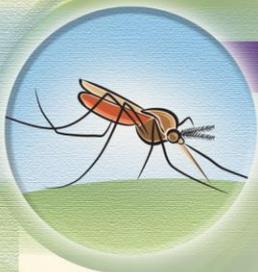


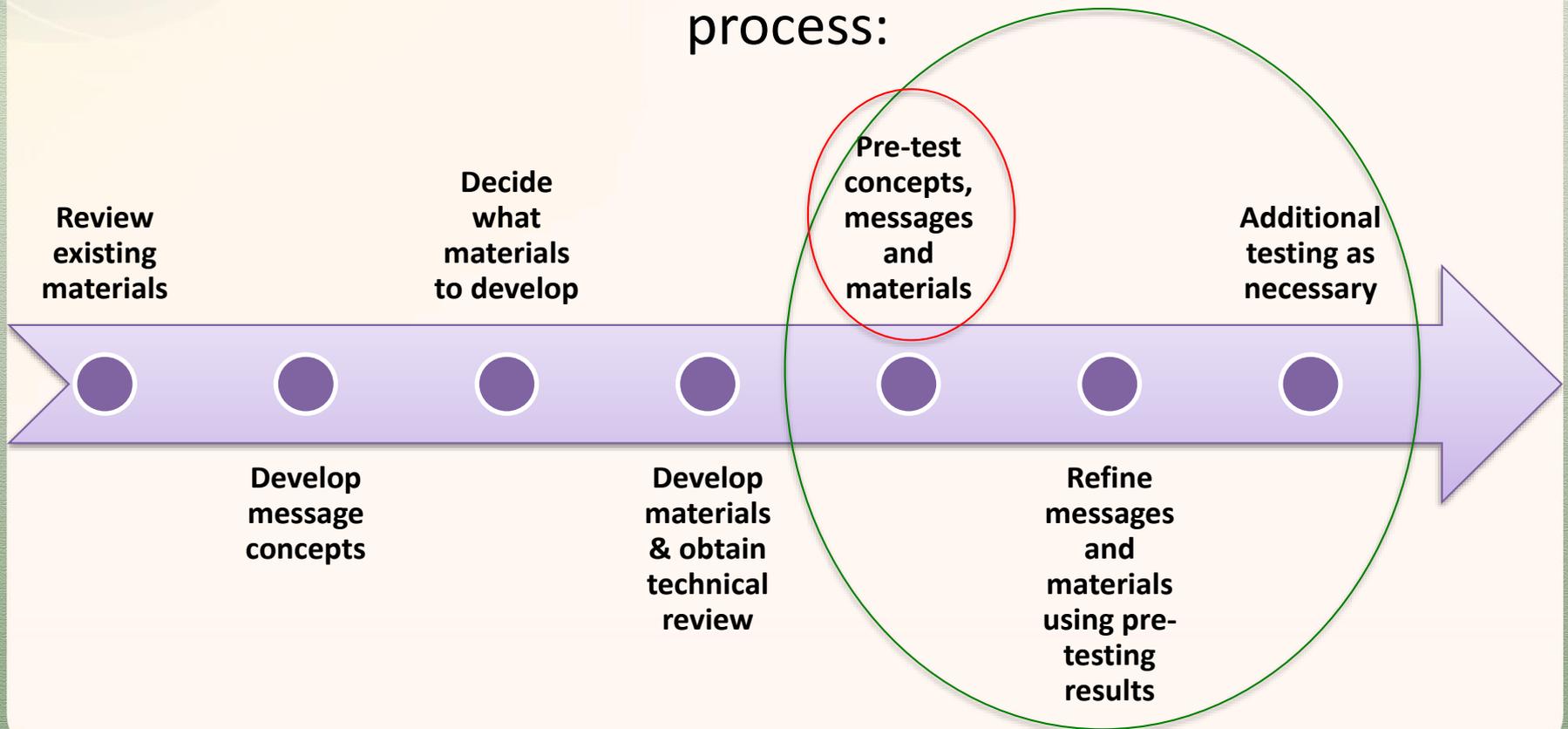
Section 2:

THE ROLE OF PRE-TESTING IN SBCC PROGRAMS: TESTING CONCEPTS AND MESSAGES



Where does pre-testing fit in creating strategic communication?

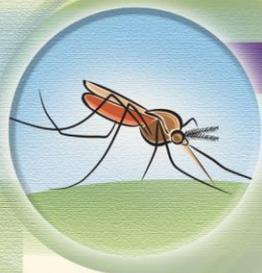
Usually part of materials and message development process:





Pre-testing campaign concepts

- Concepts are often a brief sentence or paragraph that describes an idea that frames a health topic or the benefits of a health behavior
- Concepts lead to message development
- Concept testing is especially important if the program deals with a new issue, because it will help you understand where the issue fits within the larger context of the intended audience's life and perceptions



Pre-testing campaign concepts

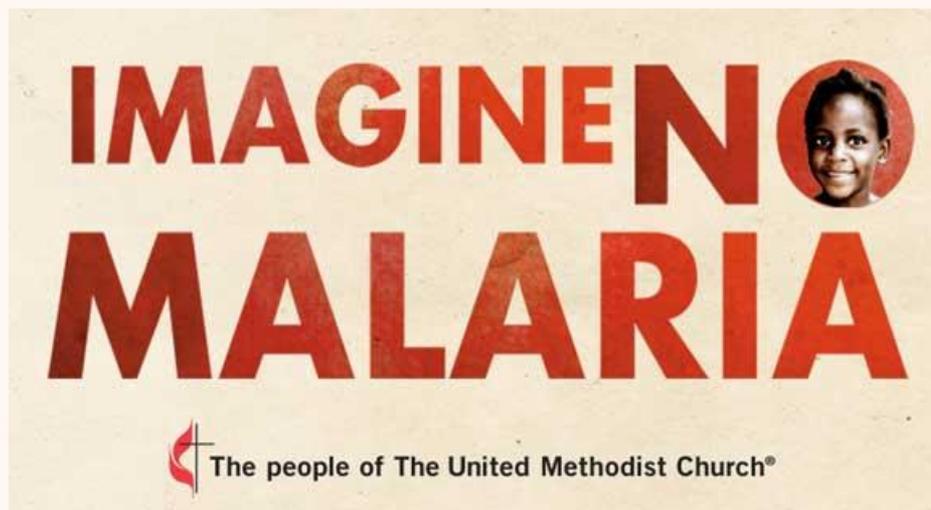
Use concept testing to identify . . .

- Which concept has the strongest appeal
- Confusing terms or concepts
- Language and wording used by the intended audience

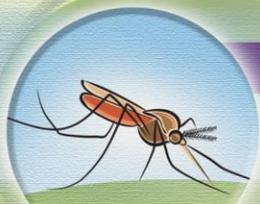


Translation
**Wake up!
Malaria is
unacceptable.**

*Tanzania national
malaria campaign*



United Methodist Church



Pre-testing campaign concepts

- For example, the following are two concepts about the benefits of sleeping under LLINs:
 - *Concept 1—Sleeping under a LLIN every night will protect me from malaria*
 - *Concept 2—Sleeping under a LLIN every night ensures my peaceful sleep free of the nuisance of mosquitos*
- While both concepts promote LLIN use, the concept one focuses on the threat of malaria, while concept two appeals to the desire of restful sleep
- Pre-testing can tell you which of these concepts motivates LLIN use

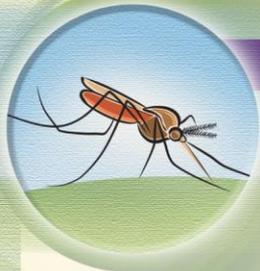


Pre-testing campaign concepts

- Ask participants to rank a group of concepts from most to least compelling and then to explain their rankings
- Participants then discuss benefits and problems with each concept

Rank the benefits of sleeping under a LLIN every night in order of most importance to you:

Benefit	Rank	Reason why
Concept A: Protect me from malaria	2	Avoiding malaria is somewhat important to me but I do not think about it every night
Concept B: Peaceful sleep free of mosquitoes	1	Restful sleep is the most important thing to me and is the main reason I use my net



Develop materials

Now that you know which concepts are compelling and understood by your target audience . . .

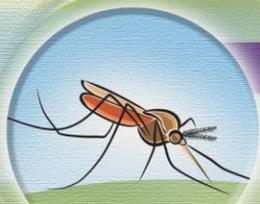
. . . Develop your SBCC materials



Pre-testing materials

After developing draft materials, **pre-test them!**

- 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?
- 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?



Pre-testing materials

- Testing at this stage permits you to identify flaws before spending money on final production
 - Assess comprehensibility
 - Identify strong and weak points
 - Determine personal relevance
 - Gauge confusing, sensitive, or controversial elements