**Strategy matrix: for modification as appropriate and completion**

**STEP A:**

Add to list of groups as appropriate.

**STEP B:**

This will also be completed whilst working through the tool ‘Question table to guide choice of distribution strategies’. For each sub-group write in the best option from each column heading. You may want to note here options for different channels.

**STEP B:**

Whilst working through the tool ‘Question table to guide choice of distribution strategies’, make tick marks for each delivery channel that is appropriate for your country. Put the tick marks against the rows for population groups that the channel might feasibly or appropriately serve.

| Country area or population sub-group |  | **APPROPRIATE DELIVERY CHANNELS** | | | | | | | |  | **CHOICES FOR DELIVERY MECHANISM DESIGN** | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | A | B | C | D | E | F | G | H |  | I | J | K | L |
|  | ANC | EPI | Outreach | Schools | Retail | Social marketing | Community groups | Other |  | Free or sold *(Sold can be either subsidized or full price)* | Direct, voucher, or coupon | Targeted or general | Intermittent or continuous |
| *Urban* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *Remote/rural* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *Poorest* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *XX region* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *XX region* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *XX region* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

The end-product will be a matrix showing which delivery channels you plan to use in which areas and some of the choices for more detailed design of the delivery mechanisms.

You can use this completed chart when documenting your strategy mix and as a reference when designing the implementation plans for the delivery mechanisms.

**STEP C.**

After using the NetCALC tool to consider the best mix of distribution approaches, cross out the delivery channels that you do not plan to use in any area.

**STEP D.**

Review the mix you have now. If any sub-groups will not be reached using this mix, then consider reinserting small targeted distribution approaches to reach these groups.