

COMPLETED EXAMPLE – WORKSHEET 7.1: ASSESSING AVAILABLE COMMUNICATION CHANNELS
TEMPLATE FOR RECORDING INFORMATION ABOUT AVAILABLE COMMUNICATION CHANNELS

Purpose: This worksheet provides a template for recording key information about available channels in the emergency location. It can be used as reference when deciding on the most appropriate channels for your emergency communication.

Directions: Use the information provided earlier in this section to help you consider all potential channels. Write the formats of channels available in your area of intervention for each of the communication channel categories. Where possible, record the information requested for each channel. *Please note that this worksheet is followed by a completed example that you can use as reference if necessary.*

Channel Category	Channel Format	Estimated Geographical Reach	Estimated Number of People Reached	Audiences Reached via Channel	Estimated Cost	Other Remarks including past or current use of channel	Foreseeable Challenges/ Disadvantages to Using this Channel	Contact Details
Mass Media	Television	Urban areas only	1,500,000	Leaders, men and authorities in urban areas	100 USD per radio spot	TV proved useful for 2014 vaccination campaign	Only a minority of urban residents are affected by cholera; National TV programs need to be vetted by government which can take time.	National TV: 07-8139782 Go TV: 07-3911256
	Newspapers	Urban areas only	Approx 25% of population is literate	Leaders and decision makers	Press releases are free. Otherwise \$25 per page	Newspapers have been used to engage leaders in the past.	Limited reach in areas most affected by the emergency.	National Press: 0929864
	Radio (national and community)	Country-wide	8,000,000	Women, men, leaders	\$20 per 30 minutes	Community radio is very popular in rural areas	Would need to develop programs in different languages for different regions. In rural areas, fuel is hard to access to operate the generator.	Radio Community Network: 079345218 National Radio: 078641121

Mid Media	Participatory theatre	Accessible in all rural areas	200-300 people per event	Women, men, leaders, children	\$200 per performance	Very popular among rural communities	Requires good planning with local leaders. Messages need to be vetted beforehand.	Health Thru Theater: 079114469 Arts & Education Intl: 0766981873
	Public announcements/sensitizations in the community with megaphones	Available across the country	100 per sensitization session. For public announcements, approx 500 people.	All adult community members	Initial cost of equipment approx. \$100 per community	Used regularly to announce vaccination campaigns, political campaigns and other major events. Communities are used to the channel	Ensuring speakers are well trained on what to say and key messages.	For logistics and procurement: 0738551420
Print Media	Leaflets/Flyers	Can be used through social mobilizers and health facilities across the intervention area	Unable to estimate	Adult women and men, leaders	\$1,000 for printing 5,000 A4 leaflets	Important to have this at health facility to support information provided by the health provider	Due to low literacy levels, especially among women, leaflets need to be very visual	Press & More: 076623227 Kreative-Agency: 07833216658
Digital & Social Media	SMS	75% of population has access to mobile phones	6,000,000 people	Adult men and women, leaders			Despite high mobile network coverage, different networks cover different areas and must therefore look for a way of providing SMS across networks	
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