

1. Public Health Officers and other health workers:

Can access remote areas and have one-on-one audience with the wider community

2. Local Authorities:

Can easily mobilise the community for a meeting

The Community

4. School heads:

Direct & indirect audience with large sections of the population through parents' meetings & their children

3. Radio:

Direct communication with large sections of the community, but can be confusing if used by companies selling competing drugs.