

## C1. Mutual benefits of collaboration and targeting audiences

The media are powerful and can have a large positive impact when they complement and reinforce field activities by CSOs and national and international NGOs. Combining the diverse skills of different organizations working towards UHC can pay great dividends. For example, use of the mass media to improve health could worsen health inequality unless an effort is also made to reach those who do not have access to the media. Partnerships between mass media organizations and organizations working in communities without access to the media can effectively bridge this gap.

Both content and partnerships must be designed from the outset, including the extent of the collaboration and who will lead. As in any collaboration, communication and transparency are essential.

Audiences are the people who listen, watch and read media outputs and are widely diverse. Deciding who to engage with on health budget accountability for UHC depends on the audiences, how they use the media and how the media can help and empower them. Each media piece must be targeted to a specific audience in order to be accessible, relevant, useful, engaging and of interest.

Audience segmentation is useful for targeting media outputs. Segmentation of a large audience into smaller groups with similar needs, values or characteristics is based on differences in their responses to communication and interventions for social and behavioural change (104). Knowing the audience allows the media to understand the views of different people about important issues according to their gender, age, ethnicity, (dis)ability, relationships, family context, education, work and life experience and other social groupings.