Plan for Field-testing of IPC materials

Background & preparations

Selected field staff will be trained for pre-testing interview techniques by Rina Dey. Responses will be collected from a typical part of the project area. Interviewers will not ask any leading questions nor will they probe the respondents. The text of each materials will be carefully explained and understand by the interviewer. Literate respondents should read text, or read it for them to get correct usage of words and sentences. Show each side of material one by one to the respondents and note down their comments/suggestion.

Every feature in each layout should be clearly noted, so that one does not miss details and requisite changes are pinpointed. Detailed responses should be carefully annotated. Copies of layouts and pre-testing forms will be made available before leaving for the field. Each layout should be tested in selected project area of UHI with the sample size suggested below.

Sample Size

Method	Sample size	Total respondents
Individual interview with women (IDI)	**6 women & 2 men (2 IPC material per women and men)**	**16**
Individual interview with providers (IDI)	**4 USHA & 4 Peer Educators**	**8**

FIELDWORK

The exact locations of fieldwork, as well as the details of the schedule will be worked out with Rashmi and Gunjan. As of now this is a tentative schedule suggested.

Orientation to selected USHA and peer educators on field-test technique: 12th March 2011 (one and a half hour)
Orientation to selected project staff on field-test technique (for USHA and PE): 12th March 2011 (one hour)
Field work: 2 days (all the filled field-test form should be sent to UHI Delhi office by 18th March 2011.

DISTRICTS:

UP: Aligarh or Agra

In each district, the team will consist of the following people:

- 1 Note-takers
- 1 interviewer

UHI field staff in these districts will help us identify members of each audience/communities that we are looking to work with. Field staff will ensure that the field tests are done as per schedule and responses are dispatched on time.

Questionnaire for picture pre-testing with community

Name of materials……District……..…... Basti……..……

Name of respondent …….……..……. Literate/Illiterate…….

Questions	Responses for side 1	Responses for side 2	Responses for side 3	Responses for side 4
What do you see in this material?				
What have you understood from this part of the material?				
Do you feel this picture is relevant to you? If not then…why?				
Pictures are too small/big for you?				
Do you like the overall appearance of the product?				
Which parts do you like the most?				
What changes do you suggest?				

Questionnaire for picture pre-testing with community

Name of materials……District…….…... Basti……..……

Name of respondent …….……..……. Literate/Illiterate…….

Questions	Responses for Side 1	Responses for Side 2	Responses for Side 3	Responses for Side 4
Can you read the text? *If not move to next respondent*				
What do you understand from the text?				
What do you think about the language?	Simple /easy to understand/not clear/difficult	Simple /easy to understand/not clear/difficult	Simple /easy to understand/not clear/difficult	Simple /easy to understand/not clear/difficult
If any difficulty in understanding which word/sentence would you like to change?				
Is the text too long or short?				
Does the text give the same message as the picture you see here?				

FOR PROVIDERS (Usha/Peer Educator/Counselor)

Questions	Responses
How effective do you see this material for your work?	Very effective/partially effective/NIL
Do you believe that the messages and picture depicted in the folders will be accepted by the people you work with?	Easily accepted/not accepted/partially accepted
Does each method folder will help you provide necessary information/services to the community?	Yes/NO (If no please specify the missing information)
Is it easy to understand?	Yes /No (If no highlight the part not understood)
Is the flow of the folder is comprehensive?	Yes /No (If no please specify the missing flow)
If the materials are provided to you… Would you use them? (For Counselor/ USHA and PE	Yes / No