

Determining Your Audience

Use this document to create an action plan for determining your audience. For example, **Potential Communities** might include infant and toddlers in childcare, or home visitors in a Healthy Families Program; **Evidence of the Need** might include needs assessment indicators of need, or anecdotal stories from supervisors; **Funding Sources** might include a State Plan, or more research may be needed; **Collaborators** might include Childcare Directors, the Healthy Families manager, tribal Head Start Director or a Coalition Leader; and **Next Steps** might include gathering more information, or planning to discuss at your next meeting.

Potential Communities to Serve and/or Age Groups	Evidence of the Need	Available or Potential Funding Sources	Collaborators	Next Steps