

# A MODEL FOR DEVELOPING HEALTH EDUCATION MATERIALS

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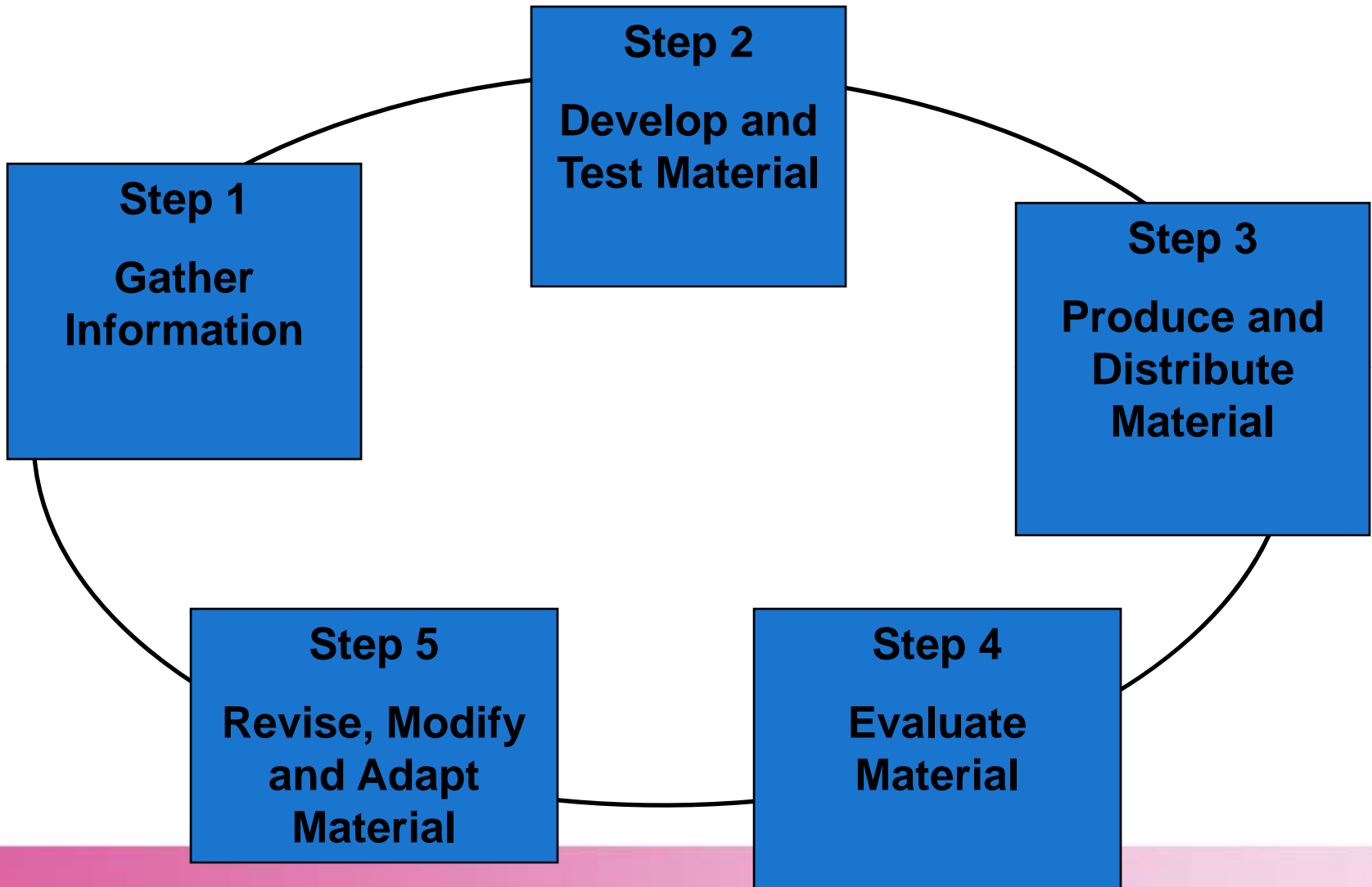
**Director, Health Education**

# OBJECTIVES

**At the conclusion of this session, you will be able to:**

- State the steps of a model for developing health education materials
- Give examples of how the model can be used for developing materials/messages for other audiences
- Discuss how the model may be used in your own community

# MATERIAL DEVELOPMENT MODEL





## STEP 2: DEVELOP AND TEST MATERIAL

- Develop key messages
- Design the format, layout and graphics
- Conduct focus testing
- Revise



## STEP 3: PRODUCE AND DISTRIBUTE MATERIALS

- Materials are produced
- Materials are delivered



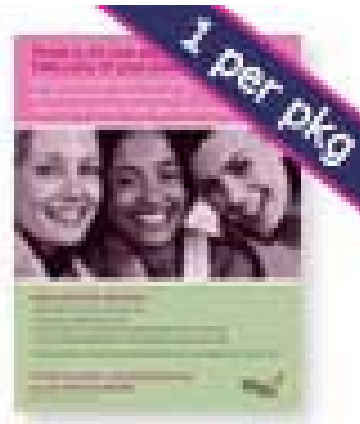
## STEP 4: EVALUATE MATERIAL

- Usage reports – the numbers
- Feedback from users
- Short term results
- Long term results
- Behavior change
- Impact



## STEP 5: REVISE, MODIFY AND ADAPT MATERIAL

- Update content
- Expand / Apply



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