

# **Development and Dissemination of CHILD Profile Health Promotion Materials**

## **Stage 1: Community-Based Formative Research**

- Define target audience.
- Analyze available health information.
- Supplement available data with baseline studies (if needed).
- Identify and interview key informants.
- Conduct target audience research (surveys, focus groups, interviews).
- Define message that meets audience needs (behavioral objectives).
- Define appropriate strategy and channels.

## **Stage 2: Material Development**

- Define message.
- Identify readability levels.
- Identify and develop appropriate layout and illustrations.
- Develop draft.

## **Stage 3: Pre-Testing Process**

- Pretest drafts and alternatives, if possible, with target audiences (parent groups/individuals and professionals).
- Key informant (health care providers) and clinical draft review.
- Revise material and retest as needed.

## **Stage 4: Material Production**

Materials are:

- Translated into Spanish and reviewed for cultural appropriateness and accuracy of translation.
- Proofread.
- Printed.
- Warehoused.

## **Stage 5: Material Dissemination**

- Materials are assembled and packaged.
- Addresses (provided electronically by CHILD Profile) are “sprayed” on to appropriate mailings.
- Mailings are taken to the U.S. Post Office; bulk mail postage is prepaid by CHILD Profile at the U.S. Post Office.
- Pre-paid postcard is inserted in all 3-month mailings in Spanish (among other efforts to identify those who prefer receiving the materials in Spanish).
- PDF versions of all new and revised materials are regularly posted to the CHILD Profile Web site.

### **Stage 6: Evaluation**

- Process, impact (parent satisfaction survey).
- Analysis of use trends.
- Outcome (for example, do health promotion materials change parental behavior?).
- Assess impact through comparison of recent health data to baseline information (if appropriate).

### **Stage 7: Feedback to Refine Materials**

- Target audience material review (individual/group).
- Materials reviewed annually by professional review teams.
- Document decisions made about changes to material content, format, or process as result of evaluation data and review process.
- Return to Stage 1 of this document, continually using evaluation findings.