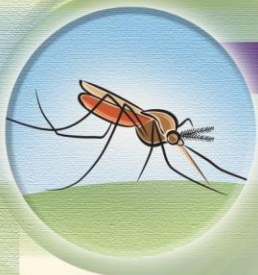




Section 4:

# LESSONS LEARNED FROM PRE-TESTING EXPERIENCES



# What do you think of this poster?

## ENGLISH TRANSLATION . . .

### IF YOUR CHILD HAS FEVER:

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

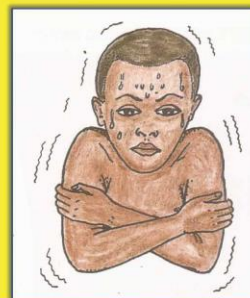
**THE FEVER WILL INCREASE.**

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**



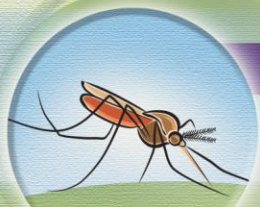
Llévale entonces al centro sanitario más próximo para diagnosticar la enfermedad que tiene y recibir el tratamiento adecuado



## This poster was not initially pre-tested

- Poster was designed without pre-testing
- After using it for some time, program staff decided to test the poster for comprehension
  - 3 of 10 mothers understood the key message
- The poster is currently being improved based on pre-testing results





## Pre-testing messages in Uganda

- Stop Malaria Project (SMP) campaign in Uganda to promote testing for malaria with rapid diagnostic tests (RDTs) before taking medication

- Created posters with this message:

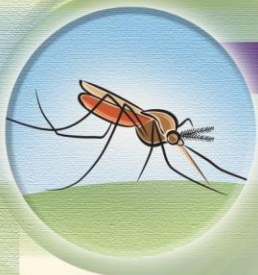
*Treat what you know.*

*Visit a nearby drug shop to test for malaria instantly and save your time, money, and life.*

- What did they learn from pre-testing this message?



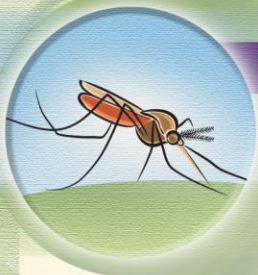
Malaria RDTs at a rural clinic in Ethiopia. © 2011 Cameron Taylor, Courtesy of Photoshare



# Pre-testing messages in Uganda

<b>What do you think the message is saying?</b>	<ul style="list-style-type: none"><li>• Before you treat, first find out what is wrong by testing for malaria</li><li>• When you test first, you save money; Time and life.</li><li>• Find out about a disease before you treat it as malaria</li><li>• The test is free</li><li>• Treating malaria after testing helps you save money because if you do not test, you can treat the wrong disease, which will not go away so you will spend more money after on treatment</li></ul>
<b>Who do you think the message is speaking to?</b>	<ul style="list-style-type: none"><li>• It talks about the good things about testing for malaria before you treat</li><li>• It is asking us to test first before malaria treatment</li><li>• Us, the common people</li><li>• Everybody who can get malaria</li><li>• Men in the community</li><li>• Women who care for children</li></ul>
<b>Give suggestions for improving the message</b>	<ul style="list-style-type: none"><li>• It is not true that whenever you test first then you save money and life; emphasize the advantage of saving the life of the child because to us that is the most important thing</li><li>• Remove saving money because it makes one think that when you go to the drug shop drugs are free</li><li>• Talk about the problem of children dying when treatment is delayed</li><li>• It is okay the way it is</li><li>• Put the first message at the top of the poster</li></ul>





# Pre-testing posters in Nigeria

Tested a series of posters that promote behaviors to care for LLINs and repair them when they are torn for longer net lifespan





To Make Your Net Last  
Wash Gently with Mild Soap Only when Dirty.  
Not More than Once Every 3 Months.



NETCaRe Networks to End the Malaria Cycle

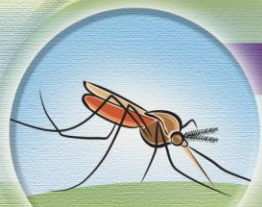


To make your mosquito net last  
wash gently with mild soap only when dirty.  
Not more than once every 3 months.



NETCaRe Networks to End the Malaria Cycle





## In summary . . .

- Pre-testing can . . .
  - Improve program impact and efficiency
  - Save you from embarrassing situations in the long-run
  - Save your program a lot of money
  - Teach you how the problem you are trying to fix is perceived by your target audience
  - Pre-testing is an integral part of an evidence-based program
- Ideally, pre-testing should be used for every material
  - Resource and time constraints
  - Many programmers want to skip this step, but it is actually quite easy





## Additional resources

- Examples of pre-testing tools, reports, and briefs from the Health Communication Partnership (Uganda):
  - <http://www.k4health.org/toolkits/hcp/pre-test-briefs-and-tools>
  - <http://www.k4health.org/toolkits/hcp/pretest-reports>
- Pre-testing in Health Communications: Methods, Examples, and Resources for Improving Health Messages and Materials. Full text online:
  - [http://www.eric.ed.gov/ERICWebPortal/search/detailmini.jsp?\\_nfpb=true&\\_ERICExtSearch\\_SearchValue\\_0=ED204438&\\_ERICExtSearch\\_SearchType\\_0=no&accno=ED204438](http://www.eric.ed.gov/ERICWebPortal/search/detailmini.jsp?_nfpb=true&_ERICExtSearch_SearchValue_0=ED204438&_ERICExtSearch_SearchType_0=no&accno=ED204438)
- Technical Assistance Bulletin:
  - [http://www.orau.gov/cdcynergy/soc2web/Content/phase04/phase04\\_step04\\_deeper\\_pretesting.htm](http://www.orau.gov/cdcynergy/soc2web/Content/phase04/phase04_step04_deeper_pretesting.htm)
- Advancing Health Communication:
  - [http://pdf.usaid.gov/pdf\\_docs/PNACT765.pdf](http://pdf.usaid.gov/pdf_docs/PNACT765.pdf)