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*Spirit. Breakthrough & Hope*

Spina Bifida & Hydrocephalus  
Association of Ontario

## Key Questions

Once you understand your audience – what they know, what they like, what they do – it will be much easier to figure out how to communicate with them in a successful and meaningful way.

The most important things to know about your audience...

- 1** What is important to them (e.g., health, family, work)?
- 2** Where do they spend their money and time?
- 3** What do they do for fun?
- 4** Where do they go to shop?
- 5** What do they listen to, watch and read?
- 6** Where do they get their news and information?

Of course, you should also ask them what they know about folic acid, whether they take a multivitamin, etc. To help you collect that information, download the chart “Awareness in My Community” at [www.folicacid.ca](http://www.folicacid.ca).