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#### **Anexo 4. Worksheet 2: Environmental Analysis Worksheet**

- 1. What are the geographic boundaries in which your program will take place (e.g. neighborhood, city, state)**

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- 2. What trends or other factors might affect the environment in which your program will take place?**

**a. Social**

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**b. Economic**

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**c. Demographic**

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**d. Political**

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- 3. Which groups, community leaders, or other individuals do you face opposing your program?**

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- 4. Which groups, community leaders, or other individuals should you actively seek support from as allies?**

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- 5. Are there any policies, laws, or pending legislation that might affect how your target audience responds to the social marketing program? If so, do you want to try to address these issues in your program?**

Policy/Legislation

Policy Change/ Lobbying Necessary?

Yes

No

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- 6. What other organizations currently are addressing the issue in your community?**

Organization

Services Provided

Populations Served

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- 7. What are the main messages that will be competing with your program for attention?**

- a.** General advertising related to topic

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- b.** Messages by opponents to your case

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- c.** Messages by allies to your cause

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**8. What channels are available in the community to promote your message?****Check all that apply:**

- |   |   |
|---|---|
| <input type="radio"/> Television          | <input type="radio"/> Sports events                     |
| <input type="radio"/> Radio               | <input type="radio"/> Movie Theaters                    |
| <input type="radio"/> Daily newspaper     | <input type="radio"/> Local businesses                  |
| <input type="radio"/> Weekly newspaper    | <input type="radio"/> Health or social service agencies |
| <input type="radio"/> Billboards          | <input type="radio"/> Professional groups               |
| <input type="radio"/> Transit advertising | <input type="radio"/> Other                             |
| <input type="radio"/> Community events    |   |

**Anexo 5. Worksheet 4: Segmentation Worksheet****1. What geographic characteristics define separate segments within your population?**


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**2. What demographic characteristics that are most relevant to the problem define separate segments within your population?**


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**3. What physical or medical characteristics define separate segments within your population?**


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**4. What psychographic characteristics, such as lifestyle, personality, values, and social norms, define separate segments within your population?**


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**5. What behaviors put people most at risk of the problem?**

- a. 

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- b. 

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- c. 

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**6. What behaviors help to reduce the risk or prevent the problem from occurring?**

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

**7. How can you best segment the target audience on the basis of the key behaviors listed in item 5 and/ or item 6 above (e.g. users/nonusers, frequency of use, reason for use)?**

- 5a. \_\_\_\_\_
- 5b. \_\_\_\_\_
- 5c. \_\_\_\_\_
- 6a. \_\_\_\_\_
- 6b. \_\_\_\_\_
- 6c. \_\_\_\_\_

**8. What attitudes or beliefs related to the problem or relevant behaviors listed above define separate segments within your population?**

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**9. Are there any segments you definitely will not target in your program because, for example, it is not feasible or there are already programs in place addressing those groups?**

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**10. Look over the possible segmentation criteria you have noted above and write down the five that you think are most important, in order:**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**11. Using the segmentation criteria in item 10, define the characteristics of the segment most at risk of having the problem you are addressing in your program (targets of risk)**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

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**12. Using the segmentation criteria in item 10, define the characteristics of the segment most easily reachable or changeable through your program (targets of opportunity)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**13. How will you allocate resources to the segments you will address through your program?**

- a. Allocate equal resources to all segments
- b. Allocate different amounts of resources to each segment
- c. Allocate all resources to only \_\_\_\_\_ number segment(s)

**14. Are there any secondary audiences who influence the target audience that you should consider addressing in your program? Identify the most important segments:**

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**15. List the final segments you have chosen to target in your program.**

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