**NCCDPHP Tool to Develop Audience Profiles/Personas**

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|  | **Local Stakeholders****(specify)** | **Potential Funders****(specify)** | **Current and potential partners (specify)** |
| **Biographical details: age, job, gender, interests, racial/ethnic group, language, influencers……** |  |  |  |
| **What matters? (values, issues, etc.)** |  |  |  |
| **How they regard your issue (if at all)?** |  |  |  |
| **Who do they listen to?** |  |  |  |
| **Organizations they belong to?** |  |  |  |
| **Effective messages?** |  |  |  |