

WHO WILL BE YOUR AUDIENCE?

You must target your campaign at a particular audience. Choose one of the target groups below then talk about whether you wish to narrow it down further as Paul Steinberg suggests. Complete the chart below to start organising your ideas.

- Young straight women aged 16-24
- Young gay men aged 16-24
- Young straight men aged 16-24
- Prisoners
- Injecting-drug users
- Sex workers
- Black African community
- Youth campaign
- People over 40

Talk to people within your target group to try to find what their needs are around sexual health and what types of publicity campaigns and adverts appeal to them. Use your findings to help you develop your campaign planning.

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| Main target group | |
| Target group narrowed | |
| What issues around sexual health are most relevant for this group? | |
| What publicity campaigns and adverts appeal to this group? | |