TOOL

Scorecard to check the quality of HP messages

**IFRC Hygiene promotion / 2020**

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| What is this tool? | A simple scorecard to check the quality of HP messages and IEC materials, according to the five criteria of effective messages.  Use this scorecard to ensure materials are acceptable quality before pre-testing with volunteers and/or community members. |
| How do I use it? | Score each message or IEC material using the criteria below. An acceptable message should not score below 11 out of a total of 15 points. If a message scores below 11, it needs to be revised before pre-testing. |

The tool

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| **Criteria** | **3** | **2** | | **1** | **Score** |
| **Simplicity** | Use of images is relevant and engaging. Design/Wording is not too busy. | Use of images is somewhat relevant and possibly engaging. Design/Wording is somewhat busy or distracting. | | Use of images is not relevant to message and/or distracting. Design/Wording is too busy and/or distracting. | \_\_\_\_\_\_ |
| **Communication of a benefit** | The positive aspect of following the guidance is obvious. | The positive aspect of following the given guidance is not immediately obvious. | | The positive aspect of following the given guidance is absent, misleading or unclear. | \_\_\_\_\_\_ |
| **Call to action** | The message clearly gives guidance on what to do to achieve the benefit. | The message gives some guidance on what to do but it may not be clear or is confusing. | | There is no clear message or guidance on what to do to achieve the benefit. | \_\_\_\_\_\_ |
| **Context appropriate** | The message is appropriate for the target audience taking into account cultural and religious context. Is provided in the local language used by the target audience. | The message is somewhat appropriate for the target audience taking into account the limited aspects of cultural and religious context. Is provided in the local language used by the target audience but the wording or use of language is confusing. | | The message is not appropriate for the target audience and does not consider cultural and religious context. Is not provided in the local language used by the target audience. | \_\_\_\_\_\_ |
| **Appropriate to communication method** | The method used to communicate the message is appropriate for the target audience. The images and or wording of the message is appropriately used for the tool selected | The method used to communicate the message is somewhat appropriate for the target audience. The images and or wording of the message may be confusing or somewhat inappropriate for the tool selected | | The method used to communicate the message is inappropriate for the target audience. Images and or wording of the message is confusing, inaccurate, and/or inappropriate for the tool selected. | \_\_\_\_\_\_ |
| **Scoring:**  **Add the scores for each criterion to achieve a total score.**  **Out of a total of 15 points, an acceptable message should not score below 11.** | | | **TOTAL SCORE:** | | \_\_\_\_\_\_ |

More details on message development is included in IFRCs CEA toolkit: <http://media.ifrc.org/ifrc/document/tool-10-message-development-and-library/>