

COMMUNICATION CHANNELS: BENEFITS AND LIMITATIONS

<i>Type of Outreach</i>	<i>Example Activities</i>	<i>Benefits</i>	<i>Limitations</i>
Interpersonal communication	<ul style="list-style-type: none"> • School presentations • Conference or symposium 	<ul style="list-style-type: none"> • Viewed as credible • Allows for 2-way discussion • Good for educational initiatives; helpful in teaching at-risk groups prevention behaviors 	<ul style="list-style-type: none"> • Can be expensive • Requires time • Audience limited
Community outreach events	<ul style="list-style-type: none"> • Parades, runs, walks • Town hall meetings • Workplace campaigns 	<ul style="list-style-type: none"> • May be familiar, trusted, and influential • Can be motivational • Can reach a large audience in one place • Helpful for raising awareness 	<ul style="list-style-type: none"> • Requires a fair amount of coordination from several partners • Requires time
Newspaper	<ul style="list-style-type: none"> • Feature articles • Advertisements • Letters to the editor • Op/ed pieces 	<ul style="list-style-type: none"> • Can reach a broad audience rapidly • Can convey health information more thoroughly than radio or TV • Faster than magazine outreach 	<ul style="list-style-type: none"> • Item needs to be newsworthy • Exposure is limited to one day • Article placement may vary
Radio	<ul style="list-style-type: none"> • News • Advertisements (public service announcements) • Talk shows 	<ul style="list-style-type: none"> • May be the main form of media in some locales • Range of formats • Opportunity to direct messages toward target audience 	<ul style="list-style-type: none"> • Need to make topic fit the format of the radio station • Difficult for intended audience to retain or pass on information
Television	<ul style="list-style-type: none"> • News • Advertisements (public service announcements) • Talk shows 	<ul style="list-style-type: none"> • Can reach a wide range of audiences, depending on the locale • Visual and audio format is good for demonstrating prevention behaviors 	<ul style="list-style-type: none"> • May not be available in some locales • May be expensive • Message can get lost in other commercial messages
Internet	<ul style="list-style-type: none"> • Web sites • Email listservs • Social networking sites • Newsgroups 	<ul style="list-style-type: none"> • Can reach a large number of people rapidly • Can be tailor for the intended audience • Can be updated quickly and provide health information in a graphically appealing way 	<ul style="list-style-type: none"> • May not be available in some rabies endemic areas • Requires that target audience is connected and looking for the health information