Capturing and sharing your good practices to generate change

Communication products

<table>
<thead>
<tr>
<th>Type of product</th>
<th>Examples</th>
<th>Advantages</th>
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| Written         | - Good practice fact sheets, experience fact sheets, information factsheets and case studies  
|                 | - Policy briefs and concept notes                                        | ✓ Can be stored and retrieved as needed  
|                 | - Press releases and articles                                            | ✓ Can be highlighted and annotated  
|                 | - Newsletters, brochures and leaflets                                    | ✓ No need for electricity, computer or Internet  
|                 | - Guides and manuals                                                     | ✓ Easy to show and share  
| Visual          | - Infographics                                                           | ✓ Same product can be used for multiple languages  
|                 | - Posters                                                                | ✓ Quickly convey a message  
|                 | - Cartoons                                                               | ✓ Useful when you only have people’s attention for a short time  
|                 | - Comic Books                                                            | ✓ Suited to illiterate audience  
|                 | - Photo novellas                                                         | ✓ People often prefer to listen than read  
|                 | - Image boxes                                                            | ✓ People can listen while doing another activity  
|                 |                                                                           | ✓ The most effective medium for rural areas remains radio  
|                 |                                                                           | ✓ Suited to illiterate audience  
| Audio           | - Scripted monologue                                                     | ✓ Capture people’s stories in a context  
|                 | - Interviews                                                             | ✓ Replicate real word scenarios better than text, visual or just audio  
|                 | - Mini drama                                                             | ✓ Usually engaging  
|                 | - Documentary                                                            | ✓ Suited to illiterate audience  
| Video           | - Training videos                                                        | ✓ Adapted for an audience using the Internet  
|                 | - Participatory videos                                                   | ✓ Possibility to share written, visual, audio and video products  
|                 | - Documentary videos                                                     | ✓ Easy to gather all materials in one place, and easy to share  
|                 | - Documentary                                                            | ✓ Large reach at low cost  
| Web             | - Multimedia web products                                                | ✓ Interactive  