

Guidelines for field testing

PILLARS Guides have a clearly defined target audience. Members of community groups often lack much formal education. Many members may not be comfortably literate. It is therefore important to field test the translations before printing to make sure that the writing and ideas can be understood by the target audience.

Several ways of doing this are suggested:

- During a workshop, an afternoon can be set aside for field visits to community groups. These should be arranged and set up well in advance. Sample pages can be used with group members and their impressions noted.
- Sample pages can be taken to community groups who are visited as part of regular work. Time can be set aside to look at several pages, discussing the content and noting anything that they do not understand, or that is not clear.
- Community members who are literate and represent the typical target audience can be given the whole Guide and asked to read it through and make comments.
- Words or phrases that may be difficult to understand can be taken from the Guides, and representatives of the target audience could be asked what they mean. Their understanding (or lack of) will give feedback on whether the most appropriate and helpful terms have been used.