

# WORKSHEET

## Find Out What the Professionals Think

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You may be planning to distribute your materials through health professionals or other organizations that communicate to your target group. These groups can control the distribution of your materials. If they like them, they'll distribute them-if they don't like them, they'll never see the light of day. So it's a good idea to have these key players review your material before you reach final production.

A review by health professionals may give you further insight into your target group, but this review should not be a substitute for pretesting materials with target audience representatives. A health professional review can be conducted simultaneously with target audience pretesting so that information from both groups can provide direction for revising materials.

Send your material with an explanation of how you intend to use it. Ask them to review the material and then answer the questions. Give them a deadline to return the completed questionnaire. Be sure to enclose a stamped, addressed envelope.

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### Sample Questionnaire:

Your Name: \_\_\_\_\_

Item Reviewed: \_\_\_\_\_

“ What would you say are the main messages being communicated in this (item)? \_\_\_\_\_  
\_\_\_\_\_

“ How important do you think these messages are for \_\_\_\_\_(target group)?  
\_\_\_\_Very Important    \_\_\_\_Somewhat important    \_\_\_\_Not particularly important

“ In your professional opinion, are the recommendations made here appropriate for \_\_\_\_\_(target group)?  
\_\_\_\_Yes                    \_\_\_\_No, Why? \_\_\_\_\_

“ Is there anything in the \_\_\_\_\_(item) that you found vague, confusing or unclear?  
\_\_\_\_No                    \_\_\_\_Yes, What? \_\_\_\_\_

“ In your opinion, is there anything in the \_\_\_\_\_(item) that is inaccurate or misleading?  
\_\_\_\_No                    \_\_\_\_Yes, What? \_\_\_\_\_  
(Please not below or directly on item)

“ Do you feel there are any important points relating to this topic that have been omitted?  
\_\_\_\_No                    \_\_\_\_Yes, What? \_\_\_\_\_

“ Is there anything in the \_\_\_\_\_(item) you think the \_\_\_\_\_(target group) might find offensive?

\_\_\_\_\_No                      \_\_\_\_\_Yes, What? \_\_\_\_\_

“ Which of the following phrases best describes how you feel about the visuals (illustrations, photos, etc.) used in this \_\_\_\_\_item? (Circle one from each pair)

- a. Visuals effectively support the message
- b. Visuals do not effectively support the message

- a. Visuals are relevant to the target audience
- b. Visuals are not relevant to the target audience

“ What, if anything, do you particularly like about the \_\_\_\_\_(item)?

\_\_\_\_\_

“ What, if anything, do you particularly dislike about the \_\_\_\_\_(item)?

\_\_\_\_\_

“ How responsive do you feel the \_\_\_\_\_(target group) will be to the message contained in the \_\_\_\_\_ (item)?

\_\_\_\_\_Very Responsive                      \_\_\_\_\_Somewhat Responsive                      \_\_\_\_\_Not Responsive

Why do you feel this way?\_\_\_\_\_

\_\_\_\_\_

“ Which of the follow phrases best describes your opinion of this \_\_\_\_\_(item) in terms of how the \_\_\_\_\_(target group) is likely to view it? (Circle one in each group):

- a. very informative
- b. somewhat informative
- c. not very informative

- a. very easy to understand
- b. fairly easy to understand
- c. not so easy to understand

- a. very encouraging in tone
- b. somewhat encouraging in tone
- c. not particularly encouraging

- a. very realistic
- b. somewhat realistic
- c. not particularly realistic

- a. very appealing
- b. somewhat appealing
- c. not particularly appealing

- a. very motivating
- b. somewhat motivating
- c. not particularly motivating