

Target Audience Worksheet (use one worksheet per audience segment)

Risk: Is the audience currently practicing risky behaviors?	Impact: Will change in this behavior affect levels of risk?	Behavioral Feasibility: Is audience likely to make the change?	Operational Feasibility: Can a program make a difference?	Political Feasibility: Would a program for this audience have community support?
Risk	Prevalence of New Behavior	Readiness to Change	Reach Audience	Political Feasibility
0 No risky behaviors	0 Most of audience practicing proposed behavior	0 Audience not ready to change	0 Impossible to reach audience given available resources	0 No support, community would block program
1 Small proportion practicing risky behaviors	1 Large proportion practicing proposed behavior	1 Audience contemplating change	1 Little possibility	1 Little support
2 About half practicing risky behaviors	2 About half practicing proposed behavior	2 Audience planning change	2 Some possibility	2 Neutral, no particular opinions
3 Significant numbers practicing risky behaviors	3 Small proportion practicing proposed behavior	3 Audience trying change	3 Good possibility	3 Some support
4 Everyone practicing risky behaviors	4 Very few or no one currently doing proposed behavior	4 Audience maintaining change	4 Certain	4 Significant support
	Effectiveness	Costs of Doing	Influence Behavior	Existing Resources and Programs
	0 Proposed behavior will have no effect at reducing risk	0 Requires unavailable resources or demands unrealistic effort	0 Impossible to influence behavior given available resources	0 No other programs/resources addressing this audience
	1 Little effect	1 Requires significant resources or effort	1 Little possibility	1 Insufficient programs/resources
	2 Somewhat effective	2 Requires some resources or effort	2 Some possibility	2 Few programs/resources
	3 Very effective	3 Requires few resources or little effort	3 Good possibility	3 Some programs/resources
	4 Completely effective, virtually eliminating risk	4 Requires only existing resources	4 Certain	4 Many programs/resources available for this audience
	Audience Risk Eliminated	Frequency		
	0 Adoption of proposed behavior will result in no risk eliminated; many other risky behaviors	0 Must be done at unrealistically high or repeated rate to achieve any benefit		
	1 Little risk eliminated	1 Must be done regularly and repeatedly		
	2 Some risk eliminated	2 Must be done with some frequency		
	3 Most risk eliminated	3 May be done occasionally		
	4 All risk eliminated for audience; no other risky practices	4 May be done once and still have significant value		
		Compatibility		
		0 Totally incompatible with audience's existing practices		
		1 Significant incompatibility		
		2 Some incompatibility		
		3 Little incompatibility		
		4 Already widely practiced		

