

METHODOLOGY FOR PRETESTING LIFE PLANNING FOR ADOLESCENT AND YOUTH (LPAY) BELOW THE LINE (BTL) MATERIALS

TCI-LPAY Team in collaboration with the NURHI 2 LPAY Team reviewed existing NURHI 2 Below The Line (BTL) materials and developed new youth-friendly ones to respond to the unique needs of adolescents and youth. The focus of the messages is to promote life planning information and services, debunk myths and misconceptions around contraceptive use and make life planning a norm among adolescents and youth. Sample materials have been produced for pretest before roll out on various platforms and through identified social networks at the state and LGA levels.

BTL Materials Objectives

The focus of the messages will be to increase SRH knowledge, reinforce positive sexual attitudes, promote behavior change among male and female adolescents and youths and debunk myths and misconceptions around contraception use as well as make life/family planning an acceptable norm among adolescents and youths. After the exercise, the BTL materials such as face caps, string bags, sling bag, hijabs, pens, badges, t-shirts, wrist bands, danglers, note books, book markers, FAQs and Z-cards etc will be produced in English and the selected local languages (Yoruba and Hausa, Pidgin), pre-tested and rolled out at the state and LGA levels.

BTL Materials Intended Primary Audiences:

1. Unmarried 15 – 24 year-old girls/young women
2. Married and co-habiting 15 – 24 year-old girls/young women
3. 15 – 24-year-old boys/young men

Objective of Pretesting: To establish the extent to which the TCI-LPAY BTL materials are clear, relevant, appealing and easy to understand from the intended audience (young people) point of view sequel to material roll out in the states.

Methodology

We will conduct a total of **2** focus group discussions with girls/young women and **1** with boys/young men in the 4 TCI-AYRH states—**Niger, Ogun, Plateau and Edo**. The table below indicates the states, languages, and number of FGDs for pretesting of these materials. Pretest groups will be no larger than 10 – 12 people.

State	Language	Number of FGD
Niger	Hausa and English	2 girls/women (15-20; 20-24); 1 boy/men (15-24);
Ogun	Yoruba and English	2 girls/women (15-20; 20-24); 1 boy/men (15-24);
Edo	English and Pidgin	2 girls/women (15-20; 20-24); 1 boy/men (15-24);
Plateau	Hausa and English	2 girls/women (15-20; 20-24); 1 boy/men (15-24);

Pretest teams

In each state, the pretest teams will recruit focus group discussion participants, conduct the pretests, and record respondents' feedback. We will engage 2-person pretest teams for each group. Pretest teams will be made up of one female moderator and one female recorder, and one male moderator and one male recorder. All members of each pretest team must have satisfactorily conducted similar pretest exercises recently or in the past, and must be fluent in the language of the material they pretest. The female moderators and recorders will conduct focus groups with female respondents and the male moderators and recorders will conduct the focus group discussions among male respondents.

Briefing for pretest teams

Prior to pretesting, TCI-LPAY team will brief pretest teams in each state. During the briefing, pretest teams will become familiar with the pretest protocol and questions. They will translate the pretest instrument into the languages in which the pretesting will take place, and practice conducting the pretesting.

Recruitment of audience representatives for pretesting

Pretesters will use the questionnaire below to identify young people with the following characteristics:

- Married/Unmarried
- 15 – 24 years old
- Speak language of the material being pretested

Pretesters should invite no more than 10–12 respondents to participate in each focus group discussion.

Pretesting venues: Focus Group Discussions will take place in quiet, private, indoor venues easily accessible to respondents, where the materials can be easily viewed and to avoid distractions.

Pretesting procedures:

- 1) Pretesters will display each material before asking questions on the moderators' guide.
- 2) The moderator should ask the questions in the guide after each material has been viewed, and before moving on to the next material.
- 3) If, during the discussion, respondents ask to view the material again, it may be displayed again.
- 4) The recorder will take notes of all that is said, being careful to identify which material the comments/notes are for.
- 5) The moderator will, to the extent possible, encourage all respondents to participate in the discussions that take place after viewing each material.
- 6) The discussions should take place in the language of the written text. Notes will need to be written up in English.

Analysis: Each pretest team will write up the findings from their focus group discussions separately for men and for women, noting what was said in response to each question on the moderators' guide for each material. The reporter should also indicate any non-verbal reactions expressed during or after particular discussion questions. The reporter should provide feedback separately on each material, with recommendations for revisions. .

Reporting: The state pretest reports will be shared with the hub, which will meet to decide how to revise the materials, based on pretest findings.

Discussion questions:

1. What is your overall reaction to these materials? (probe: was it entertaining? Motivational? Educational? Etc.)
2. Who do you think these materials are meant for? (Probe: people like yourself, or is it for other people?) Why do you say that?

3. Do you think the materials are asking you to do anything in particular? If yes, what?
4. Is there anything unclear or difficult to understand in these materials? If so, what and why?
5. Is there anything about these materials that might offend anyone in your community? If yes, what and why?
6. Is there anything about the materials that you particularly like? If yes, what and why?
7. Is there anything about the materials that you do not like or doesn't resonate with you? If yes, what and why?
8. Do you have any suggestions for making the materials better?

Note:

- Respondents younger than 15 or older than 24 should be excused from participation
- For respondent between 18- 24, seek consent
- For respondent between 15-17, seek consent from parents and assent from respondents
- Take photographs of the pretest if consent is granted
- Represent the diverse group of young people