

**Table 6.2: Eight Tools: Advantages, Disadvantages, and Appropriate Uses**

Tools	Definition	Advantages	Disadvantages	Appropriate Uses
Advocacy	To create a shift in public opinion and mobilize necessary resources and forces to support an issue, policy, or constituency.	Builds support among policymakers.  Can build coalitions at grassroots level.  Creates a positive environment.  Counters opposition.	Limited in reach.  Requires very specific skills.  Requires a knowledge of system and contacts.  Can take a long time to see change.	To create or change legislation or policy in support of a health program.  To change the legal, social, or political environment related to health issues.  To avoid negative responses to a health program.
Advertising	To inform and motivate in a controlled setting through paid media (such as television, radio, billboards, newspapers, and magazines).	Ability to control message content, media placement, timing, and length of message.	Initially expensive, although cost-efficient in the long run.  Need to use an advertising agency.  Limited space.  Less credible.	National communication programs.  When message control is necessary.  When audiences have access to mass media.
Promotion	Provides added incentives to encourage the audience to think favorably about a desired behavior or to take some intermediate action that will lead toward practice of the desired behavior (such as coupons, free samples, contests, and sweepstakes).	High response rate.  Activates audience.  Produces action.	Action is immediate but usually short-term.  Can be expensive to produce and distribute.	When encouraging the trial of new behavior or introducing new product or service.  To stimulate use.

**Table 6.2: Eight Tools: Advantages, Disadvantages, and Appropriate Uses (continued)**

Tools	Definition	Advantages	Disadvantages	Appropriate Uses
IPC	<p>Enhances personal interaction between individuals.</p> <p>Includes discussions in and outside the clinic, training and managing counselors, including peer counselors, and enhancing the place where the communication takes place.</p>	<p>Reaches the audience at the individual level.</p> <p>Two-way communication.</p> <p>Reinforces behavior at provider setting.</p> <p>Builds provider or counselor and client relationships.</p> <p>Lends itself to effective feedback process.</p>	<p>If a provider or peer counselor fails to deliver on his/her promise, the audience may be discouraged from return visits.</p> <p>Materials have to be understandable, attractive, and accessible.</p> <p>Limited reach.</p> <p>Inconsistency from one situation to another.</p>	<p>For any provider/facility promotion.</p> <p>Any program where service provision exists.</p>
Events Promotion and Sponsorship	<p>Develops or sponsors events for the purpose of calling attention to and promoting a desired behavior (e.g., news conference, celebrity appearance, grand opening, parade, concert, award presentation, research presentation, or sporting event).</p>	<p>Generates publicity and goodwill.</p>	<p>Short-term; can be costly.</p> <p>Labor-intensive.</p> <p>Sponsors have to be pursued, receive a benefit, and be socially compatible with program.</p>	<p>During a campaign launch.</p> <p>Create awareness.</p> <p>Promote logo or slogan.</p> <p>Build a brand-client relationship.</p>

**Table 6.2: Eight Tools: Advantages, Disadvantages, and Appropriate Uses (continued)**

Tools	Definition	Advantages	Disadvantages	Appropriate Uses
Community Participation	To assist a community to participate and actively support and facilitate the adoption of a desired behavior.	<p>Involves and engages the community as a whole.</p> <p>Supports collective and individual behavior.</p> <p>Helps change community norms.</p>	<p>Time intensive.</p> <p>Takes a long time to scale up.</p> <p>Communities may not always be homogeneous.</p>	To develop sustained participation from the community as a whole.
Publicity	The use of nonpaid media communication to help build audience awareness and positively affect attitudes toward the desired practices.	<p>Provides an objective, more credible source.</p> <p>Generates awareness quickly.</p> <p>Inexpensive. Enhances advertising campaign.</p>	<p>Lack of control of message and media placement.</p> <p>Can take time to foster media relationships.</p>	<p>Introduces a new product or service.</p> <p>When there is something newsworthy about the subject.</p>
Entertainment	TV or radio programs, folk dramas, songs, and games that provide entertainment interspersed with educational messages.	<p>Audiences are very receptive.</p> <p>Program content can be engaging. Messages can be persuasive.</p>	<p>Can be costly to produce.</p> <p>Requires careful design.</p>	<p>Ties in with national advertising campaigns.</p> <p>Can be a strong focal point for a national strategy.</p> <p>Can mix different messages to promote integrated health.</p>