



General Guidance for Pre-testing

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INFORMATION FOR
ERADICATION FROM

POLIO GLOBAL
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INITIATIVE

General Guidance for Pre-testing

- **For illustrations only, ask:**

What do you see here?

If people, ask who they are and what they are doing.

What message is the illustration trying to give?

What do you think about the message? Do you think it's appropriate?

Do you think the message can be implemented/adopted?

Is there anything you like or dislike about the message?

What do you think about the illustrations?

Explain what the illustration is trying to do and then ask – what

improvement can be made so the illustration communicates the message better?

- **For text only, ask:**

Can you state in your own words what you've just read?

What is the text telling you?

What behavior does the message promote? Do you believe it? Will you act upon it? (If not, ask why not)

Are there any words you don't understand? If yes, what alternate words would you recommend?

When testing text, focus primarily on literate people, but read the messages out loud to those who are illiterate to see if they can understand the words. (In the community people will be repeating the message orally so it's very important everyone can understand the vocabulary that is used).

For combined text and illustrations:

Once you have the text and illustrations finalized, put them together and test the IEC product as a whole, looking at colors, layout, size, attractiveness. Here's how:

Give the respondent the product and ask them what they think of it. Tell them to hold it and take their time. What do they think it is? What is it for? What does it say to them? Do they like it? Are the text and images complementary? What have they learned from the material? Finish by asking what changes can be made to improve the message.