

COMPLETED EXAMPLE – WORKSHEET 7.2: MATCHING CHANNELS TO THE PRIMARY AND INFLUENCING AUDIENCES

Purpose: This worksheet includes a list of questions to support the selection of an appropriate channel mix to communicate with the intended audiences about the emergency issue being addressed.

Directions: State who the intended audience is for this exercise and whether they are a primary or influencing audience.

Complete one sheet for each audience segment you have identified. Worksheet 4.1 in *Unit 4: Audience Segmentation* can help you identify audiences if you have not done so yet.

Answer the questions asked about the audience. Use evidence-based data from sources such as media consumption studies, project reports, surveys, qualitative studies and government statistics.

Finally, summarize the key points as this will help you identify the most appropriate communication channels for each audience.

Please note that this worksheet is followed by a completed example that you can use as reference if necessary.

Audience: Caretakers of children under 5 **Priority** **Influencing**

- 1. What channels does the audience use regularly for different communication needs? For example, radios and TV for receiving or accessing news or health information, mobile phones for communicating with others, etc.**

Mothers in rural areas mostly receive information by word-of-mouth, mainly by talking to their friends, their local leaders and traditional practitioners. In rural areas, the men tend to control access to the radio

In urban areas women listen to the radio, especially the Jamina soap opera that touches upon numerous health issues. They also watch television when health programs are broadcast.

In both rural and urban areas, women have access to mobile phones.

- 2. What communication channels does the audience generally prefer?**

Rural women like human contact (door-to-door, small group discussions, face-to-face conversations). They also like radio but access is controlled by their husbands. Urban women prefer the radio.

- 3. Which channels does the audience consider credible and for what kinds of information? Consider both modern and traditional communication channels such as community leaders and influential members or society.**

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Urban women access health centers and their CHWs for health related information. Printed information is very popular among urban women who expect receiving leaflets from health providers.

Rural women prefer talking to the traditional practitioner and asking their local leaders and elderly women. Generally rural women do not seek information from CHWs but they respect their advice when they come on home visits.

- 4. What is the audience’s literacy level? If possible, specify whether there is a different between rural and urban populations.**

Among rural women literacy levels are low (42 percent). In urban areas literacy levels among women are higher at 81 percent.

- 5. What differences exist, if any, in access to communication channels between genders?**

Not relevant as this audience group is women only.

- 6. Which channels does the audience prefer for getting information about emergencies?**

In rural areas women prefer going to their local and religious leaders.

In urban areas a rise in women seeking information from CHWs and health facilities has increased.

- 7. Whom does the audience trust and turn to for advice about health or about other topics similar to that causing the emergency? If known, highlight differences between rural and urban areas and between genders.**

In rural areas women are showing trust in their local leaders and traditional practitioners.

In urban areas women show trust in the medical establishment and television because they say the visual component on television helps them understand and believe.

- 8. During the emergency, how does the audience spend a typical day? Where do they go and what communication opportunities exist throughout the day? Consider that during an emergency standard routines may be disrupted.**

Morning prayers, work and/or child care, market, cattle post and traveling for water.

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INFLUENCING AUDIENCES (Continued)**

Time of Day During the Emergency	Activity	Location for Each Activity	Potential Communication Channels
Early morning	Rural women wake up early to fetch water; come home to wash the children and prepare food and get ready to leave the house.	Transit to water source; water source; home	Sensitization at water point; billboards on road to water point
	Urban women wash, prepare food for the children and get ready to leave the house.	Home; transit	Radio; billboards and transit ads.
Midmorning	Rural women do the housework and then mostly go to work in the fields or to sell/buy produce in the market.	Local market; fields	Radio, door-to-door; megaphone announcements in the market; peer-education/sensitization at the market and SMS
	Urban women are mostly doing commercial activities.	Market; commercial center	As above
Midday	Rural women stay at the market or the fields. Sometimes have lunch at the market and feed their children there.	Market, field	Megaphone announcements and peer education in the market, SMS
	Urban women go home for lunch.	Home and transit to home	Radio; television; billboards/transit ads
Early afternoon	Rural women have to do housework and fetch wood.	Transit; home; woods near home	Billboards on transit; radio; peer educators/mobilizers
	Urban women go back to the market for commercial activities.	Transit; market/ commercial area	Transit ads/billboards; sensitization and megaphone at market
Mid afternoon	Rural women prepare food and talk to neighbors while cooking.	Home; local community	Sensitization sessions where women cook; radio; peer educator/mobilizers, SMS
	Urban women go home; meet with friends	Local bars; transit	Peer educators/mobilizers; billboards & transit ads
Early evening	Rural women wash children and get them ready for dinner and bed.	Home	Radio; door-to-door, SMS
	Urban women get children ready for bed; talk with neighbors and friends.	Home; neighborhood	Radio, peer educators.
Dinner	Both rural and urban women tend to eat home as a family.	Home	Radio for rural women; television for urban women, SMS
Late evening	Both rural and urban women tend to stay home, especially since the outbreak has begun.	Home	As above
Special Occasions/ Festivities	Saturdays and Sundays are service days for both rural and urban women.	Transit to place of worship; place of worship	Information through religious leaders

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Summarize the information obtained from this worksheet in the table below. This will highlight the principal channels for communicating with each audience segment.

Audience:	Caregivers of Children under 5 in urban and rural areas
1. Communication Channel Preferences	Urban women prefer radio, television and printed information. Rural women prefer face-to-face communication
2. Trusted Information Sources	<p>For urban women, television, radio and health facilities are trusted sources of information on health matters.</p> <p>For rural women, local leaders, elderly women and traditional practitioners are the most trusted sources of information on matters relating to health</p>
3. Literacy Level	<p>Low among rural women (only 42% of women are literate)</p> <p>Higher among urban women (81% of women are literate)</p>
4. Possible Communication Channels	<p>For rural women, sensitization session run by elderly women and leaders in strategic locations; information disseminated during religious sermons; door-to-door visits; radio spots at strategic times when women are likely to have access to the radio (as access is mostly controlled by men)</p> <p>For urban women, television spots portraying visual explanations about how cholera is spread and symptoms; information leaflets at health facility level; using the Jamina radio soap opera to introduce information about cholera.</p> <p>SMS is accessible to both rural and urban women as phone ownership is high across the country.</p> <p>Billboards can reach both rural and urban women especially if placed strategically on routes that are highly frequented by the audience.</p>