



Tip Sheet: Quick and Easy Testing

Testing your material lets you know how the material is received by the target audience, and CTCP requires that all materials be field tested for effectiveness, accuracy, literacy, and cultural appropriateness. Pretesting your material, before final production, can save you time, effort, and money. It helps you identify and fix any problems that might exist, and it also helps ensure that the material will be successful and fit the needs of the community.

Please note that showing your material to office staff, even if they represent members of the target audience, is not a valid testing method as it may provide biased feedback.

But if you are short on time and money and don't have the resources to do a focus group or conduct in-depth interviews, what do you do?

Here are some quick and easy ways for testing shorter material such as brochures, bookmarks, and posters. Lengthier material such as manuals and curricula may need more in-depth evaluation. Be sure to keep good records so you can adapt your material accordingly, and so you have the required documentation to submit to TECC when you send in your material.

- Have a set of basic questions ready that can be easily adapted for testing your material (see [Sample Generic Test Questions](#)).
- Establish a network of agencies, community members, and organizations that are part of your target audience and who are willing to test materials for you. Let them know from time-to-time you would appreciate their help in evaluating materials, and you will be glad to return the favor.
 - When working with evaluation partners, send them the following: a full color mock up of the material (electronic files can be quickly sent by email), your pretest questions, your testing preferences (who, specifically, you want them to talk to and how many responses you need), and your deadline. For tight schedules, you may be able to get test results in a day or two.
- For a quick test with community members, go to a mall or shopping area and have members of the target audience look at the material and fill out your questionnaire. This will give you a good random sample of opinions and feedback.
- For material for young people, ask student organizations and student groups to review the material and fill out your questionnaire.
- When scheduling allows, test your material at an awareness event or health fair.

For more information on pretesting see TECC's Pretesting Guide available at www.tecc.org.