

Engagement Channel Selection Framework

A framework for choosing engagement methods and channels that fit the community context rather than defaulting to convenience.

Placeholder content notice: *this document is a structural placeholder prepared for the initial toolkit launch. It will be replaced with the CE4CSID Working Group's final content once supplied by BSHD.*

Purpose

This framework supports a research team in selecting engagement channels that reach a community effectively, rather than relying on whichever channel is easiest for the research team to organise.

Channel options to consider

- Community meetings, held at a time and location accessible to the intended audience.
- Household level visits, for topics that are sensitive or benefit from a private conversation.
- Local radio or public announcement systems, for wide reach on general project information.
- Existing community structures, such as health committees, farmer groups, or school forums.
- Printed or illustrated materials, for communities with lower literacy or where visual explanation communicates more clearly than text.

Matching channel to purpose

Use broad reach channels such as radio or public meetings for general awareness, and closer, more private channels such as household visits or small group discussion for topics requiring trust and detailed explanation, such as consent.

Accessibility considerations

- Language and literacy level of materials.
- Timing that does not conflict with work, farming, or caregiving schedules.
- Physical accessibility of meeting locations.
- Channels already trusted and used by the community.