

MESSAGE TESTING MATERIALS

Items to cover when pretesting messages and materials

- Are the messages clearly understood?
- Is the audience able to identify and recall the intended main messages?
- Is the information presented in a manner that makes information effective and actionable?
- Does audience like presentation? What elements do they specifically like or dislike?
- Is the message perceived relevant personally?
- Is the message consistent with own perception/experience?
- Is the message and/or source perceived as credible?
- Is there anything in message perceived as offensive or unacceptable?
- Do respondents think they'll take action as a result of seeing or hearing the message?

Example of a survey used for intercept interviews to test rabies awareness and prevention messages

Methodology: 125 individuals in a rabies endemic area were stopped and asked to take a 2 minute survey. They were provided with a flyer with rabies prevention information and probed for their opinion on the materials.

1. Location of interview: _____
2. Gender: _____
3. Age: _____
4. Have you heard of rabies? YES NO
5. Do you think rabies poses a risk to your family? YES NO
6. If so, how much of a risk?
7. What is your initial impression of the fact sheet?
8. Was there any information that was not clear?
9. Would any of these behaviors be hard to follow?
10. Were the graphics helpful?
11. Can you relate to the graphics?
12. If you were bitten by a dog, would any of these behaviors be hard or difficult for you to follow?
13. Why would these behaviors be hard to follow?
14. In general, what did you like about the fact sheet?
15. What did you not like about the fact sheet?
16. How do you think the fact sheet could be improved?
17. What do you think are the best methods for distributing this type of information?
18. How do we get it to people who need to read it?