



Joint Information, Education and Communication Working Group

Assessment of IEC materials in Vietnam



Objectives

- **Provide and promote recommended WES-IEC materials and approaches**
- **Identify sections of the community that have been neglected in the collated IEC materials**
- **Identify key messages that have been neglected in the collated IEC materials**
- **Report case-studies of innovative IEC materials and activities – ‘Lessons Learnt’**



Three staged process

- Collation of materials
- Assessment of materials
- Dissemination of findings and website promotion

Beta-version of website

- Developed by Mr. Loi in consultation with Working Group
- Backend interface is managed by CERWASS librarian
- <http://www.cerwass.org.vn/wesieclib/uni/home/inc>
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3 steps of assessment

1. Desktop review – Assessment criteria used to identify recommended materials
3. Key informant interviews, case studies, lessons learnt
5. Field validation of desktop review in three provinces

Step 1 - Assessment process

- Target audience and key message determined for leaflets, picture sets, posters and training manuals
- Weighted, 5 star criteria developed for leaflets, picture sets, posters, training manuals
- Assessment criteria developed for technical and social marketing materials



Step 1 - Leaflet weighted assessment criteria

2. One or two key messages (25%)
3. Practical and social message (25%)
4. Suitability of language to target group (20%)
5. Simple and clear layout and design (15%)
6. Equitable gender roles are depicted in images (10%)
7. Sources of further information are identified (5%)





Step 2 – Key informant interviews

- Conduct interviews with IEC developers and implementers to review innovative IEC approaches e.g. social marketing
- Collate case studies and lessons learnt from government departments, local NGOs, mass organisations and INGOs



Step 3 – Field validation

- Conduct structured interviews with IEC implementers and developers

- 3. Provincial staff of CERWASS, DoH, DoET, DARD
- 4. District-level e.g. DARD district staff, community health workers, Preventative Health Centres, WU

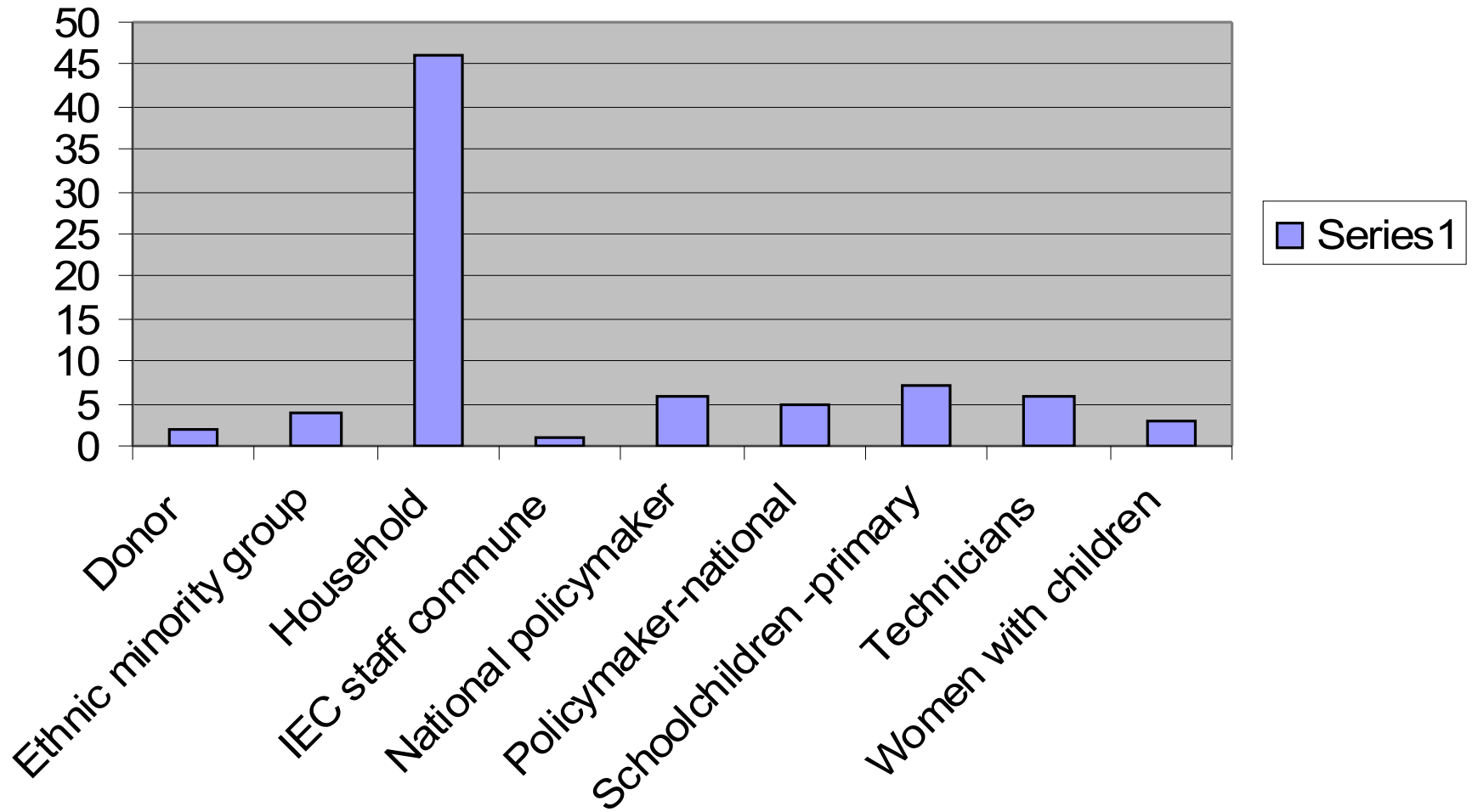
- Validate the assessment criteria with target audiences.



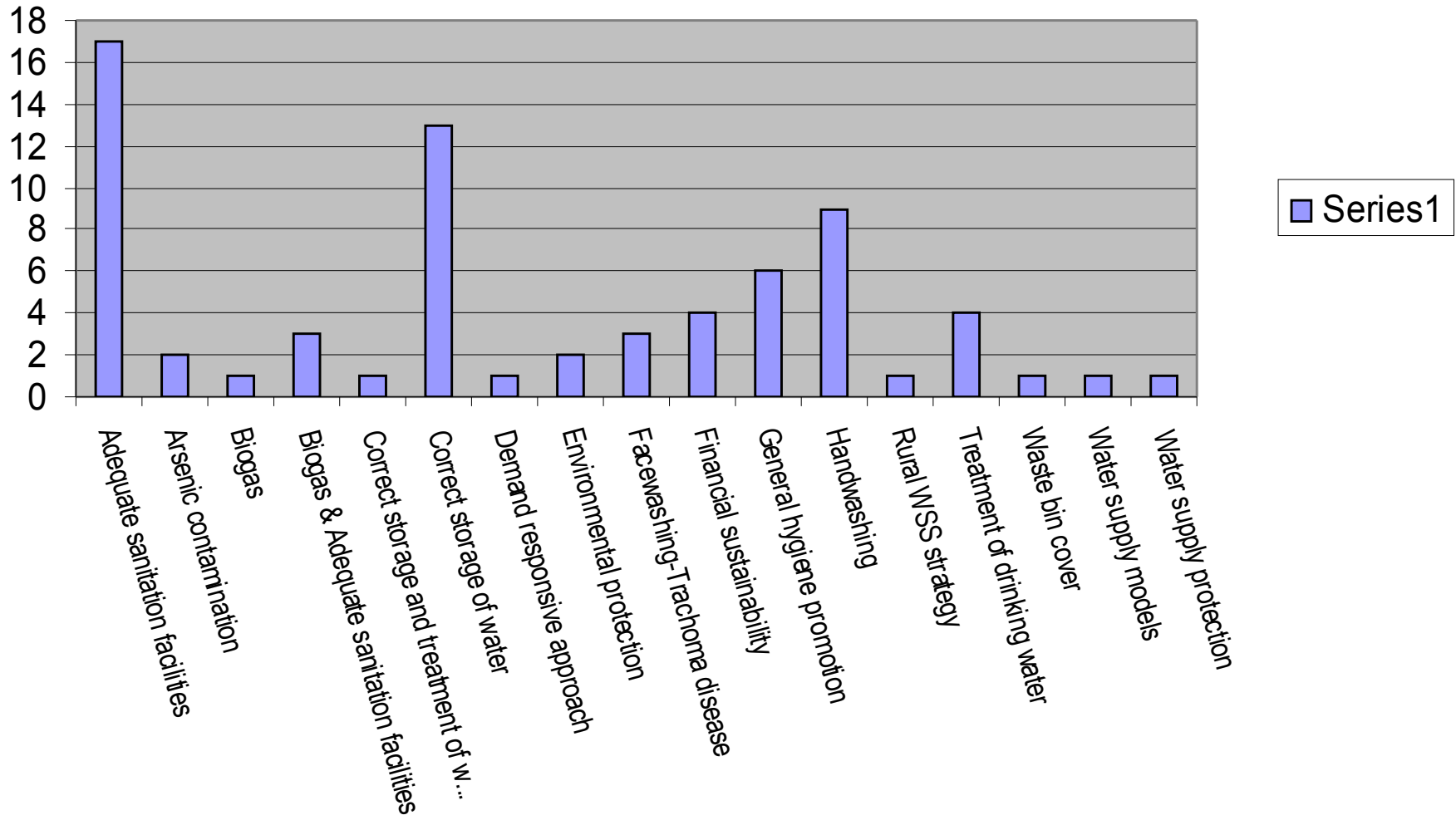
Initial findings - target audience gap analysis

- Householders are largest target audience – but difficult to sub-segment by region, wealth-ranking and education level
- Very few materials developed for EMG's and technicians
- Few materials appear to be developed specifically for women – *requires field testing*

Leaflet - Target audience



Leaflet - Key message





Key informant findings

- Coordination is lacking
- Distribution of IEC materials is problematic
- Evaluation of IEC materials and activities is rare

Sustainability of IEC-WES library

- Collation of WES-IEC materials + identification of target audience, key message, region will assist in coordination of WES-IEC sector
- Website would promote CERWASS as a clearinghouse for IEC materials and activities in Vietnam