

Module 7 – Social and Behaviour Change- Child Protection

Session 2: Using communication materials

Duration: 1:49 minutes

Using communication materials

Now, let us look at different communication materials that could be used for effective communication and the relevance of each item as per the context of use.

Flip charts, flip books

These can be used effectively with small groups. These can be used for different topics, can maintain interest of audiences, and are easy to carry and use at different locations. For example, during home visits, for small group presentations, during adolescents groups meetings, engaging with children and their parents during inter personal communication.

Pamphlets, booklets, leaflets:

These can be distributed. Individuals can

read at their own pace. These can be shared with family. Give detailed descriptions. Can be used for people who can read, unless totally pictorial. Can be distributed during meetings, festivals, events. Can be given during home visits after reminding about the information given during a session.

Posters, charts: These can be put up in public where people can be reminded of information given. Although too many messages cannot be put on the poster, if it displays the main message in an attractive manner, then it can serve as a reminder to individuals. Can be displayed at the Anganwadi Centres, CWC offices, police stations, at Panchayat Bhavans, during rallies or events.

Flash cards: Flash cards are attractive to users. Can be passed around within a small group, so that people can touch and see the pictures. These are easy to carry. Can give information in a sequence. These are pictorial and therefore easily understood even by audiences with low literacy levels. These can be used during home visits, for small group presentations with children, parents, or during specific meetings.