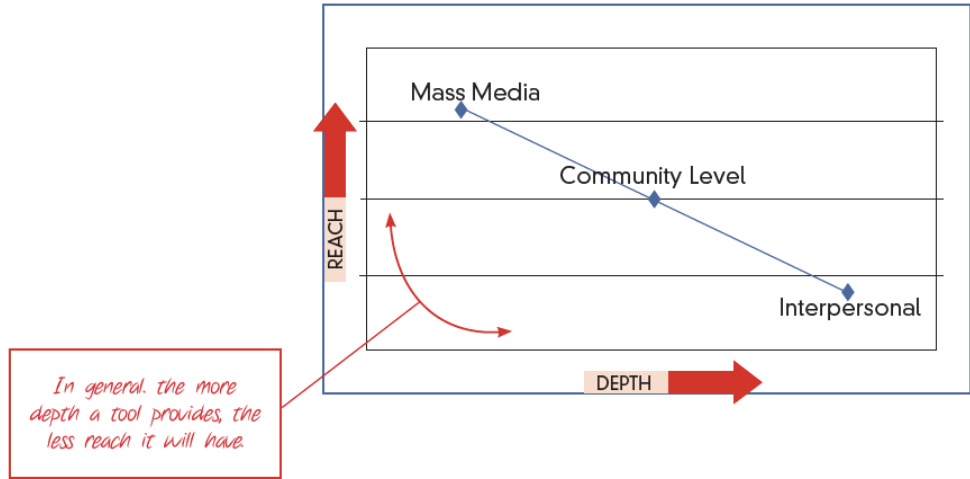


# WHEN TO USE IPC

## And When NOT to

From DELTA Companion,  
Page 83



Many of us seem to use Interpersonal Communication (IPC) because we have a vague sense that it is good or because donors require it. Before embarking on an IPC effort, it is crucial to know that IPC is a resource-intensive medium that often has limited reach and coverage. Doing it at scale is expensive and demands complex supervision and administration. For those reasons, it should only be used strategically.

### Good Reasons to Use IPC

- To reach populations that are not exposed to other media
- To move people from interest to trial (like sampling efforts in the private sector)
- To reach specific and homogenous populations
- When the remaining barriers to behavior adoption are inherently personal and require personalization
- To do demonstrations – like skill building such as practicing asking for the money to go to the health center, or explaining to a partner why they want to go on FP, or putting on a condom.
- To create networks of immediate social support (e.g. women’s group members start talking and build a sense that it is acceptable among these women)

### Situations When IPC Is Usually NOT Appropriate

- To convey knowledge
- To achieve reach numbers
- If you don’t have the ability to monitor or supervise

Definition	Examples of Activities	Advantages	Disadvantages
Any face to face interaction where our goal is to change their behaviors	<ul style="list-style-type: none"> <li>▪ One-on-one interactions</li> <li>▪ Small group interactions (2-8 people)</li> <li>▪ Large group interactions (9-20)</li> <li>▪ Forums (&gt; 20 ppl)</li> <li>▪ Hotlines</li> <li>▪ Medical Detailing</li> <li>▪ Supportive Supervision/ QA visits</li> </ul>	<ul style="list-style-type: none"> <li>▪ Can be more credible, because it’s face-to-face</li> <li>▪ Permits dialogue (most interactive form of communication) and responds immediately to the individual.</li> <li>▪ Can motivate, influence, and support.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Can be expensive initially and/or costly to scale up.</li> <li>▪ Reach may be limited</li> <li>▪ Difficult to keep messages consistent</li> <li>▪ Requires training and supervision</li> </ul>