Checklist: Communication Materials

GBV teams can use the checklist below to review posters, flyers, and other communication materials before they are pretested with communities.

**Content**
Does your communication material:
- ☐ raise a controversial or thought-provoking issue?
- ☐ avoid telling people what to think and encourage people to think differently?
- ☐ encourage viewers to think for themselves?
- ☐ avoid stereotyping?
- ☐ maintain the dignity of the characters?
- ☐ show women and men as reasonable and thoughtful characters who are able to make positive decisions?
- ☐ avoid showing women as powerless victims?
- ☐ avoid showing men being highly aggressive or violent?
- ☐ show how non-violent resolution of conflict and non-violent relationships are positive?
- ☐ reinforce the concept of human/ women’s rights?
- ☐ encourage personal reflection?
- ☐ use characters and situations that viewers can identify with?
- ☐ use characters that represent the range of people in your community?

**Language**
Does your communication material:
- ☐ avoid blaming or accusations?
- ☐ use language that is informal and familiar to the community?
- ☐ have a design that is accessible to low-literacy viewers?
- ☐ use language and images that are thought-provoking but not confrontational?
- ☐ use language that is simple and straightforward?
- ☐ make provocative statements or ask provocative questions to the viewer?
- ☐ keep language as non-technical as possible?
- ☐ respond to the reading level of the group you are reaching?
- ☐ use an attention-grabbing caption, slogan, or question?

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8 Adapted from: *Mobilizing Communities to Prevent Domestic Violence: A Resource Guide for Organizations in East and South Africa*. Raising Voices 2003
Illustrations
Does your communication material:
☐ use pictures of a scene and characters that community members can and want to identify with?
☐ show characters being active and thoughtful?
☐ use diagrams and pictures to enhance the information?
☐ use images to help low-literate viewers understand the ideas?

Design
Does your communication material:
☐ have organized information so that it looks appealing on the page (not too crowded or wordy)?
☐ have large enough writing to be read at a distance?
☐ Use an attention-grabbing caption, slogan, or question in a prominent place to help viewers get the main idea?
☐ use creative and easy to read fonts?
☐ avoid using all capital letters and underline?
☐ use bright and vibrant colors?
☐ use a consistent style?
☐ identify your organization’s contact information and logo?