HEALTH-CLIMATE CAMPAIGN TOOLKIT WORKSHEET

TARGETS: WHO DO YOU NEED AND WANT TO INFLUENCE

World Health Organization
REGIONAL OFFICE FOR South-East Asia

Instructions: Use this worksheet to brainstorm ideas on who you want to reach through your campaign. In other words, who are your target audiences? Think about who is in a position to make change. Or consider who you want to enlist in your campaign for change. Be as specific as possible in identifying those you will reach. Also be realistic about who you can reach. Better to start small and then expand as you succeed: use column 3 to prioritise the targets. (1=high priority, 2=medium priority and 3=low priority)

WHO	HOW (EXACTLY) CAN THEY MAKE CHANGE?	HOW WILL YOU REACH THEM (TACTICS)?	RANK PRIORITY (1-3)
Choose a targeted group of people to reach. These may include: family, friends, neighbours, co-workers, fellow students or other peers, community leaders (NGOs, local government, local health officers and/or water and sanitation officials); health care leaders and administrators, others.			