**Key Audience Worksheet**

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