

# Coordinating Intervention Development

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## Intervention Development

- Selecting members & assigning roles for your planning team
- Writing specific, measurable objectives for each intervention activity
- Writing a program plan, including budget & timeline, for each intervention
- Pretesting, pilot testing & revising, if necessary
- Summarizing your program plan & review factors that can affect it
- Confirm plans with stakeholders

### **Step 1: Assemble a Planning Team**

- *The team is responsible for turning specific strategies into messages, products, and materials*
  - Original Stakeholders
  - Others with specific skills
- *Need to “stay on strategy”*

### **Step 2: Objectives for each Activity**

- Translate goals from Phase 3 (Strategy) into specific, measurable achievable, and time-specific (SMART) objectives
- *Goals*
  - Short term
  - Intermediate
  - Long term

### **Step 3: Program Plan for Each Intervention**

- Program interventions will depend on your Market Strategy
  - Product
  - Service
  - Policy
  - Communication
  - Be realistic on how long the activity will take to develop
  - Be realistic about budget

## **Pretesting**

### **Pretest at Each Stage**

- Concepts
- Partially completed materials
- Revised products
- Final products

### **Pretesting Steps**

- Determine objectives
- Plan methodology
- Pretest
- Revise, pretest, revise...

### **Step 1. Identify Communication Components to Pretest**

- Comprehension
- Attention-Getting
- Relevancy
- Believability
- Persuasiveness
- Untoward effects

## **Step 2. Determine Methods**

- Develop questions
- Select collection techniques
- Groups
- Individuals
- Determine sampling scheme
- Source of subjects
- Recruitment strategy
- Eligibility requirements
- Incentives
- Script
- Select Data Collection Techniques
- Individual interviews
  - Cheaper and easier to set up
  - Provides in-depth understanding
- Groups
  - Watch interaction
  - May add to groups in formative phase

## **Step 3. Pretest**

- Focus on key elements
- Not a popularity contest
- Don't count
- Search for insights
- Don't substitute staff
- Don't sample for variation
- Don't overlook what is not said

## **Step 4. Revise and Re-test**

- Two or more rounds
- Sufficient redundancy
- Pretest with all audiences

## **Measures of Success**

- Understands the message
- Believes the promise
- Thinks the messages for them
- Is not confused or offended
- Is motivated to act