How to select communication options[[1]](#footnote-1)

In emergency cash responses, it is common to use several communication options.

|  |  |
| --- | --- |
| **Written options** | **Oral options** |
| * Leaflets and flyers
* Notice boards and posters
* Distribution (or programme participant) cards
* Agreements between the programme and each programme participant
* Short message service (SMS) messaging
* Newspapers
* Social media methods using the internet
 | * Megaphones
* Community meetings
* Community committees
* Radio
* Theatre
* Hotlines or help desks
* Models and demonstrations
* Door-to-door community mobilizers
 |

In order to select the options that are most appropriate to your context and needs, reflect on the factors that may affect the different communication options. Remember to consult community members as soon as the situation allows. Below you will find a table with relevant questions.

|  |  |
| --- | --- |
| **Factors** | **Questions** |
| Local situation | * What existing communication channels are present in the community?
* What planned programme activities could be used? How accessible is the community?
 |
| Target audience | * How do people find out, currently, what is happening?
* What methods do community members prefer?
* Is certain information for the whole community or only for programme participants?
* What are the levels of literacy among men and women?
* How can more-vulnerable groups be reached?
 |
| Risk management | * Is there a risk that certain information will be misunderstood?
* Could certain communication methods put staff or community members at risk?
 |
| Available resources | * What staff and budget are available for communication?
 |
| Two-way communication | * Does the programme want to gather feedback while sharing information?
* Are people likely to have questions?
 |

1. Based on: “Template: Develop a communication plan in nine steps”, CRS [↑](#footnote-ref-1)