
Tip Sheet: Pretesting Communication⁹

Before means of communication are shared widely, it is important to pretest messages focused on GBV prevention. Communication that is misinterpreted or considered offensive can prove counterproductive and even lead to backlash against the GBV program or individuals.

When pretesting with sample audiences, please keep the following in mind:

- Plan (budget and time) for pretesting, including follow-up pretesting after revisions.
- Do not include artists or others involved with developing IEC materials in pretesting (they are too familiar with content and cannot offer an objective perspective).
- Make sure you pretest IEC materials with diverse groups of intended audiences.
- Do not ask leading questions.
- Do not explain the materials/ messaging during pretesting.
- Do not correct or disagree with participants.
- Demonstrate interest and respect for participants' feedback.

The questions below offer some guidance for pretesting common communications materials.

Poster/Leaflet/Flyer

- First please look at the picture in the poster/flyer and tell us what you see.
- Now please look at the whole poster/flyer. What do you think it's 'saying'?
- Do you think the poster/flyer is asking you to do something? If yes, what?
- Who do you think this is intended for?
- Is there anything that might offend you or someone in your community? If so, what?
- Is there anything that you don't believe to be true?
- What, specifically, do you like about this poster/flyer?
- What don't you like about this poster/flyer?
- What can be done to improve this poster/flyer?

Radio spot/ Drama sketch

- Please listen to the radio spot/observe the drama sketch.
- Please summarize the message of the radio spot/sketch.
- Did you feel the spot was asking you to do something? If so, what?
- Did it include anything you don't think is true?
- Who do you think this is intended for? Is it someone like you or someone else?
- Was there anything that could offend you or someone in your community? If so, what?
- Was there something about this that you liked? If so, what?
- Was there something about this that you didn't like? If so, what?
- What can be done to make this a better spot?

⁹ Adapted from Johns Hopkins University / Center for Communication Program