Checklist to Assess Proposed Segments

Homogeneous	☐ **Yes**	***What it means:*** The members of the audience segment are similar in a relevant way.	***Why it is important:*** This is the basis of audience segmentation – that the members of each segment are similar in terms of needs, values and/or characteristics.
Heterogeneous	☐ **Yes**	***What it means:*** Each segment is relatively unique, as compared to the other segments that have been identified.	***Why it is important:*** This demonstrates that the broader audience has been effectively divided into sets of differing communication needs.
Measurable	☐ **Yes**	***What it means:*** Data from the situation analysis or other research should indicate the size of the audience segment.	***Why it is important:*** Measurements allow programs to evaluate whether to focus on a particular segment.
Substantial	☐ **Yes**	***What it means:*** The audience segment is large enough, in terms of potential impact on public health, to warrant the program's attention.	***Why it is important:*** Programs should have a minimum expectation for the impact of their investment. Therefore, programs should only consider segments that are big enough or important enough to impact public health.
Accessible	☐ **Yes**	***What it means:*** The audience segment is reachable, particularly in terms of communication and access to products or services needed to address the problem.	***Why it is important:*** Each segment needs to be able to be reached and communicated with efficiently.
Actionable/ Practical	☐ **Yes**	***What it means:*** The program is able to implement a distinctive set of messages and interventions for each audience segment.	***Why it is important:*** The program must have the resources and ability to address the segments identified.
Responsive	☐ **Yes**	***What it means:*** Each audience segment can be expected to respond better to a distinct mix of messages and interventions, rather than a generic offering.	***Why it is important:*** If the segment will not be more responsive to a distinct approach, then the segment can probably be combined with another similar segment.