

Annex 2: Comparative table: beneficiary communication and beneficiary information and accessibility of commonly used tools

TOOL	Beneficiary Communication	Beneficiary Information	Accessibility (1 indicating excellent – 10 indicating poor) ³⁵
Radio (FM, AM, UHF, HF)	Allows two-way communication, talkback, outside broadcast (OB).	Allows one-way communication, early warning, preparedness information, behavioural change	Accessibility: 1 High access in most parts of the world and if the listener has a radio the cost are nil. People need access to a phone to provide feedback.
Television i.e. News or Variety Show.	Live programming allows participant feedback, mixing mediums with TV like SMS allows people to feedback.	Using a community or Public Service Announcement (PSA) format the medium allows early warning, preparedness and behavioural change information to be broadcast.	Accessibility: 5 Access varies throughout the world. Generally people have access but not necessarily on an individual basis. TVs can often be shared amongst communities.
SMS i.e. TERA or blast SMS	SMS allows mass communication and feedback two-way communication. SMS is widely accessible globally.	SMS –TERA can be used extensively in early warning, preparedness and behavioural change messaging.	Accessibility: 3 Mobile phone access is growing more in underdeveloped countries as telecommunication providers look for new untapped markets. New tools are constantly being developed using SMS technology.
Print	Newspapers can be used for community feedback by encouraging to response to editorial comment and discussion boards.	Good to use as a pictorial medium can print a lot of information on posters and flyers. Information can be delivered using a series of pictures for people with low literacy levels.	Accessibility: 6 Poster and flyers can be distributed widely with in communities. Newspapers are cheap to purchase and can be read a number of times by different community members. Testing of images to ensure clarity in print materials should preferably happen.
Notice-boards	Can be used to advertise numbers and services that allow feedback.	Good to use as a pictorial medium can print a lot of information on posters and flyers. Information can be delivered using a series of pictures for people with low literacy levels.	Accessibility: 6 Can be used in most public areas.
Face to Face	A strong two way medium as people are in the same location and able to voice issues concerns.	Also possible to deliver one-way messaging.	Accessibility: 2 Access depends on number of people available to carry out the process.

³⁵ Accessibility rankings are based on estimates from delegates working with the BCA programme area and are meant as a rough guide only for operational staff and volunteers.