**Tool 19. Selecting messengers and channels**

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**METHODOLOGY:**

**In the Tool 19 template below: In Line 1, describe the NAP area or policy intervention that messengers/channels relate to. In Line 2, describe the ‘Advocacy objective’. Column 1 provides the potential channel of information/communication for AMR messages. In Column 2 enter details of the audience that you want to reach. In Column 3 describe the potential size of audiences for the channel (known as ‘reach’). In Column 4 describe if the channel is credible among audiences. In Column 5 describe if the channel can influence audiences.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Messenger/channel** | **Audience** | **Potential audience (reach)** | **Credibility with audience** | **Influence on audience** |
| **1. Intervention/NAP area:**  |  |
| **2. Advocacy objective:**  |  |
| **Overall** |  |  |  |
| Influencers/leaders |  |  |  |  |
| NGOs/CSOs/Civil soc. |  |  |  |  |
| ‘Mass’ Media |  |  |  |  |
| Social media  |  |  |  |  |
| Print media  |  |  |  |  |
| Mobile phone/texts |  |  |  |  |
| PSAs |  |  |  |  |
| Billboards/posters |  |  |  |  |
| Leaflets/brochures |  |  |  |  |
| Government web-sites/social media/ email |  |  |  |  |
| Media kits/FAQ/ release |  |  |  |  |
| Press conf./briefings |  |  |  |  |
| **Human health sector** |  |
| Ministry of Health |  |  |  |  |
| Medical professionals |  |  |  |  |
| Pharmacists |  |  |  |  |
| Nurses |  |  |  |  |
| Community healthWorkers |  |  |  |  |
| Professional Associations |  |  |  |  |
| Experts/academics |  |  |  |  |
| Specialist media |  |  |  |  |
| **Animal health/food sector** |  |
| Ministry of Agriculture |  |  |  |  |
| Veterinarians |  |  |  |  |
| Agrovets |  |  |  |  |
| Livestock producers/ exporters |  |  |  |  |
| Farmers |  |  |  |  |
| Food producers |  |  |  |  |
| Professional Associations |  |  |  |  |
| Experts/academics |  |  |  |  |
| Specialist media |  |  |  |  |
| **Environment sector** |  |
| Ministry of Environment |  |  |  |  |
| Experts/academics |  |  |  |  |
| Specialist media |  |  |  |  |