

3.1A

Channel Selection Tool

1. Add any channels not already listed
2. Circle all **high reach** channels.
3. Star all **low cost** channels.
4. Anything with a circle and star should be prioritized.
5. Check with your community response ambassador if there are channels that they use today. Add those channels to your priority list.
6. Make a final selection of primary and secondary channel.

Megaphone on a Truck	Community Talks	Announcement at religious center	Memes
WhatsApp Group	Flyers on Local Signboard	Radio Spot Or Talk Show	Large Scale Print Campaign
TV Spot	Social Media Ads	<i>Other</i>	<i>Other</i>
<i>Other</i>	<i>Other</i>	<i>Other</i>	<i>Other</i>