

Procedure

Session 20 Development and pre-testing.....2 hours 45 minutes

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

Step 2 Now hang a card on the wall with the term pre-test. Ask participants what they think this means and write their responses on the flipchart.

Step 3 Explain to participants that pre-testing is a way of finding out from members of the target audience how to improve preliminary versions of materials. Pre-testing helps avoid costly errors by pinpointing problems before final production and distribution.

Step 4 Show **PowerPoint Day 3 Session 20** on pre-testing and explain as you present it.

Step 5 Divide participants into 3 groups and ask each group to develop a message(s) around one of the following areas:

Group 1: HIV and AIDS Prevention

Group 2: Home based care

Group 3: Condom use

Then ask each group to pre-test their messages on the other groups, using the steps outlined in the presentation.

Step 6 End this session by reminding participants about the importance of pre-testing.

**Discussion/
Evaluation** None

Title: **The P Process: Implementation and Monitoring**

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

- Explain the importance and purpose of implementation and monitoring of communication interventions;
- Define and identify various indicators used in monitoring a communication intervention;
- Determine what questions does monitoring answers;
- Describe the steps in monitoring communication interventions and programmes.

Purpose: The purpose of this session is to introduce the participants to the concept and process of implementation and monitoring as described in the P Process.

Time: 2 hours

**Session
Overview:**

21. The importance of monitoring communication Interventions (30 minutes)
22. Indicators (1 hour)
23. Steps in monitoring communication interventions (30 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 presentations on implementation and monitoring as described in the P Process