

AUDIENCE PROFILE FOR THE HEPATITIS C HEALTH COMMUNICATION INITIATIVE

The following audience profile matrix provides information on segmented target audiences that will be used to develop concepts for the Hepatitis C health communication campaign. The audience segments highlighted in this report are:

- General public
- Transfusion recipients
- Persons infected with Hepatitis C
- Persons with bleeding disorders

For each of these groups, the information is divided into four categories:

- Knowledge
- Attitudes
- Behaviors
- Communication issues

Data from the following sources (interviews, focus groups, and surveys) were used to compile audience profiles.

SOURCE OF INFORMATION

- American Liver Foundation (September, 1997). “Get Hip to Hep” Advertising Tracking Study which utilized a random sample of 300 adults age 21 and older from Boston, Chicago, and Houston (100 in each city).*
- Porter Novelli Health Style Study (1998). This annual omnibus survey provided information based on Hepatitis C related questions submitted by CDC.
- Westat Focus Groups (1998). Three focus groups with transfusion recipients were conducted which included 1 racially mixed group from the D.C. metropolitan area, 1 racially mixed group from southern Anne Arundel County, Maryland, and 1 Hispanic group from Washington, D.C.
- Macro Focus Groups (1997). Three focus groups were implemented involving patients infected with Hepatitis C. One group had three individuals who were in advanced stages of liver disease (fibrosis or cirrhosis of the liver due to Hepatitis C) and two groups had persons who were not in advanced stages of liver disease. All groups were held in Atlanta, GA.

A profile of persons with bleeding disorders was derived from three focus groups whose topics were universal data collection and surveillance activities. These groups were as follows: