|  |  |  |  |  |  |  |
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| **Audience Segment** | **Desired Actions** | **Primary Motivators** | **Barriers to Action** | **Solutions** | **Influencers** | **Channels** |
| Healthcare  | * *List specific organizations or stakeholders in each category.*
 |  |  |  |  |  |  |
| Policy Leaders |  |  |  |  |  |  |  |
| Community Organizations |  |  |  |  |  |  |  |
| Youth |  |  |  |  |  |  |  |
| Education  |  |  |  |  |  |  |  |
| Retailers  |  |  |  |  |  |  |  |
| Media  |  |  |  |  |  |  |  |
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