



CHCT Materials Pretest

Report on Translated Materials

(Arua, Gulu, Kabale, Kampala, Mbale & Soroti)

March, 2012

Contents

Background	3
Pretest Objectives	3
Methodology	3
FINDINGS	5
Posters	5
Selection of best execution	6
Conclusions and Recommendations	7

Background

In September 2009, HCP working closely with the Ministry of Health and AIDS Information Centre (AIC) launched the national “Go Together, Know Together” couples HIV Counseling and Testing (CHCT) campaign in 8 districts. In May and June 2010, support supervision teams conducted visits to health facilities in these districts to assess campaign successes and challenges. One of the major challenges cited was low male involvement in the campaign. Men were reported to be less responsive to couple HIV testing yet they had an upper hand in as far as decision making was concerned in a family or relationship. As a result, HCP designed a new media campaign targeting men of higher HIV risk perception who are less motivated to escort their partners for HIV testing.

Posters to motivate men to go with their partners for HIV testing were developed. The materials have been translated into different local languages including Luganda, Runyankole/Rukiga, Lugisu, Ateso, Lugbara and Luo. Before the materials finalizing and distributing to partners, HCP pre-tested them in order to ensure that the language used was acceptable and easily understood by the target audience. Respondents were drawn from the districts of Kampala (Luganda), Gulu (Luo), Arua (Lugbara), Soroti (Ateso), Mbale (Lugisu) and Kabale (Rukiga/Runyankole).

Pretest Objectives

The objectives of the pretest were to:

- Find out whether the target audiences easily understand the messages contained in the different materials
- Establish the accuracy of the translations and whether the target audiences easily relate to the developed materials
- Establish whether there was anything that is offensive/confusing in the material
- Collect feedback about likes, dislikes and possible suggestions for improving the words used in the material

Methodology

A total of eight (8) Focus Group Discussions (FGDs) each comprising of 8-12 respondents were conducted. The respondents were selected by local mobilizers with the help of staff from HCP partner organizations in the respective districts.

FGDs were conducted by male and female graduate Research Assistants (RAs) who were recruited from a pool normally used by HCP. The RAs underwent a half day training workshop where they were oriented about the SMC campaign, the hostel video developed, tools to be used in the pretest exercise as well as writing the pre-test report.

Table 1: Description of FGDs

District	Materials pretested	FGD Type	Language	No. of FGDs	No. of Respondents
Kampala	Poster, Fact sheet	Males currently in relationships (30-44 years)	Luganda	1	12
Kabale	Fact sheet, poster	Males currently in polygamous relationships (30-44)	Rukiga/Runyankole	1	12
Gulu	Fact sheet, poster	Males currently in polygamous Relationships (30-44 years)	Luo	1	12
Arua	Poster, fact Sheet	Males currently in polygamous Relationships (30-44 years)	Lugbara	1	12
Soroti	Poster	Males in relationships (30-44 years)	Ateso	1	12
	Fact sheet	Females currently in polygamous relationships (20-30 years)		1	12
Mbale	Poster	Males currently in Relationships (20-44 years)	Lugisu	1	12
	Fact sheet	Females in polygamous relationships (30-44 years)		1	12
Total				8	96

Selection and screening of FGD Respondents

HCP worked with staff AIC in the respective districts who in turn identified and invited FGD respondents. They mobilized respondents with the following characteristics:

- Adults aged between 20-44 years
- Literate (can speak, read and write) in local languages
- Currently in relationships
- Not leaders of any psycho-social support group or post test club
- Not HIV peer educators, expert clients or health educators

The screening criteria were sent out to the mobilizers before identification of FGD participants took place. RAs also screened the mobilized FGD participants for the above characteristics and those that did not qualify were not allowed in the FGDs.

FGD Venues

Mobilizers in the respective districts were also tasked with identifying venues for conducting the FGDs. The venues were:

- Within the locality of where the FGD respondents live
- Devoid of interruption like noise and people
- Private to allow people to express their opinions without fear

FINDINGS

Discussed here below are findings from 8 FGDs conducted between 9th and 10th March 2012 in the above mentioned districts.

Posters

Attributes seen in poster

Respondents were quite familiar with what was happening in the poster as they mentioned that it was like the advert aired on television. They were able to point out that the people in the first picture on the poster were in a merry mood enjoying drinks as they asked themselves questions to which they had ready answers. In the second picture however, respondents pointed out that the same people who had answers to every question at first now were in deep thought because they did not know their HIV status and that of their partners.

“In the upper section, it is asking us if we know about the famous superstars yet in the lower part of the poster it is asking us if we are superstars ourselves. This can only be determined if we tested with our partners” (Mbale).

Main messages/Call to action

Respondents from all districts mentioned that the whole message on the poster was asking them to go for HIV testing together with their partners.

“The interest we put in knowing other things like sports should be the same interest we should put in knowing our HIV status” (Kabale)

Respondents from Mbale added that the other thing the poster was asking them to do was to talk about issues concerning HIV testing during leisure with friends

Respondents from Soroti added that the poster was asking them call the given telephone numbers for more information about HIV testing.

Target Audience

Regarding the target audience, respondents mentioned that the messages on the poster were definitely targeting men especially those who are sexually active, in relationships and do not know their HIV status so that they go for HIV testing with their partners.

Minority respondents from Soroti added that the messages were targeting people of middle and high class and of urban setting because of how the people in the poster were dressed.

Respondents from Kabale further added that the messages were also targeting polygamous men, and men who inherit wives from their relatives.

Clarity of Poster

Respondents from Kampala said that the word '*misinde*' on the poster was confusing and suggested that it should be replaced with '*okudduka*' so that the question reads: "*Musajja ki asinga okudduka mu nsi yonna?*"

Respondents from Male noted that some lusoga words were smuggled into lugisu on some posters; they also noted that the word **Akiibua** is wrong and suggested that it should be **AKII BUA** because they are two names not one as depicted.

In the Beckham poster respondents from Soroti suggested that the phrase "**Inyoni Bo ejautene kon keda lo apai kon loka ekurut lo eseny**" could be simplified by using "**Biaibo ejautene kon kalo apaikon kowai kalo ekurut lo eseny**"

Selection of best execution

When asked to select the best poster execution of the three, all **12** respondents from Kampala agreed that the poster that talks about the fastest man (Hussein Bolt) was the best. They reasoned that since the message is targeting men, this particular execution is straight to the point when it talks about the fastest man as compared to the others which talk of richest footballer, and Olympic gold medalist.

10/12 respondents from Mbale, 9/12 from Gulu and 8/12 from Kabale selected the poster with Akii Bua because was a famous Ugandan athlete who managed to win Uganda the first gold medal which made Uganda proud.

All respondents from Soroti, 3/12 from Gulu and 2/12 from Mbale, and 4/12 from Kabale mentioned that the David Beckham poster was the best poster and that it would capture the attention of many young and old people alike. The participants mentioned that many young people are so into football and David Beckham is a football star that many would like to read about. The female participants also mentioned that David Beckham was a handsome man that many women would like to associate with the poster because he has been mentioned which will enable them capture the messages that are in the poster.

Conclusions and Recommendations

The posters were effective in communicating the need to test and get counseled for HIV together and the pretest exercise revealed that the translations were also done well. However according to respondents from Soroti the posters seemed to resonate well with mainly the middle and top class target audience because of how the models were dressed. Therefore it would be prudent to put the different recommendations in consideration for better clarity of the poster.