

CHANNEL ROLES IN OUTBREAK

CHANNEL	SUMMARY	IMMEDIATE RESPONSE COMMUNICATION PHASE
NEWS MEDIA & PR (PRINT & ELECTRONIC)	Quick to implement. Lowest cost with high credibility, but mostly for literate populations.	Provide specific information about the outbreak and explain children's risk—provide disease info, associated risks, and confirms that vaccine is the only way to protect.
RADIO	Informational, quick to implement, and low-literacy. High penetration, particularly in hard to reach areas. Allows for diverse formats: music, poetry, entertainment, informational.	Stress that polio is a serious risk and that vaccination is the only way to protect their children. Communication should be direct, and urgent and convey safety, OPV efficacy, and campaign info.
TV	Highest impact but high cost. Best medium for eliciting emotions. Reaches mostly urban areas.	Create ground level visibility of campaign efforts. Attract attention of target audience, provide campaign dates, and promote desired behaviour.
BANNERS & BILLBOARDS	Information about the campaigns at the point of service or leading up to it. Ground level visibility should complement electronic media messages and style.	Attract attention of target audience, provide campaign info, and promote immediate action.
LEAFLETS	Educational, personal information, high resonance. Can be adapted to various literacy levels.	Provide more detailed information about OPV safety and efficacy. Can include explanatory visuals for non-literate audiences, games for children, give aways like calendars for caregivers.
IPC (INTERPERSONAL COMMUNICATION)	High impact, high resonance.	Best medium to facilitate two-way dialogue with communities.

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CHANNEL	EDUCATIONAL	IMPACT/ RESONANCE	CAMPAIGN INFO/ LOGISTICS	IMMEDIACY (TIME TO DEVELOP)	LOW COST	LOW LITERACY
NEWS MEDIA & PR (PRINT & ELECTRONIC)	✓			✓	✓	
RADIO	✓			✓	✓	✓
TV		✓				✓
ON-SITE BANNERS				✓		✓
BILLBOARDS/ POSTERS		✓	✓	✓		
LEAFLETS & BROCHURES	✓	✓				
IPC (INTERPERSONAL COMMUNICATIONS)	✓	✓	✓			✓