**Pre-test MMH Storyboard - Template**

Date: Attendees:

Objectives: to determine the following as pertaining to *Mum’s Magic Hands* images and messages:

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| --- | --- | --- |
| Questions | Feedback/findings | Recommendations/Actions |
| 1. **Cultural proximity:** Can the audience identify with characters in the materials? Do they feel it speaks to them and their experiences? If not, what types of images would speak to them in relation to the key message in the story? |  |  |
| 1. **Comprehension** - Is the content of the material clearly understood by the audience and it matches the title? Is the visual presentation clear? |  |  |
| 1. **Appropriate:** Is the content and style of delivery relevant to the audience? | * Women –. * Men – * Girls– * Boys – |  |
| 1. **Appeal** - Does the material capture the audience’s attention in a positive way? | Capture / attraction – |  |
| 1. **Persuasion -** Does the material/messaging make the audience think and talk to others about change? |  |  |
| 1. **Is the Covid-19 messages clear?** Does the material/messaging make the audience think and talk to others about change? |  |  |

Any other comments?