

# COMMUNICATION FOR IMMUNIZATION

E-LEARNING RESOURCES

## 11 | PRE-TEST GUIDELINES

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**Pre-testing messages and materials is the only way to know if they are going to be effective.** It's important to ensure the materials are easy to understand, memorable and trigger the desired action. If not pre-tested, you risk wasting valuable resources on materials – potentially thousands of copies - that won't have an impact.

### Some tips for pre-testing:

- **Be clear about the objective of the material.** What do you want people to remember and do after they've seen or heard it?
- **Develop a few prototype designs with slight message variations to pre-test**
- **Pre-test with the target audiences for the materials.** If they're for health workers, test them with health workers. If they're for the community, test them with the community. Test different language versions with the designated language group.
- **The scope should be proportionate to the distribution plan for the materials.** If the materials are for one district, you can do a smaller pre-test in that district. If they're national materials, they should be pre-tested from a national sample.
- **Decide when materials will be pre-tested and schedule this into your plan.** Provide plenty of time to refine messages and designs in time for their launch.
- **Decide who will pre-test materials.**
  - Materials intended for a small geographic area could be pre-tested by members of the communication committee.
  - National materials may require testing by a seasoned professional market research organization.
- **Decide how materials will be pre-tested.** Methods include:
  - Focus groups with the target audience
  - In-depth interviews with key informants
- **Use the audience feedback from pre-testing to fine-tune the messages and materials.**

- **Once they're refined, you may need to pre-test them again.** This will depend on how much they've been altered.

### Pre-testing should ask target audiences about:

- **Meeting the objective:** does it provoke the overall reaction you had planned for?
- **Appeal:** is the material and the message attractive and attention grabbing? Do they like the colours, designs and images?
- **Relevance:** do they feel the message is aimed at them?
- **Comprehension:** is the message easily understood? Can they explain back in their own words?
- **Acceptability:** does anything offend or annoy? Do any depictions seem false to the community? Do they trust the information?
- **Persuasion:** does the message and material motivate people to take action? Why or why not?
- **Recall:** Does the target audience remember the messages? Do they remember what action to take? Cover the materials so they can't be seen and ask participants a few minutes after they've seen them.