



Malaria SBC Toolkit

for Community and Faith Leaders

Key Audience Worksheet

Key Audience	Describe the Characteristics of the Members <i>(Age, Gender, Marital Status, Number of Children, Education Level, Income, Occupation, Location, Access to Health Facilities)</i>	Effect of Malaria on this Group <i>(Low/Medium/High)</i>	Does your organization have a unique ability to reach and influence this audience?	Can They Make Decisions About Whether to Adopt Positive Malaria Behaviors? <i>(Yes or No)</i>



U.S. President's Malaria Initiative





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