

Phase: Implement - Step: Communication Products and Channels

Lesson 4.5

Overview communication products in the toolkit

This job aid offers an overview of the communication products presented in the toolkit and their main advantages and examples.

Type of product	Advantages	Examples	Extra resources
Written products	<ul style="list-style-type: none"> • Can be stored and retrieved as needed • Can be highlighted and annotated • No need for electricity, computer or Internet • Easy to show and share 	<ul style="list-style-type: none"> • Fact sheets and case studies • Policy briefs and concept notes • Press releases and articles • Newsletters, brochures and leaflets • Guides and manuals 	Good practices template
Visual products	<ul style="list-style-type: none"> • Adapted for illiterate audiences • Same product can be used for multiple languages • A quick way to communicate • Useful when you only have people's attention for a short time 	<ul style="list-style-type: none"> • Infographics • Posters • Cartoons • Comic Books • Photo novellas • Image boxes 	

Type of product	Advantages	Examples	Extra resources
Audio products	<ul style="list-style-type: none"> • People often prefer to listen than read • People can listen while doing another activity • The most effective medium for rural areas remains radio • Suited to illiterate audience 	<ul style="list-style-type: none"> • Scripted monologue • Interviews • Mini drama • Documentary 	<p>Guidelines for the production of gender responsive broadcasts</p> <p>Creating your audio product</p>
Video products	<ul style="list-style-type: none"> • Show instead of just telling about lessons learned • Can be shared and played again • Suited to illiterate audience • Record more than words • Capture people's stories in a context 	<ul style="list-style-type: none"> • Training videos • Participatory videos • Documentary videos • Documentary 	<p>Creating your video product</p>
Web products	<ul style="list-style-type: none"> • For an audience using the Internet • Possibility to share written, visual, audio and video products • Easy to gather all materials in one place, and easy to share • Large reach at low cost • Interactive 	<ul style="list-style-type: none"> • Multimedia web products • E-learning products 	<p>Writing for the web</p>