

Example Communication Channels for Some Specific Populations

Note: Appropriate channels and specific populations will vary by community. We have highlighted some of the channels that have been effective with specific populations, but these suggestions are not a comprehensive list, nor are the channels necessarily exclusive to the groups shown.

Channel	General public	Response & community partners	Elected officials, policy makers, activists	Immigrants, refugees, LEP	Elderly	Families with children	People with medical needs, Home bound	Homeless	Deaf, hard of hearing, blind, and deaf blind	Ethnic groups
Website	✓	✓	✓			✓	✓		✓	✓
Email list		✓	✓				✓			✓
News media	✓		✓		✓	✓	✓		✓	
Social media	✓	✓	✓			✓	✓			
Community meetings	✓			✓ (with interpretation)	✓	✓				✓
Ethnic media				✓						✓
Phone hotlines	✓			✓ (using Language Line)	✓	✓	✓		✓ (for blind; TTY services for deaf)	✓
Text messages		✓	✓				✓		✓ (for deaf, hard of hearing)	
Flyers	✓			✓ (translated)	✓	✓		✓		✓
Cable access				✓						✓
Conference calls		✓	✓							
Community-based groups				✓	✓	✓	✓	✓	✓	✓
Faith-based groups				✓	✓	✓		✓		✓
Schools & child care	✓			✓ (translated materials)		✓				✓
Health care providers				✓	✓	✓ (especially pediatricians)	✓		✓	✓