



UPCA Resources

Audience Identification

Use the 5 W's

WHO is involved?

WHAT is the risk or preventive factor?

WHEN are there periods of time that heighten this risk or preventive factor?

WHERE is the issue located or associated with?

WHY is this issue a focus of prevention?

Some additional factors to consider.

- Age
- Gender(s)
- Ethnicity
- Socioeconomic factors
- Life phase
- Social determinants of health associated
- Is this measurable?
 - How?
- Is this issue realistic?