Other Communication Channels
Select channels of communication that will reach your audiences.
During Preplanning Ask:

- Which channels are available? (Consider your schedule and resources.)
- Which channels will target audiences find credible?
- Which channels fit the communication intent (inform, influence, allay fears, change behavior)?
Potential Channels

• Face-to-face
• Group delivery
• Organizational
• Mass media
• Community
• Combinations
Potential Tools

- Briefings
- Community mailings
- Exhibits
- Factsheets
- Newsletters
- Open houses or availability sessions
- Presentations
- Public meetings
- Small group meetings
- Telephone contacts
Briefings

- Briefings are held for officials, media representatives, and community leaders.
- Benefits: Allow direct questioning of SMEs, Prepare officials to answer questions from constituents.
- Limitation: Limited invitations mean some are left out and may feel excluded.
Community Mailings

• Community mailings can target communities with specific factual, noncomplex information.
• Benefit: Use less planning and coordination time than a briefing.
• Limitation: No immediate interaction or feedback.
Exhibits

• Exhibits offer visuals to help illustrate health issues and proposed actions.
• Benefit: Visual impact with lasting impressions.
• Limitation: One-way communication unless an SME stands by.
Factsheets

• Factsheets are brief reports to summarize information.
• Benefit: Good background tools.
• Limitation: Require careful writing to make information easy to understand.
Availability Sessions and Poster Sessions

• Availability sessions and poster sessions are small, informal meetings for the community and public health responders to meet one-on-one.
• Benefit: Help build trust and credibility.
• Limitation: Require significant time and effort.
Public Meetings/Town Hall Meetings

• Public meetings/town hall meetings are large meetings open to the public so that experts can present information, answer questions, and gain feedback.

• Benefit: Community can express concerns and be heard.

• Limitation: Can intensify conflicts.
Telephone Contacts

• Telephone contacts can be one-on-one with key civic leaders or a conference call for entire stakeholder or partner organizations.
• Benefit: Speed and ease of execution.
• Limitation: Difficult to stick to agenda time and may be an opportunity to have demands made through group pressure.