

COMMUNICATION FOR IMMUNIZATION

E-LEARNING RESOURCES

08 | CHANNEL ANALYSIS

08 | CHANNEL ANALYSIS

The goal of channel analysis is to define *the channels to prioritise* to engage with the selected target audience. Think of a channel as the container that delivers the key messages.

For immunization, channels can include: face-to-face from family members and trusted leaders, word of mouth, meetings, materials and health discussions at the community health centre, community media (e.g. community news boards, town crier, mobile announcement vans), outdoor media (e.g. billboards), religious services, edutainment (e.g. theatre or music troupe), mobile phones, school, the workplace, traditional news media (e.g. community radio, national newspaper, television or radio), social media (e.g. Instagram, Facebook, etc) and films.

Consider:

- **Trust:** Audiences are more likely to believe information and take action when they trust the source of information. Generally, people will trust those closest to them – the community health worker, family, friends, and their local leaders. However, channels that are normally trusted – such as health workers or national leaders – may not be trusted by your target community.
- **Reach:** Who accesses the channel? Is it available in the right languages to your target audience?
- **Influence:** The channel may have wide reach but may not be very influential. For example, the majority of a group may listen to the national news, but may mostly take advice from the national and regional religious leaders of their church association.
- **Cost:** Consider what you can afford given available resources. For example, television can be very expensive, but so can community theatre if it's needed in hundreds of communities.
- **Existing platforms:** slot information into an existing channel such as an afternoon radio health call-in programme, a popular radio drama, the weekly sermon, a regular health report in the newspaper.

A sample channel analysis

Target Audience	Channel	Reach	Influence	Trust	Cost	Notes
Caretakers in minority religious group living in three north-eastern districts	National television news	Country-wide, but not in minority language	Poor amongst minority group	Ranked low during FGDs	Expensive relative to radio	Poor use of resources given audience characteristics
	Facebook and other social media	4% of the population in urban areas	Very low	Not relevant	Inexpensive – but requires human resources for updates and maintenance	Poor use of resources
	Regional theatre troupe	Good in the targeted areas	FGDs indicated they were influential	FGDs did not indicate level of trust	Initial expenses to write a play; then continued expenses to tour the group	May be a good channel – worth piloting
	Community radio	Good in the target areas	High, particularly for weekend health programme	High	Medium – labour intensive to provide materials for the station	Consider placing PSAs in the health show; and including immunization as a topic once a month for six months
	Community leaders	Good in the targeted areas	High	High	Costs for local workshop; ongoing costs for community meetings	A good channel to try; need resources to monitor properly