

WORKSHEET #10: REVIEWING AVAILABLE COMMUNICATION CHANNELS

Zanbe Example

This example is based on Zanbe's "Let's Talk About It" program introduced in Part 1 of the I-Kit to show how the program managers used information (both quantitative and qualitative) to identify potential communication channels for their intended audience. Additional insights are provided in text bubbles.

Intended Audience: *Urban women, 10 to 19, out of school*

1. What channels does your intended audience use on a regular basis?

A local research company conducted a media and communications survey among a nationally representative sample of Tokona youth (ages 15 to 24) and found that the most used communication channel was radio (95 percent).

While fewer youth owned a TV (19 percent), a higher percentage (33 percent) said they watched TV and were more likely to report watching TV in public places (16 percent) or at someone else's house (19 percent). Youth were also more likely to use a DVD (23 percent) and read the newspaper (35 percent).

Most Tokonans of all ages do not have access to computers and the Internet. Youth who access the Internet are more likely to do so in cyber cafes (61 percent). Mobile phones are used for making calls (58 percent), text messaging (42 percent) and listening to the radio (19 percent).

This data would suggest radio and IPC channels might be good to pursue. However, this data does not provide information specific to Zanbe, out-of-school, women, 15 to 19, or the specific stations they listen to.

This information suggests that although TV is viewed among youth, it may not be the best channel, compared to the reach that radio has. Again, this data is for both urban and rural youth so the picture could look quite different for Zanbe urban women.

"Media Study with Tokona Youth,"
(Information Source: Consumer Research Group, May 2014)

WORKSHEET #10: REVIEWING AVAILABLE COMMUNICATION CHANNELS (CONTINUED)

Zanbe Example

2. Who does your intended audience listen to about SRH? Who is a credible source of information? Who is most motivating?

Young people (12 to 19 year olds) prefer to get SRH information from teachers or school, health care workers and the radio; however, young women (15 to 19 year olds) expressed a strong preference for getting SRH information from health workers and clinics and family members (i.e., mothers, aunts). Radio was slightly less preferred because the lack of interaction from receiving information from the radio. Urban young women reported having weaker access to SRH information through informal channels (e.g., family and friends) than their rural peers.

Since radio is the most used channel, it could still be considered if additional "interaction" elements were included, like a radio call-in show where youth could have their questions answered by an expert. It will also be very important to develop strong links with health providers and include those health providers in your messaging.

Adolescent Sexual and Reproductive Health Report: Tokona 2006
(Information Source: _____)

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. Radio and IPC may be best channels for this program.
2. If using radio, could have a 'call-in' show with 'ask the experts' and bring on healthcare providers since adolescent girls trust them for SRH information.
3. Make sure to link any information to a youth-friendly health clinic.