

Session 19 Strategic Design using the P Process.....45 minutes

Step 1 Start this session by reminding participants about the second step in the P Process.

Ask participants why they think it is important to have a strategic design when developing a communication intervention.

Step 2 Show **PowerPoint Day 3 Session 19** and explain each slide as you present.

Step 3 After the presentation answer any questions participants may have.

Step 4 End this session by using the discussion points.

**Discussion/
Evaluation**

1. What experiences do you have in developing a strategic design for a communication intervention?

2. How did it help you to decide what materials/messages to develop for your specific target audiences?

Title: **The P Process: Development and Testing**

Objectives: By the end of this session, you should be able to:

- explain what pre-testing is;
- explain why pre-testing is important;
- describe how to pre-test and with whom.

Purpose: The purpose of this session is to introduce the participants to the concept and process of pre-testing of communication materials and messages, using the P Process.

Time: 2 hours 45 minutes

Session

Overview: 20. Development and pre-testing (2 hours 45 minutes)

Materials: Newsprint and markers, or board and chalk, masking tape, participants' files, copies of objectives in participants' files, VIPP cards.

Advanced

Preparation: Prepare PowerPoint presentation on development and pre-testing using the P Process