**Tool 19. Selecting messengers and channels**

**Shape, rectangle

Description automatically generated**

**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 health  Workers | |  | |  | |  | |  | |
| 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 | |  | |  | |  | |  | |