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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 |  |  |  |  |  |  |  |
|  | | | | | | | |