

**C5**

**“I just don't like it.....”**

**Patrick Branigan**

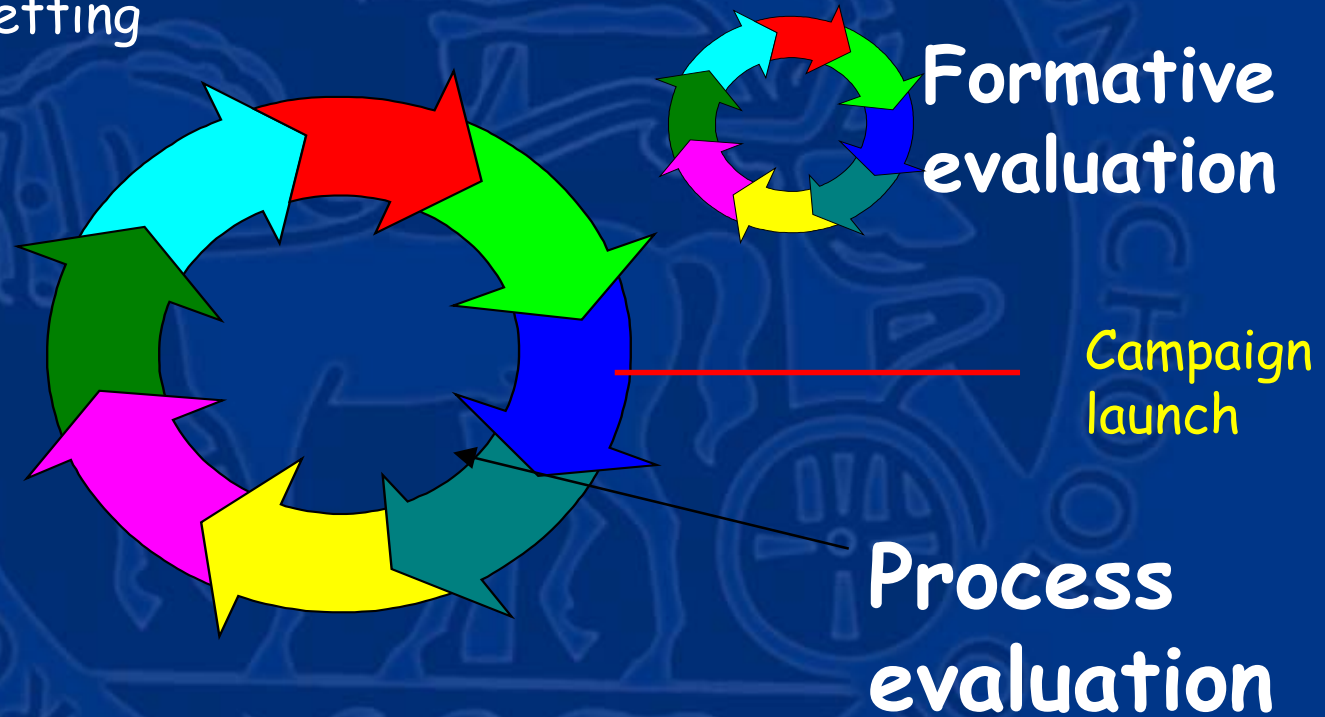
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# Objectives

- Formative evaluation – what is it?
  - Links to social marketing
  - Methodology: focus groups
  - Examples from sexual health and drugs
  - Peer review practice

# Stages of Evaluation

Developmental  
component & setting  
aims



# Formative Evaluation

- Help to establish and clarify aims and objectives
- Ascertaining needs and developing target audience orientation
- Establish knowledge or attitude baselines
- Identify barriers to implementation
- Identify channels and media formats

# Why Conduct Formative Evaluation?

- Potential for the message to be misunderstood or inappropriate
- To check that an audience understands the language and images (if applicable)
- To anticipate possible unforeseen outcomes
- Early warning system

# Social Marketing Programme Component Model (Lefebvre and Flora 1988)

- Consumer orientation
- Exchange theory
- Audience segmentation and analysis
- Formative research
- Channel analysis

# Consumer based Health Communications

(Sutton, Balch and Lefebvre, 1995)

- Translates strategy development as practiced in the advertising world to social marketing practice
- Transforms scientific recommendations for health promotion into message strategies that are relevant for the target audience
- 'Scientific reality' blended with 'consumer reality'

# Remember the Context....

**RADGED**

By Nick Watson

The Great British drugs debate...



# Channel Analysis



# The two cultures

- Research as an ex post facto validation
- Unintended effects
- Mixed messages

What is the difference between  
HIV and AIDS?

TIME



# The focus group



# Focus Groups

- Focus groups involve homogeneous people in a social interaction in a series of discussions
- The purpose of focus groups is to collect qualitative data from a focused discussion
- Focus groups are a qualitative approach to gathering information

# Advantages of Focus Groups

- Socially oriented research method capturing real-life data in a social environment
- Flexibility
- High face validity
- Relatively low cost
- Potential for quick results

# Limitations of Focus Groups

- Less control than individual interviews
- Produce data that is difficult to analyse
- Require special skills from the moderator
- Groups can vary considerably
- Groups are difficult to assemble
- Must take place in a conducive environment

# Formative Evaluation: Peer Review

- Be constructive and systematic

Impact and imagery
Target Audience
Setting
Message and tone
Agency
Intended or unintended effects

# A Planned Communication Process

- Systematic targeting and audience segmentation to maximize the trade-off of message impacts and cost per individual contacted
- Careful pre-implementation analyses of environmental factors that may facilitate or impede the change programme
- Use of consumer based research and feedback from target audiences **and peers** about draft designs or prototypical products