Checklist: Communication Materials[8]

GBV teams can use the checklist below to review posters, flyers, and other communication materials before they are pretested with communities.

Content

Does your communication material:

☐ raise a controversial or thought-provoking issue?

☐ avoid telling people what to think and encourage people to think differently?

☐ encourage viewers to think for themselves?

☐ avoid stereotyping?

☐ maintain the dignity of the characters?

☐ show women and men as reasonable and thoughtful characters who are able to make positive decisions?

☐ avoid showing women as powerless victims?

☐ avoid showing men being highly aggressive or violent?

☐ show how non- violent resolution of conflict and non- violent relationships are positive?

☐ reinforce the concept of human/ women's rights?

☐ encourage personal reflection?

☐ use characters and situations that viewers can identify with?

☐ use characters that represent the range of people in your community?

Language

Does your communication material:

☐ avoid blaming or accusations?

☐ use language that is informal and familiar to the community?

☐ have a design that is accessible to low- literacy viewers?

☐ use language and images that are thought- provoking but not confrontational?

☐ use language that is simple and straightforward?

☐ make provocative statements or ask provocative questions to the viewer?

☐ keep language as non-technical as possible?

☐ respond to the reading level of the group you are reaching?

☐ use an attention-grabbing caption, slogan, or question?

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8   Adapted from: *Mobilizing Communities to Prevent Domestic Violence: A Resource Guide for Organizations in East and South Africa.* Raising Voices 2003

Illustrations

Does your communication material:

☐ use pictures of a scene and characters that community members can and want to identify with?

☐ show characters being active and thoughtful?

☐ use diagrams and pictures to enhance the information?

☐ use images to help low-literate viewers understand the ideas?

Design

Does your communication material:

☐ have organized information so that it looks appealing on the page (not too crowded or wordy)?

☐ have large enough writing to be read at a distance?

☐ Use an attention-grabbing caption, slogan, or question in a prominent place to help viewers get the main idea?

☐ use creative and easy to read fonts?

☐ avoid using all capital letters and underline?

☐ use bright and vibrant colors?

☐ use a consistent style?

☐ identify your organization's contact information and logo?