# Homework task: Identifying and engaging your target audience

*Think about a dissemination product that you’re developing or plan to develop. Who is the audience you would like to reach?*

*Target audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Spend 10 min considering what you might need to do to reach your target audience.*

*The following questions might help in your thinking:*

***Question 1: Why should your audience take any notice?***

*Your response:*

***Question 2: What is your audience's level of education/health literacy?***

*Your response:*

***Question 3: What information formats do you think your audience is most comfortable using?***

*Your response:*