

## **Pretesting Checklist**

### **Why do we pretest?**

Pretesting helps ensure that your intervention will work with your target population. Often it is the small details that can derail your ‘reducing Weapons’ intervention. For example

- The message could be wrong or be misleading.
- The posters could be in the wrong language.
- Staff are unaware of the intervention or not trained adequately

All of these issues can be identified and corrected before the intervention goes live through pretesting.

Make sure you pretest well before you launch your intervention to give yourself time to adjust the intervention, if necessary, based on the comments received.

### **To pre-test you will need to:**

- Recruit a representative sample of your target audience. These are the people you want to influence and not bring weapons into the health centre. If this is difficult, try to find people within the community or in organisations that understand the values and behaviours of your target audience.
- It is better to use small groups of 2-4 people for pretesting rather than interviews. In these groups, ask people to discuss the messages, the intervention itself and the information channels you intend to use.
- Try to find out if they think the intervention will work, as well as identifying any possible challenges to it working and ways in which it could be improved.
- Get them to look at the messaging and state how it would make them feel as well as do.
- Ask them if they use social media and which platforms they use. Do they read traditional print or audio to get their information?
- The most important thing to do is listen.
- Record, take notes and importantly act on what you have heard!