



Select Strategic Approaches and Channels

Activity 6.2: Identifying the Best Channels and Activities to Reach Your Audience

Objectives:

- Brainstorm the different channels and activities, and identify the time and resources needed.
- Consider the demographic and psychographic characteristics of your audience to ensure the appropriate selection of channels and activities.
- Identify a list of potential channels and activities that can be used in your current program.

Preparation:

Review the **key concepts** and **background research** to be sure your team has a good understanding of **behavior change and gender** and is aware of the gender-related social and behavioral determinants. Review the existing research and the information gathered during your situation and audience analysis to be able to identify the underlying conditions and causes that exist in relation to your health problem.

Gather the following program documents to help you go through this activity:

- Current strategy or marketing plan
- Formative research results (if available)
- Monitoring and evaluation results (if available)
- Other programmatic documents
- Activity Template (see below)
- Relevant resources from the I-Kit

Be sure you have enough copies of any templates, handouts or resources needed for this activity. Consider printing the **Gender-Related Social and Behavioral Determinants Handout** from the step page to use as reference during the activity.

Expected Outcome:

List of appropriate channels based on a gender analysis.

Purpose:

The purpose of this activity is to guide you on how to select the best channels and activities which are realistic and relevant to your program. This activity will help you think through the time and resources needed, as well as the demographic and psychographic characteristics of your audience, including the different gender dynamics.

Introduction:

The strategic approach answers “how” you will achieve your objectives. Typically, a communication strategy will include several approaches, especially if addressing multiple audiences across the social ecological levels. The chosen approach(es) drive the SBCC program and help ensure consistency and coordination among partners and synergy across program interventions. There are a number of approaches that can be used to reach your audience and meet your objectives. See the handout for a list of the main approaches.

Instructions to complete this activity:

Identifying and selecting the right mix channels and activities for a social and behavior change communication program is important. The aim is to select and design the optimal blend of channels that maximizes reach and effectiveness of the messages.

In selecting the mix of channels programs need to identify and include:

- Information on what channels are most effective for the priority audience, based on past impact, audience needs and preferences, and channel availability.
- Recommendations for how the program should combine different channels based on the advantages and disadvantages of each, the fit between the message and the channel, as well as the appropriate timing and scheduling of the messages.
- Information on resources available and how they will be allocated to different channels.
- How the channel may be affected by different gender dynamics within the context the program operates.

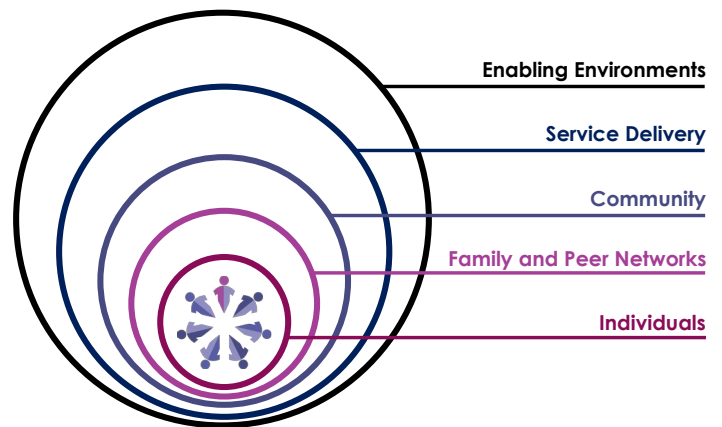
Without a well-developed mix of channels, messages may not reach the priority audience, resulting in wasted resources. Using a strategic blend of multiple channels, including mass media, community and interpersonal channels, increases an audience's exposure to messages. It also increases repetition of the message, allowing different channels to reinforce meaning. Repeat exposure improves the likelihood that a message will be understood, accepted and acted upon.

Instructions to complete this activity:

In the last activity you identified the approaches needed to reach the different levels of the socio-ecological model you intend to work. It's now time to dig a little deeper to think about which channels and activities you will use to reach your audience. Identifying the right channels and activities is important as it will ensure the messages you develop will reach your audience. Remember, you need to meet your audience where they are and in order to do that you need to carefully think through which channels and activities are best, and how gender may affect access and use.

Key Steps:

1. For each level of the socio-ecological model, brainstorm a list of different channels that can be used in your program. Remember to keep your audience in mind as you are not working with everyone. When developing your list, consider:
 - What current approaches and channels is your program already using?
 - How does your priority audience prefer to receive health information?
 - What are the different habits of your audience and how does he/she spend his/her time?
 - What approaches or channels are they already using?
 - What is your audience's literacy level?

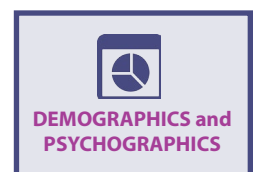


If you have an extensive list, you may want to start by selecting those approaches and channels you are already using or that you feel have the most potential to have the most impact.

2. For each channel or activity, complete a template. Start by listing the channel or activity you are considering at the top of the page.



3. Next, determine who you are trying to reach. Identify who may influence them, who may have power over them, and where you can access them. Knowing what you know at this point, look back the channel or activity and determine if it is still appropriate. If yes, continue to outline the demographics and psychographics of the audience. Consider the gender-related social and behavioral determinant such as whether the individual has decision-making power. Ask yourself what are the power dynamics within the family, household or community? What is this audience member's social status and their attitudes about sexual norms, etc.?



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4. Again, look back at the channel or activity you have selected and decide if it is still relevant to your audience. There are a number of questions you can ask:
- Does your audience own or have access to the selected channel? When? How often? How does access differ for men and women, boys and girls?
 - Does your audience own or share the channel with someone?
 - Who has actual control and/or decision-making power over the channel?
 - If your audience has access to the channel, is he/she able to buy things like the electricity, petrol, air-time, internet hours, etc. required to access that channel?

5. Now that you have determined that the channel is effective for your audience, you need to consider the resources required and the time needed to design and implement the activity. Ultimately, the channel mix and selection of activities will depend on the communication landscape, audience characteristics, the programs objectives and message, reach and intensity, and the budget.



6. Based on the activity sheets, determine which channels and activities you will use in your strategy.



Template 6.2.1: Choose the Right Channels and Activities



[Empty box for overall strategy or objective]



TIME

[Empty box for time-related details]



RESOURCES

[Empty box for resource-related details]



AUDIENCE

[Empty box for audience-related details]



**DEMOGRAPHICS and
PSYCHOGRAPHICS**

[Large empty box for demographic and psychographic information]