

# Worksheet: Persona

## Example

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:** Mothers from low-income households in rural areas

**1. Demographics** (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?)

Live as nuclear families, typically with 5+ children

Low education - majority have not completed primary education

Few assets and husbands are typically engaged in daily wage labour

**2. Living Conditions** (Where do they live? E.g. urban slums, hard-to-reach areas, conflict-affected areas, mobile community)

Likely to live in hard to reach areas, over 10kms from nearest health facility

Living in 1 room in an informal structure

**3. Healthcare Coverage and Access** (What is the immunization coverage rate for this community? What healthcare services are available in this community? How far is the closest health facility?)

20% of children aged 12-23 months have received no vaccinations in rural areas (zero dose)

Coverage of MCV-1 is particularly low at 16% in rural areas

Public healthcare facilities are very far away with little infrastructure to get there

**4. Healthcare Behaviours** (What does their daily routine look like? What healthcare services do they use? Who is the primary caregiver?)

Mothers in this community often stay at home all day

Has limited support for childcare except for other female family members

If falls sick, often goes to traditional healers and home remedies

Didn't get vaccinated herself, so doesn't see it as important for her children

**Gaps in Data** (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?)

Specific data on vaccine coverage for low-income households in rural areas is not available

Reliance on traditional healers and home remedies is not supported by data, but is assumed