

UNDERSTANDING OF THE PROMOTED MESSAGES

Process indicator

Indicator Phrasing

English: % of [specify the target group] who correctly understand what the promoted messages are asking them to do

French: % de [spécifier le groupe cible] comprenant correctement ce que les messages promus leur demandent de faire

Portuguese: % de [especifico o grupo-alvo] que compreende corretamente o que as mensagens promovidas lhes pedem para fazer

Czech: % [určete cílovou skupinu], kteří správně rozumí k čemu je sdělení projektové kampaně vyzývají

What is its purpose?

The indicator measures the proportion of the target group members who correctly understand what the promoted messages are asking them to do - an essential pre-condition for ensuring that the behaviour change messages lead to the intended results.

How to Collect and Analyse the Required Data

Determine the indicator's value by using the following methodology:

1) **Select the materials** that your activities use to communicate those messages whose clarity you want to assess (for example, posters, billboards, radio recordings, etc.). If you use several materials with exactly the same message (i.e. no difference in the message's wording, format, etc.), choose only one material per one message.

2) **Set the minimum number of messages** whose meaning the respondent needs to understand in order to meet the indicator (for example, at least 3 out of 5 messages).

3) **Conduct individual interviews** with a [representative sample](#) of the target group members:

RECOMMENDED SURVEY QUESTION (Q) AND POSSIBLE ANSWERS (A)

Q1: *Now I would like you to [choose: look at this material / listen to a recording; let the respondent read it / listen to it]. Do you think that this [specify the material / audio recording] is asking you to do anything in particular?*

A1: yes / no

(ask the following question only if the previous answer is „yes“)

Q2: *What exactly is the [specify the material / audio recording] asking you to do?*

A2:

- 1) the respondent clearly understands what the message is asking her/him to do
- 2) the respondent does not (clearly) understand what the message is asking her/him to do

Repeat the questions for all the messages you want to assess.

4) **Count the number of respondents** who correctly understood the minimum number of messages (understood what the messages are asking them to do).

5) To **calculate the indicator's value**, divide the number of respondents who correctly understood the minimum number of messages by the total number of respondents. Multiply the result by 100.

Disaggregate by

Disaggregate the data by education level, [wealth](#) quintile, and other relevant criteria.

Important Comments

1) Ensuring that people correctly understand what are the messages asking them to do is something that should be done through pre-testing (see guidance [here](#) and [here](#)) **before** the behaviour change communication activities start. The main purpose of collecting the data after the activities were implemented is to **gain more representative information** on how easy-to-understand the messages were from the target audience's point of view.

2) **Be careful about in which part of the questionnaire will you place the above listed questions**, so that the answers are not influenced by previously asked questions and/or do not influence the answers to the subsequent questions.

3) Make sure that the data collectors clearly **understand the meaning** of each assessed message and can assess whether the respondent truly understands what the message is asking her/him to do (including what to do if the respondent provides an answer that is too general).

Electronic questionnaire

- [XLS form for electronic data collection - indicator Understanding of the promoted messages](#)