

AWARENESS OF HOW TO ACCESS A SERVICE

Indicator Phrasing

English: % of target group members aware of how they can access [specify the provided service]

French: % des membres du groupe cible qui savent comment accéder à [spécifier le service fourni]

Spanish: % de miembros del grupo destinatario que saben cómo acceder a [especifique el servicio prestado].

Portuguese: % de membros do grupo-alvo que sabem como podem ter acesso a [especificar o serviço prestado]

Czech: % členů cílové skupiny, kteří vědí, jak mohou využít [uvedte poskytovanou službu]

What is its purpose?

The indicator assesses the proportion of the target group members who are aware of a given service and how can they access it. This could be counselling, training, or any other service provided by your organization as well as by government agencies, NGOs, or businesses. The data helps you understand any needs for further promotion of the service.

How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of the target group members who are supposed to be aware of the given service and know how to access it:

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

Q1: *Do you know or have you heard of anyone who is* [specify what the service is doing – e.g. provides counselling on ...].

A1: yes / no

(ask the following question if the previous answer is YES)

Q2: *Can you please tell me who provides the service and how you can access it?*

A2:

- 1) the respondent is aware of the given service and knows how to access it
- 2) the respondent is aware of the given service but does not know how to access it
- 3) the respondent is not aware of the given service

To **calculate the indicator's value**, divide the number of target group members aware of the given service and how they can access it by the total number of surveyed respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

[Disaggregate](#) the data by gender, age group, location, and other criteria relevant to the focus and context of your intervention.

Important Comments

1) If you need to assess people's **awareness of how to access several different services**, decide how many services a respondent needs to know how to access in order to be considered 'aware of how to access the promoted services'. When preparing the survey, use Q1 – Q2 for each assessed service. During the analysis stage, count the percentage of respondents who were aware of how to access the minimum number of services.

2) **The enumerators need to be well-trained on how to conclude** whether the respondent really:

- knows the service you are interested in (as there might be more service providers); and
- knows how to access the service – here you will need to define what exactly it means (for example, whether the respondent needs to know the exact location only or the opening hours as well)