



## WORKSHEET #11: SELECTING COMMUNICATION CHANNELS

**Purpose:** To review and select communication channels to use in your SBCC program.

**Preparation:**

Gather the following data to help you fill out this Worksheet for your program:

- **Worksheets #8 and #9** filled out with your data.

**Directions:**

1. Answer the questions in this Worksheet using your data.
2. Refer to the **Worksheet #11: Zanbe Example** to help you complete this blank Worksheet with the information relating to your program.
3. Continue reading the text after the Worksheets as it provides important insights for channel selection

**Intended Audience:**

**Behavioral Objective:**

1. Channel Summary. For each column, pull information from previous Worksheets.
  - Column 1: list all of the potential ways to deliver messages to your intended audience from **Worksheet #9**, removing any duplicates from the list.
  - Column 2: list the communication channels your intended audience uses on a regular basis from **Worksheet #10**.
  - Column 3: list to whom your intended audience listens about SRH and the desired behavior from **Worksheet #10**.

For some channels, like radio, television and newspapers, there may be several options that your audience can use. For example, there are probably several radio and television channels to choose from, or different newspapers that are available. Where possible, be precise as to which radio/TV channel or newspaper your intended audience prefers.

## WORKSHEET #11: SELECTING COMMUNICATION CHANNELS (CONTINUED)

Column 1: Channels from "Day in the Life"	Column 2: Channels Used	Column 3: Channels Listened to for SRH

2. Channel Overlap. Review the channels written in columns 1, 2 and 3 and list the channels that are listed in all columns.
  
3. Consider potential challenges using these channels, as well as other channels or combination of channels that could be used, although reach or effectiveness may be reduced. List the channels and explain your decision.
  
4. List communication channels that you consider appropriate for your audience and would like to explore further (i.e., ask intended audience if channel is appealing, collect costs from media channels and mobile phone providers).

## WORKSHEET #11: SELECTING COMMUNICATION CHANNELS (CONTINUED)

5. Lead and Supporting Channels. From the list in question #4, is there one channel that would be most effective and efficient for reaching your intended audience? If so, this would be your "lead channel." Write down your lead channel and provide an explanation for why you chose it.

My lead communication channel is:	Chosen because:

From the list in question #4, what other channels could provide additional support to the lead channel to reach your intended audience? These are your "supporting channels." Write down your supporting channels and provide an explanation for why you chose them. List at least two to three supporting channels to consider.

Supportive communication channels are:	Chosen because:

## **WORKSHEET #11: SELECTING COMMUNICATION CHANNELS (CONTINUED)**

### **TIME TO REFLECT**

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

1.

2.

3.