

SOUTH AFRICA EXAMPLE: Audience Segmentation Table

More information on the Treatment Action Campaign (TAC) in South Africa is on the TAC website and in the Introduction (Module 0, session 4, page 22), “Combining Advocacy, Social Mobilization, and Behavior Change Communication.”

Audience Segmentation Table						
Potential Audiences from the Analysis in Step 1		Enabling Environment: Geographic or structural	Community: Demographic	Community: Socio-cultural	Interpersonal: Psychosocial	Self: Psychological
Examples		Urban or rural place of residence or work; risk settings; border settings	Age; gender; education; income; marital status	Role in society; religion; ethnicity	Identity, lifestyles, membership in groups such as lesbian, gay, bisexual and transgender;	Knowledge, information, motivation, including attitudes, beliefs, values, perceptions of vulnerability, readiness for change
People most affected by the problem (primary)	People living with HIV and AIDS in need of treatment	Mostly urban	Male ages 25–45, married/single; Female ages 25–45, married/single	Lower and middle class; South African, at the time a majority of white men	By mid 1980, mostly gay men; early activists came from the gay rights movement (GASA)	Only some aware of treatment options in other countries
People who directly influence them positively or negatively (secondary)	Family members	Mostly urban	Spouses and partners; parents	Lower and middle class; South African	Various	Unaware of treatment options
	AIDS care physicians	Urban	Male; Female	Upper and middle class; South African (many of British or Western origin)	Early active physicians overlapped with GASA, human rights, and patient-driven movement	Aware of treatment options in other countries and ready to advocate for change
People who indirectly influence the first group by shaping social norms, influencing policy, or offering financial and logistical support	South African government officials	Urban	Male ages 35–35; Female ages 35–45	High-ranking Ministry of Health officials and advisors to the president; South African	Early on, apartheid government based on institutionalized racism and legal segregation; later ANC government	Aware of treatment options in other countries
	Pharmaceutical representatives	Urban	Male Female	High-level officials involved in pricing discussions with governments in the U.S. and Europe	Corporate business model; strongly identified with western medical model	Aware of pricing discussions and their consequences for treatment access in the developing world

Worksheet adapted from Remington, Nelson, Brownson, and Parvanta (2002).