



INTERMEDIATE APPAREL PRODUCTION

NTQF Level-II

Learning Guide#15

**UNIT OF COMPETENCE: Carry-out and Analyze
Body Measurements**

**Module Title: Carrying-out and Analyzing Body
Measurements**

LG CODE: IND IAP2 M05 LG15-LO15

TTLM CODE: IND IAP2 TTLM 0919v1

LO1: Scope design brief in relation to target market



Instruction Sheet-1

Learning Guide#15

This learning guide is developed to provide you the necessary information regarding the following learning outcome and content coverage:

- ✓ Obtain profile of target market :
- ✓ Select design brief
- ✓ Establish intended purpose of design
- ✓ Identify Demographics of market population
- ✓ Approve approval of fit model for design brief by stakeholders
- ✓ Develop communication & work schedule with fit model

This guide will also assist you to attain the learning outcome and contents stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:-

- ❖ Profile of target market population is obtained.
- ❖ Demographics of market population are identified.
- ❖ Intended purpose of design is established.
- ❖ Design brief is interpreted and appropriate sizing system and fit model is selected to represent target population.
- ❖ Where necessary design brief is clarified with designer.
- ❖ Approval of fit model for design brief is approved by stakeholders.
- ❖ Communication and work schedule is developed with fit model for measurement taking, fittings and presentation of garments

Learning Instructions

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below
3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.
4. Accomplish the “Self-checks”.in each information sheets.



5. Ask from your teacher the key to correction (key answers) or you can request your teacher to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
6. If you earned a satisfactory evaluation proceed to “Operation sheets and LAP Tests if any”; however, if your rating is unsatisfactory, see your teacher for further instructions or go back to Learning Activity.
7. After you accomplish Operation sheets and LAP Tests, ensure you have a formative assessment and get a satisfactory result;
8. Then proceed to the next information sheet.



| | |
|----------------------------|--|
| Information Sheet-1 | Obtain profile of target market |
|----------------------------|--|

Introduction

Define the target market for your products or services as precisely as possible. A target market profile identifies the characteristics of the prospects most likely to purchase from you. Use characteristics such as age, gender, location, income level or education to build the profile. Age or gender are important characteristics if you sell products such as clothing or children's games. Focus on location if your products are only available in certain areas or if they are location-specific, such as hiking or skiing equipment. Income is important if your products carry a premium price.

Profile business customers by a different set of characteristics, including size of business, industry sector and location. Identify the decision-makers in target companies. The decision to purchase your product may involve business, financial or technical personnel as well as senior executives if the purchase represents a significant capital investment. An example of a business target market profile is medium-size companies in the manufacturing sector, based in the Midwest, with a turnover of more than \$2 million

Research the interests and preferences of your target market to find out what they feel is most important about a product like yours. Approach customers for feedback, asking them about important features and benefits. Consumers might consider factors such as "the product improves my lifestyle," "it saves me money" or "it makes me feel healthier." For business customers, identify the opportunities and problems that face different types of businesses by monitoring customer feedback or reviewing industry surveys. Challenges such as reducing costs, improving quality, speeding up time to market, or improving competitiveness are issues facing many types of business.

Build a more detailed profile of your target audience by capturing information on their interests and requirements on your website. Offer website visitors publications or special offers that they can download after completing a registration form. Provide a page where visitors can create and update their own profiles and request certain types of information from you. Analyze their preferences and record the information they request to build personalized profiles.

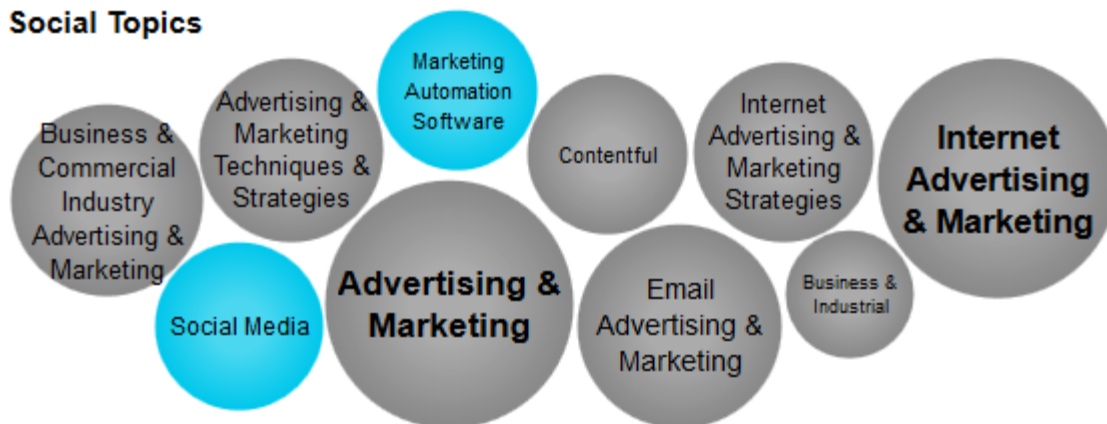


Identify the product benefits that represent the greatest value for your customers. Compare the important factors with the performance, features and benefits of your products. If your product aligns with the main customer factors, use those factors as the basis for your positioning statement. Compare your product with competitors' offerings to assess how you can differentiate your product. Relate your differentiation to the most important customer values. Create a positioning statement for each distinct customer sector. Use a consistent format such as "for this target audience, our product provides these important benefits that our competitors cannot match." Use the positioning statement to create compelling messages to motivate the prospect to buy. Incorporate the key elements of the positioning statement in all your marketing communications so that prospects receive consistent messages at each point of contact with your company.

A target market is the market a company wants to sell its products and services to, and it includes a targeted set of customers for whom it directs its marketing efforts. Identifying the target market is an essential step in the development of a marketing plan. A target market can be separated from the market as a whole by geography, buying power, demographics and psychographics.

Marketing is also used to promote business' products and is a great way to promote the business. Other recent studies on the "power of social influence" include an " ...

Social Topics



BREAKING DOWN 'Target Market'

A company invests significant amounts of time and capital to define and monitor its target market. Not all products and services are meant for all types of consumers, and consumers are often cautious with their spending power. For this reason, target markets are typically segregated by age, location, income and lifestyle.



A company defines its target market by the consumers that are likely to have a need for its product. Defining a specific target market allows a company to hone in on specific market factors to reach and connect with customers through sales and marketing efforts.

Every trainee should make a research and obtain profile of target market population. Basically, formulation of marketing consists of **two main steps**:

I. Selecting the target market (market segment) and

II. Marketing mix

I. Market segmentation (Selecting the target market) consists of taking the total heterogeneous market for a product and dividing it in to several submarkets or segments, each of which tends to be homogeneous in full significant aspects. The whole purpose of marketing strategy is only to serve the target market effectively and successfully.

Testing of the target market often occurs in a phase before the product release. In this phase, a company may use limited product rollouts and focus groups, allowing the product managers to get a feel for which aspects of the product are the strongest. Once a product is released, the company can continue to monitor the demographics of its target market through sales tracking, customer surveys and various other activities that allow the company to understand what its customers demand.

Significant Factors about the Product

The target market is a central focus within a marketing plan that determines other essential factors for the product, such as distribution, price and promotion efforts. The target market also determines significant factors about the product itself. In fact, a company may tweak certain aspects of a product, such as the amount of sugar in a soft drink, so that it is more likely to be purchased by consumers with varying tastes. As a company's product sales grow, it may also be able to expand its target market internationally. International expansion allows a company to reach a broader subset of its target market in different regions of the world. In addition to international expansion, a company may also find that its domestic target market expands as its products gain more traction in the marketplace. Expanding and growing target markets are all the more reason for companies to monitor their sales and customer preferences for evolving revenue opportunities.

Breaking down 'price level targeting'

Price level targeting is similar to inflation targeting in that both establish targets for a price index like the CPI. However, where inflation targeting only looks forward (i.e., a 2% inflation target per year), price level targeting actually takes past years into account when conducting open market operations. So, if the price level rose by 2% in the previous year (from a



theoretical base of 100 to 102), the price level would have to drop the next year in order to bring the price level back down to the 100 target level. This could mean more forceful action needs to be taken than would be required if inflation targeting were used.

Price level targeting is generally considered a risky policy stance, and one not used by any of the world's advanced economies. It is believed to bring more variability in inflation and employment in the short run compared to inflation targeting most economies feel that a small amount of annual inflation is actually a good thing, up to about 2% per year.

Inflation targeting is a central banking policy that revolves around meeting preset, publicly displayed targets for the annual rate of inflation. The benchmark used for inflation targeting is typically a price index of a basket of consumer goods, such as the Consumer Price Index (CPI) in the United States.

Along with inflation target rates and calendar dates to be used as performance measures, an inflation targeting policy may also have established steps that are to be taken depending on how much the actual inflation rate varies from the targeted level, such as cutting lending rates or adding liquidity to the economy.

Breaking down 'inflation targeting'

While the U.S. central bank doesn't typically have an explicit target for inflation (unlike other countries such as Canada, Australia and New Zealand), keeping inflation low is one of the Federal Reserve's primary concerns, along with stable growth in gross domestic product and low unemployment levels.

Inflation levels of 1-2% per year are generally considered acceptable (even desirable in some ways), while inflation rates greater than 3% represent a dangerous zone that could cause the currency to become devalued.

I. Selecting the target market (market segment)

- ❖ plus sizes
- ❖ petit sizes
- ❖ teen
- ❖ mature age
- ❖ baby toddler

II. Marketing mix

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The **4Ps** make up a typical marketing mix - Price, Product, Promotion and Place. Seven elements used in marketing mix for service are as follows: Product, Price, Place, Promotion, People, Physical evidence and Process.



The marketing concept dictates that marketing decisions should be based upon customer needs and wants.

Product: A 'Product' is "something or anything that can be offered to the customers for attention, acquisition, or consumption and satisfies some want or need. The product is the primary means of demonstrating how a company differentiates itself from competitive market offerings. The differences can include quality, reputation, product benefits, product features, brand name or packaging.

Price: Price provides customers with an objective measure of value. Price can be an important signal of product quality. Prices can also attract specific market segments. For instance, premium pricing is used when a more affluent segment is the target, but a lower-priced strategy might be used when price-conscious consumers are the target. Price can also be used tactically, as a means to advertise, short stints of lower prices increase sales for a variety of reasons such as to shift product over-runs or out of season goods.

Place: Place refers to the availability of the product to the targeted customers, So a product or company doesn't have to be close to where its customer base is but instead they just have to make their product as available as possible. For maximum efficiency, distribution channels must identify where the target market are most likely to make purchases or access the product. Distribution (or place) may also need to consider the needs of special-interest segments such as the elderly or those who are confined to wheelchairs. For instance, businesses may need to provide ramps for wheelchair access or baby change rooms for mothers.

Promotion: Promotion refers to "the marketing communication used to make the offer known to potential customers and persuade them to investigate it further". May comprise elements such as: advertising, PR, direct marketing and sales promotion. Target marketing allows the marketer or sales team to customize their message to the targeted group of consumers in a focused manner. Research has shown that racial similarity, role congruence, labeling intensity of ethnic identification, shared knowledge and ethnic salience all promote positive effects on the target market. Research has generally shown that target marketing strategies are constructed from consumer inferences of similarities between some aspects of the advertisement (e.g., source pictured, language used, lifestyle represented) and characteristics of the consumer (e.g. reality or desire of having the represented style). Consumers are persuaded by the characteristics in the advertisement and those of the consumer.

**Self-Check -1****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. Who is the client and what do they do?
2. Who's the competition?
3. Discuss and explain 4p of marketing mix?

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____

Rating: _____

Name: _____

Date: _____

Short Answer Questions



| | |
|----------------------------|---|
| Information Sheet-2 | Identify demographics of market population |
|----------------------------|---|

Introduction

A target market, meanwhile, consists of the people who are most likely to purchase your product or service. And they are distinguished by their demographic qualities. Put another way, their demographic profile defines them as a target market based on the age of customer group, sex, family size, race, religion, community, language, occupation, educational level, social level and income level.

- a) Geographic segmentation: based on region, continent, country, state, district, urban and rural characteristics and climate of area.
- b) Psychographic segmentation: variables such as personality types, lifestyles and value systems form the basis of psychographic segmentation.
- c) Volume segmentation: It is based on the quantity of purchase or the potential quantity of purchase. There may be bulk buyer's small-scale buyers, regular buyers and one-time buyers. They have to be treated differently.

In addition to the above activities:

- You should establish the purpose of the design clearly;
- Design briefs should be interpreted fully and appropriate sizing system and fit model should be selected to represent target population; in addition where necessary, design briefs should be discussed and clarified with designer;
- Once you made the fit model for the design brief, it should be approved by the stakeholders; And finally,
- You have to develop good communication and schedule with fit model for measurement taking, fittings and presentation of the garment.



Identify Demographics of market population

The Importance of Demographics to Marketing businesses market products or services through targeted approaches to different segments of the population. Demographics are the statistical component of marketing used to identify population segments by specific characteristics. Whether small or large, businesses need a targeted approach to consumers. Demographics affects all the choices a business owner makes in developing a marketing plan. Using demographics gives you a head start in understanding your market.

Business owners often first gather demographic information to include in the business plans used to raise start-up funds and guide the launching of the business. Demographic information includes geographic area, age, income, race, gender education level. It also includes shopping habits, marital status, number of children and other information about consumer characteristics. You might need local demographics about how many people own cars or homes, who attends college or what percentage of residents are Internet users. Whether the demographics describe national or local markets or small groups such as those within an age range, the information helps you avoid the hit-and-miss marketing method.

A small business owner needs demographics to identify the ideal consumer for his product or services and develop marketing strategies such as product packaging, advertisements, business location and pricing. A business owner who is trying to adjust her marketing plan to the country's changing demographics might find it useful to know that, according to a 2010 Nielsen Company report, Hispanic consumers spend more on baby items, African-American shoppers buy more fragrances and ingredients for home cooking and Asian-Americans are more like to eat out and shop at club stores. Since businesses cannot target their marketing to each individual consumer, demographics are the most effective method for targeting marketing to groups of people with similar characteristics



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| Self-Check -2 | Written Test |
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. What are the market populations?
2. Define demography market population?
3. How can you identify demography market populations?

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____

Rating: _____

Name: _____

Date: _____

Short Answer Questions



Information Sheet-3

Establish intended purpose of design

Introduction

A design concept is the idea behind a design. It's how you plan on solving the design problem in front of you. It's the underlying logic, thinking, and reasoning for how you'll design a website. Your concept will lead to your choices in color and type. It'll choose your aesthetic and determine your grid. Design is the process of intentionally creating something while simultaneously considering its objective (purpose), function, economics, sociocultural factors, and aesthetics. Designing prototypes is one part of the process. This type of prototype helps to make changes easily and quickly. It focuses more on the way of using the system instead of what it will look like, which makes designers and developers more open to changes based on user feedback. Design intent is how your model behaves when dimensions are modified. An example of design intent is how you create and dimension a hole in a block. The hole can be a certain distance from a corner or edge, or it can be in the middle of the face,

You should establish the purpose of the design clearly;

Design briefs should be interpreted fully and appropriate *sizing system* and fit model should be selected to represent target population; in addition where necessary, design briefs should be discussed and clarified with designer; once you made the fit model for the design brief, it should be approved by the stakeholders; And finally, you have to develop good communication and schedule with fit model for measurement taking, fittings and presentation of the garment.



Self-Check –3

Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. What are the purpose of establishing of design?
2. Define the purpose of design?

Note: Satisfactory rating - 2 points

Unsatisfactory - below 2 points

Answer Sheet

Score = _____

Rating: _____

Name: _____

Date: _____

Short Answer Questions



Information Sheet-4

Interpret design brief

Introduction

First off, you may want to know what a design brief is. A design brief is something that is vital to any design project as it will provide the designer(s) with all the information needed to exceed your expectations.

A design brief should primarily focus on the results and outcomes of the design and the business objectives of the design project. It should not attempt to deal with the aesthetics of design... That is the responsibility of the designer.

The design brief also allows you (the client) to focus on exactly what you want to achieve before any work starts on the project.

A good design brief will ensure that you get a high quality design that meets your needs, providing you have chosen the right designer.

Streamline the design briefing process

All the tools you need to plan and define a design project are aggregated in one central place. My visual brief provides you with a comprehensive canvas for design project briefing, making the whole process smoother and much more transparent. What was scattered before is now efficiently centralized.

Market segmentation (Selecting the target market) consists of taking the total heterogeneous market for a product and dividing it in to several submarkets or segments, each of which tends to be homogeneous in full significant aspects. The whole purpose of marketing strategy is only to serve the target market effectively and successfully.



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| Self-Check -4 | Written Test |
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. Explain design brief?
2. How can you interpret your design brief?
3. How do you know either interpret or not your design brief?

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____

Rating: _____

Name: _____

Date: _____

Short Answer Questions



Information Sheet-5

Select appropriate sizing system and fit model

Introduction

This section gives an introduction to select the appropriate sizing system of the fitting model to assessing of the figure shape and garment fit related to the stature, posture, body size and contour. The identification of fitting faults is explained and the appropriate pattern corrections. A sizing system is a table of numbers that represents the value of key dimensions used to classify the bodies encountered in the population [75–77]. A sizing system based on anthropometric data (measurement of humans) is known as an anthropometric sizing system

- ✚ Women's sizes such as 10, 12, 14, 16, etc.
- ✚ Men's sizes such as 92, 98, etc.
- ✚ Women's bra sizes such as 12A, 12B, 12C, 12D, 12DD, etc.
- ✚ Children's sizes such as 5, 6, 7, 8, 9, 10, etc.
- ✚ Babies' sizes such as 0000, 000, 00, 0, etc.



Self-Check -5

Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. How do you select your appropriate sizing system based on fitting model?
2. Mention two from sizing system based on anthropometric data?
3. List women's measurements from row numbers?
4. Give the sizing system based on anthropometric data?

Note: Satisfactory rating - 4 points

Unsatisfactory - below 4 points

Answer Sheet

Score = _____

Rating: _____

Name: _____

Date: _____

Short Answer Questions



Information Sheet-6

Clarify design brief with designer

Introduction

To give you a sense of what to include, here are the core sections of an effective design brief.

1. Company profile. You should always ensure your briefs include an overview of your client's business
2. Project overview
3. Goals and objectives
4. Target audience
5. Design requirements
6. Budget and schedule

Writing a design brief, is a first communication step for an architect. Technically, the design brief is a document submitted by client stating his/her desires, requirements, understanding, budget, time constraints, etc. to help designer understand the client's expectations

How to write the best product design brief as

1. Be on the Same Page. To get a product through the development process a team of project members must work together.
2. Be Concise. Just because the document is important, it doesn't mean it needs to be long. ...
3. Plot your Product's Journey.
4. Keep Project Management Separate.
5. Define What the Product Will Do.
6. Be prepared to amend.

A design brief helps you get the most for your budget providing a designer with a clear, concise design brief about what you want a design to achieve will save you money, so whether you're asking for a booklet or website – a thought-out brief will get you the design you want quicker and on budget.

A design brief will ensure that all parties involved fully understand the objectives, audience, and expected results of the project from the outset which will save time during the design process. It's going to cut down the email tennis with design proofs going back and forwards



the misinterpreted instructions and potential expanding design costs of un-budgeted requests that you thought were obvious from the start, but were never explained fully to the designer. Writing a design brief will also help you focus on what you want, so use it as a tool to clarify the need and direction of your project and how its success will be measured.



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| Self-Check -6 | Written Test |
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. What are the relationship between design brief and designer?
2. What is the purpose of design brief for designer?
3. Discus and explain the importance of design brief?
4. Mention three out of the importance of design brief for designer?

Note: Satisfactory rating - 4 points

Unsatisfactory - below 4 points

Answer Sheet

Score = _____

Rating: _____

Name: _____

Date: _____

Short Answer Questions



Information Sheet-7

Approve fit model for design brief by stakeholders

Introduction

The term 'stakeholder' refers to anyone that has an interest in a project and can influence its success. It is important to identify stakeholders in a project as early as possible. They may include: Members of the client organization (such as user panels, champions and department heads)

Stakeholder needs and requirements represent the views of those at the business or enterprise operations level—that is, of users, acquirers, customers, and other stakeholders as they relate to the problem (or opportunity), as a set of requirements for a solution that can provide the services needed by the stakeholders.

The Model Fit table provides fit statistics calculated across all of the models. It provides a concise summary of how well the models, with re estimated parameters, fit the data. For each statistic, the table provides the mean, standard error (SE), minimum, and maximum value across all models

For male fit models, clients generally prefer a height of 6'1" or 6'2" with measurements of 39-34-39. (Please note that these numbers represent a typical fit model.

Female editorial models are generally 5 feet, 9 inches tall to 6 feet tall and are very slim, with measurements that are usually around 33 inches around the bust, 23 inches around the waist, and 33 inches around the hips.

You can be 5'7"-ish only if you're 14 years old and still growing — or if you're Kate Moss.) With similarly precious few exceptions (and thus discounting the plus-size sector) to the industry rule, female models weigh in between 90 lbs. and 120 LBS; male models

Generally, a fit model is someone who tries on clothing for fashion designers. They check things like the fit and drape of the fabric, as well as the overall appearance. Fit models are basically live mannequins, who meet specific height, bust-waist-hip, arm, leg, and other measurement requirements. There are a variety of types and categories of fit models for men, women, and children. Typically they are: Standard, Contemporary, Misses, Missy, Maternity, Athletic, full-figured, Petite, Petite Plus, Swim, Intimates, Urban, Junior, Junior



Plus, Tall, and Big & Tall, with new categories being added all the time. When designers and manufacturers make clothing for the consumer market, it is important to use standard sizing with which consumers are familiar. Although a designer may use very tall and thin models when showing their collections on the runway, they know that the buying public can rarely fit into model sizing. Also, it would be much too expensive to hire high fashion models to spend hours in the workroom, so fit models are a more cost-effective choice. Fit models must have balanced, well-proportioned and symmetrical bodies with standard size measurements for their category. A fit model must be able to clearly verbalize the fit issues they feel in garments which is integral to creating clothing that fits properly. They must be able to give accurate and helpful feedback to the designers and technical teams in order to help companies increase sales and decrease return rates. The appearance of the fit model also typically represents the "look" of the client's customer.

Fit models can often have lucrative careers working full-time in cities where there is a large clothing manufacturing industry such as New York, Los Angeles, and Asia. However, smaller markets will also need fit models who can work part-time in addition to their regular modeling or other work. The first step to becoming a fit model is to get seen by as many modeling agencies as possible that work with fit models. You can also try contacting manufacturers directly in your area to see if they are hiring fit models and what their requirements may be. Sometimes, people find jobs through ads on Craigslist or sign with an agency who then finds the work and clients for you.

Some of the things you'll need to become a fit model include:

- Knowledge of fashion trends
- Flexible schedule to attend
- Specific body measurements which might vary according to the designer

Once you have a few jobs under your belt, you'll be able to build a portfolio, which can help you get more work in the future. As with many professions, becoming a fit model can sometimes take time and persistence.

The model Fit table provides fit statistics calculated across all of the models. It provides a concise summary of how well the models, with re-estimated parameters, fit the data. For each statistic, the table provides the mean, standard error (SE), minimum, and maximum value across all models



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| Self-Check -7 | Written Test |
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. Define stakeholders?
2. What are the fit models male and female according to their heights?
3. How the stakeholders are decide the fitness model?

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____

Rating: _____

Name: _____

Date: _____

Short Answer Questions



Information Sheet-8

Develop Communication and work schedule with fit model

Introduction

A communication strategy guides an entire program or intervention. It sets the tone and direction so that all communication activities, products and materials work in harmony to achieve the desired change. Strategic activities and materials are more likely to promote change. A communication strategy also enables stakeholders and partners to provide input and agree upon the best way forward so that actions are unified. With an agreed-upon communication strategy, staff and partners have a map they can refer to through the various program development stages. The program team, including program managers and communication specialists, should work closely with relevant **stakeholders** and **partners** to develop the communication strategy. Participation of individuals and groups directly affected by the problem is critical. Their active involvement from the start can help increase program impact and lead to long-term sustainability. The number of people involved in developing a communication strategy will depend on the *purpose* of the strategy (for example, a marketing strategy for a single product might require fewer people while a comprehensive national strategy for increasing demand would involve more people) and the *format* used for developing it (for example, a participatory workshop would involve more people while a core working group consulting with stakeholders would involve fewer people).

The communication strategy should be developed after the analyses (situation, audience and program) have been conducted. The strategy should be final before creating materials or activities and implementing the program.

There are several ways to engage **stakeholders** and **partners** in developing a communication strategy. This step is important not only to have valuable, wider input, but also to ensure that stakeholders and partners feel consulted and have ownership of the strategy. One of the most common methods is to hold a participatory stakeholder workshop where program staff and stakeholders jointly develop each piece of the strategy. See the stakeholder workshop guide for detailed guidance on how to carry out a workshop. Other methods include conducting stakeholder interviews, establishing core working groups that



consult with stakeholders after key pieces are developed, or engaging stakeholders to review and approve the strategy post-development. (See the **resources** section for guidance on other engagement methods.)

For a communication strategy to be effective, the team needs to have a firm understanding of all of the factors that may have an impact on communication efforts. Review the situation, audience and program analyses the team conducted and write a brief summary of their findings. Include information on:

- Nature and extent of the problem (extent and severity, desired behaviors)
- Potential audiences (characteristics, barriers and facilitators to change)
- Available resources (financial, human capital,)
- Communication environment (availability and use of communication channels, what other organizations are doing)
- Areas for programmatic improvement (if program already exists) or focus (if program is just beginning)

This summary will form the foundation of the strategy and guide all communication efforts. Give copies of the summary to all of the stakeholders involved in the strategy development. It is helpful to do this before holding a workshop so that everybody has a similar understanding of the context

SBCC programs are more effective when they are based on social and behavioral science theories. A program **theory** provides a map for looking at the problem, designing interventions and evaluating program success. Based on results from the analyses, select a theory that will guide the strategy development.

There are many theories used in social and behavior change. Review the theories included in the **resources** section to gain an in-depth understanding of the common theories. Then, consider the type of change the program is promoting. Is it more individual or social/structural in nature? Narrow the list of possible theories by the type of change the program will promote. The figure below shows where four commonly used behavior and social change theories fall on the individual to structural continuum



While the **situation** and **audience** analyses identified potential audiences for the program, it is during the development of the communication strategy that final decisions are made as to the priority and influencing audiences. Generally, the group with the highest rank is the best choice for a primary audience.

Once the strategy team has decided on a priority audience and its influencing audiences, develop audience profiles for each. The profiles should bring the selected audiences to life by telling the story of an imagined individual from the audience. Include information on the audience's behaviors, motivations, emotions, values, attitudes, occupation, age, religion, sex and where they live. See the **audience analysis guide** for more guidance on developing profiles.

Communication objectives clearly and concisely state the intended impact of communication efforts. They answer the question, "What can communication do to help reach the vision given the key constraint?" Communication objectives should focus on addressing the key constraint, or biggest communication challenges, the team identified.

Review the vision or overall objective set for the campaign (for example, an increase in family planning (FP) uptake) to be sure communication objectives contribute to that vision. Then, based on the key constraint for each audience segment, determine *what needs to change*. The program may need to change behaviors, skills, knowledge, policies, norms or attitudes. Another way to look at it is to ask, "What do we want our audience to **know/feel/do** in response to the campaign?" It can be helpful to look at ideational factors to determine what needs to change such as those identified in the graphic below: Next, determine *how much change* the program expects to see. This should be a numerical or percentage change. Review research to find the current level or status of behaviors. State the current and desired level, for example, "an increase from 50 percent to 80 percent." Add this to the "how much change" column of the worksheet.

Body reference points & body measurements of fit model:

- height and weight
- body reference points such as nape, acromion, waist point, seat vertex, abdomen vertex, carpus, neck base, upper sternum, bust point, pelvic bone
- levels such as crown, shoulder, armscye, bust or chest, waist,
- hip, crotch, knee
- girth measurements such as waist, bust or chest, hip,



- High hip, upper and under bust, head circumference, upper arm, wrist, thigh & ankle.

There are several parts of the body to be measured. These are taken in

- Horizontal measurements
- Circumferential measurements and.
- Vertical measurements

**Self-Check -8****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. How do stakeholders and partners communicate?
2. List body reference points & body measurements of fit model?
3. What is the allotments of situation and audience for development communication and work schedule?

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____

Rating: _____

Name: _____

Date: _____

Short Answer Questions



List of Reference Materials

1- BOOKS

2- WEB ADDRESSES (PUTTING LINKS)