



eLearning Series

Evidence-based Malaria SBCC: From Theory to Program Evaluation

Module 3 of 5

Pre-testing: A Critical Step to Ensuring SBCC Effectiveness

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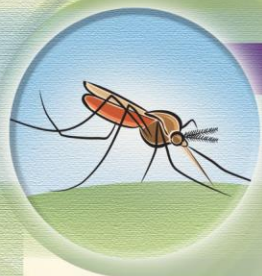


eLearning Series

Evidence-based Malaria SBCC: From Theory to Program Evaluation

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Learning objectives

At the end of this presentation, participants should be able to do the following:

- Explain what pre-testing is and list two benefits of pre-testing for SBCC programs
- Articulate the fundamentals of pre-testing concepts and messages
- Describe the eight steps of the pre-testing process

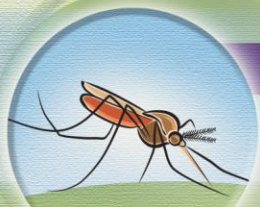


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Testing concepts and messages

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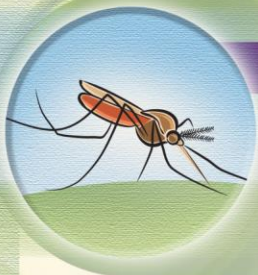
Summary

Additional resources



Section 1:

WHAT IS PRE-TESTING AND WHY DO IT?



What do you think of this poster?

ENGLISH TRANSLATION . . .

IF YOUR CHILD HAS FEVER:

Don't cover your child even if he feels cold:

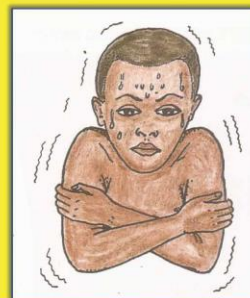
THE FEVER WILL INCREASE.

Bathe him with cold water and give him Paracetamol:

THE FEVER WILL GO DOWN.

Then, take him to the closest health center to diagnose the illness that he has and receive the appropriate treatment.

SI TU HIJO TIENE FIEBRE:



No lo tapes aunque sienta frío:

LA FIEBRE SUBIRÁ



Báñalo con agua fría y dale Paracetamol:

LA FIEBRE BAJARÁ



Llévale entonces al centro sanitario más próximo para diagnosticar la enfermedad que tiene y recibir el tratamiento adecuado



What is pre-testing?

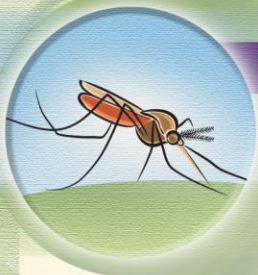
- **Pre-testing:** A process for determining an audience's reaction to and understanding of SBCC materials **before** finalization
- **Process:** Present materials to several small groups of the intended audience, ask a series of questions about the materials, data from their responses is analyzed
- **Goal:** To test the messages and materials you have developed to see if they will have the effect you intended and to inform needed improvements to your SBCC materials



What is pre-testing?

Some SBCC materials that you may want to pre-test include . . .

- Slogans
- Logos
- Specific SBCC messages
- Specific images or photos that will be used in materials
- Radio or television spots (scripts, photomatics, etc.)
- Films (scripts, storyboards, photomatics, etc.)
- Posters
- Brochures
- Patient education teaching aids
- Lesson plans for health education workshops



Why pre-test?

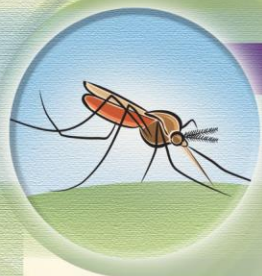




Why pre-test?

Pre-testing is a crucial step and should not be overlooked:

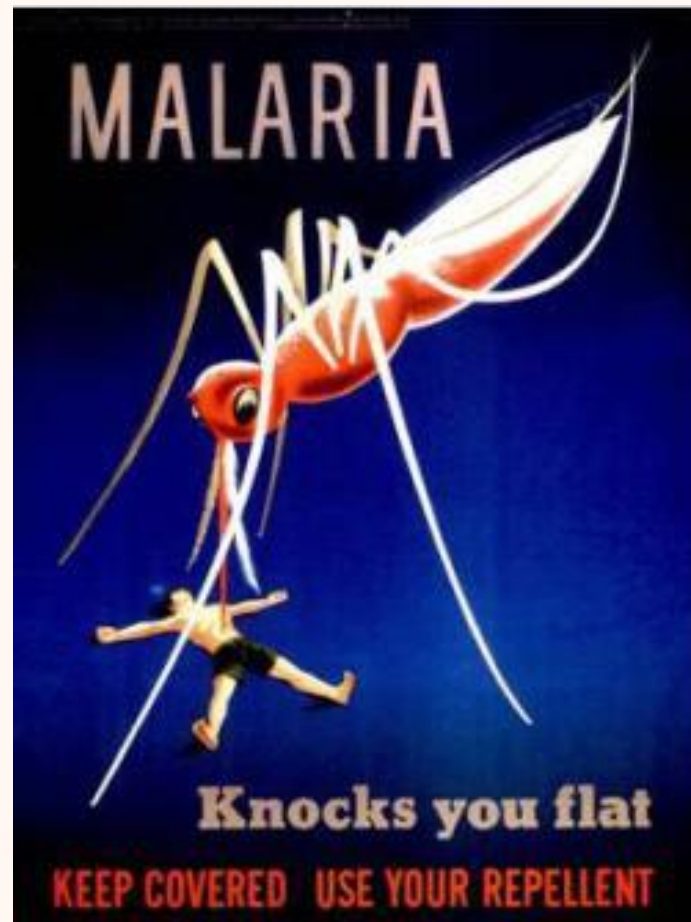
- Tells you whether the intended audience will understand, like and be motivated by the particular material
- Gives you information to ensure that SBCC materials speak to the needs and interests of the intended audience
- Glean information on reaching the target audience with the most persuasive messengers and effective communication channels
- Nothing can replace the perspective of the target audience



Why pre-test?

Program managers may be concerned with the cost and time of pre-testing, however . . .

- Cost and time is usually minimal
- Value added by using effective SBCC materials can increase program efficiency
- Can increase the impact of your SBCC activities



National Library of Medicine



Why pre-test?





Why pre-test?

Pre-testing can answer a range of important questions:

- What materials will fit our strategy, appeal to our intended audience, and adequately convey our message?
- Is the call to action being communicated clearly?
- How can we make the materials as effective as possible?
- Do we need to create new materials? What types?



Why pre-test?

More questions . . .

- How do we develop culturally appropriate messages and materials?
- How do we develop effective materials for low-literate audiences?
- How can we make sure the materials will be used by the intended audience?



This WMD kills more than 2,000 children every day

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