

TIPS FOR FIELD TESTING MESSAGING TO COMMUNITIES IN AFGHANISTAN

This guide is meant to help clusters pre-test messages and other content aimed at crisis-affected communities throughout the country. This testing can be done by holding Focus Group Discussions, household visits (done with COVID-19 precautions) or through individual conversations with participants of implementing partner projects. Read the messages to people and check with them on the relevant points below (number 4 is directed to you, not to the community). Take clear notes and then adjust the messaging as needed to make them as clear and actionable as possible.



1. Comprehension

Are the messages and materials understood by the priority audience? Does our word choice convey the meaning we want these messages to convey?



5. Involvement

Does the audience identify with the messaging? Do drawings and photos portray people in Afghanistan, including gender and ethnic diversity?



2. Relevance

Are the messages/materials relevant to the issues and challenges that the audience faces?



6. Believability

Are the messages/materials believable and realistic to the primary audience?



3. Acceptance

Is there anything about the material that is offensive or inappropriate?



7. Motivation/persuasion

Does the audience understand the call to action and feel inspired to act?



4. Diversity

Are you testing the messages/content with women, people with disabilities and others who are less seen and heard?



8. Improvements

What can be done to improve the messages/materials? What are specific suggestions from the priority audience?