Title: Supporting Measurement and Replication Techniques for Family Planning High Impact Practices (SMART-HIPs): An Assessment of the Scale, Reach, Quality and Cost of Implementation in Burkina Faso

Mass Media Product Quality Checklist

INSTRUCTIONS

- *Gather copies of developed media obtained from Managing Authority implementing SBC*
- *Read/watch/listen to media obtained*
- *Complete one quality checklist per media obtained*

Section A. Unique Identifier

001.	MANAGING AUTHORITY (MA) CODE	[_____|_____]		
002.	SBC CONSULTANT CODES	Consultant 1 Consultant 2 Consultant 3	1 2 3	
003	Consecutive number of tool (if given multiple tools from Managing Authority, assign a number to each)	[_____|_____]		
004.	Full ID: ***Calculated field, based on q001, q002, q003.***	[____|____] - [____] - [____][____] ***MA Interviewer Number***		

1. Quality Review Checklist

NO.	QUESTIONS	RESPONSE	CODE	SKIP
101.	Media product title	_____ _____ _____ _____		

102.	Media product type	Radio spot Long-format radio programming Radio DJ presenter mention TV spot Long-format radio programming Billboard Newspaper/magazine insert Other print (specify) _____ Other (specify) _____	1 2 3 4 5 6 7 8 9	
103.	Primary audience for media product	_____ _____ _____ _____		
104.	Media product language	_____ _____ _____ _____		
105.	Media product length	_____ _____ _____ _____		
106.	Central topic contained within media product	_____ _____ _____ _____		
107.	Key message communicated by the media product	_____ _____ _____ _____		
108.	Does the key message stand out?	Yes No Don't know	1 0 2	

109.	Explain why the message does or does not stand out.	_____ _____ _____ _____		
110.	Is the message simple and direct?	Yes No Don't know	1 0 2	
111.	Explain why the message is simple and direct or not.	_____ _____ _____ _____		
112.	Is it clear what benefit the audience receives if they take the action?	Yes No Don't know	1 0 2	
113.	Explain why or why not the benefit is clear.	_____ _____ _____ _____		
114.	Within this product, are all messages consistent?	Yes No Don't know	1 0 2	
115.	Explain why the messages are consistent or not.	_____ _____ _____ _____		
116.	Is the message credible?	Yes No Don't know	1 0 2	
117.	Explain why the message is or is not credible.	_____ _____ _____ _____		
118.	Does the message use emotion as well as logic and facts?	Yes No Don't know	1 0 2	
119.	Explain why or why not the message uses emotion as well as logic and facts.	_____ _____ _____ _____		

120.	Does the message clearly communicate what the audience should do?	Yes No Don't know	1 0 2	
121.	Explain why or why not the message clearly communicates what the audience should do?	_____ _____ _____ _____		
122.	Does the media product reflect the context and culture of the audiences it is intended for?	Yes No	1 0	
123.	Describe how the context and culture is or is not reflected. Examples include: • Uses local language • Depicts (using sound or images) a typical day in the life of the target audience member • Uses culturally appropriate terminology	_____ _____ _____ _____		
124.	Does the media product content align with the SBC strategy or plan in terms of focal audience targeted?	Yes No Don't know	1 0 2	
125.	Explain why or why not the product aligns on focal audience targeted.	_____ _____ _____ _____		
126.	Does the media product content align with the SBC strategy or plan in terms of behavior change or social change objective advanced?	Yes No Don't know	1 0 2	
127.	Explain why or why not the media product aligns on behavior change or social change advanced.	_____ _____ _____ _____		
128.	Does the media product content align with the SBC strategy or plan in terms of focal determinants addressed?	Yes No Don't know	1 0 2	
129.	Explain why or why not the media product content aligns with the SBC strategy or plan in terms of focal determinants.	_____ _____ _____ _____		

130.	Across the full package of media products: are all messages consistent/complementary?	Yes No Don't know	1 0 2	
131.	Explain why or why not the full package of media products have consistent/complementary messages.	_____ _____ _____ _____		