevant to target audience needs	Corruption; other compelling priorities; central governments may not be as trusted as local governments or vice versa; political leaders may need additional motivation beyond altruism to ensure full support
MESSAGING FOCUS	Normalize and legitimize vaccination; motivate parents to vaccinate children; motivate and celebrate frontline health worker performance	Avert the crisis before it begins: stop polio by informing constituents, praising vaccinators, and countering harmful narratives about the disease

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