



Other Communication Channels

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LTH • PREVENTION RESEARCH • PRIVATE SECTOR PARTNERSHIPS • PUBLIC HEALTH WORKFORCE • WOMEN'S HEALTH

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.