

# Worksheet: Persona

Instructions:

**Step 1:**  
Write the name of your priority community at the top.

**Step 2:**  
In your group, look at the four boxes on this worksheet. Discuss each box using the supporting questions as guides and write down what you know about your priority community in these four boxes.

**Step 3:**  
Use the “Who” Prompt Cards to think about whether your priority community can be described using any of the characteristics listed.

**Step 4:**  
In the box Gaps in Data, write down any assumptions you have made or things you don’t know about your community group. We will come back to this in Workshop 2, after we’ve been to the field.

Priority Community Name: .....

<b>1. Demographics</b> (What is the typical family size in this community? How old are the children? What is the typical family socio-economic status? E.g. Income level? Ethnic or minority group? Family size and birth order? Education level? Child age?)		<b>2. Living Conditions</b> (Where do they live? E.g. urban slums, hard-to-reach areas, conflict-affected areas, mobile community)	
<b>3. Healthcare Coverage and Access</b> (What is the immunization coverage rate for this community? What healthcare services are available in this community? How far is the closest health facility?)		<b>4. Healthcare Behaviours</b> (What does their daily routine look like? What healthcare services do they use? Who is the primary caregiver?)	
<b>Gaps in Data</b> (How much of the above is based on assumptions e.g. things you think you know, but aren’t sure about? What don’t we know about this community that we need to explore further? What information do we need to validate?)			