

Pretesting Guidelines

Pretesting is essential. It is part of every successful Social and Behavior Change (SBC) intervention and provides valuable information when developing concepts, messages, materials or a campaign. Pretesting helps to confirm if the creative is:

- Understandable?
- Believable?
- Personally relevant?
- Culturally relevant?
- Attention-getting?
- Memorable?
- Do-able?

HP&SD TWG Approval requires that materials are pretested and meet at least the minimum standards, although it is recommended that organizations strive to apply the gold standard.

Gold Star

For social and behavior change campaigns and materials to be most effective, they should be tested at several stages of development. In the SBC process, four types of testing are typically conducted: [concept testing](#), [stakeholder reviews](#), [pretesting](#) and [field testing](#).

- Pretesting is budgeted and part of the design and development plan
- There are a clear set of objectives for each component or material being tested
- Guidelines are developed to guide the conversation
- The appropriate method(s) is chosen based on the needed information
- Audience characteristics are identified and pretesting is done with an audience that represents the primary audience of the campaign
- Pretesting is done with a large enough sample size (at least 2 groups of each primary and secondary audience)
- Materials and messages are tested at several stages of development

Minimum Standards

If there are not resources or time to conduct a large-scale pretest, even a small-scale pretest can offer useful insights if it is thoughtfully designed.

Click on these links to learn more about how to conduct a [concept test](#) or [pretest](#).

