Listening to Those Whose Behavior Matters
Tools & Checklists  Contributed by Phil Rabinowitz  Edited by Valerie Renault

Checklist

Here, you'll find a checklist that summarizes the major points contained in the text.

Why should you listen to those whose behavior you're trying to change?
__ You listen out of simple respect.
__ You listen because it will improve both your campaign and its chances of success.

Who are the people to whom you need to listen?
To identify those to whom you need to listen:
__ You use your knowledge of the community.
__ You use publicly available government information.
__ You read the latest research about your issue.
__ You use information from the community itself.
__ You look for indirect targets.
__ You consider how much of the potential target population you want to reach.
__ You aim at the whole community if necessary.

How do you contact those whose behavior matters?
__ You use language the target group understands.
__ You put your message where the target group will get it.
__ You know and respect the culture and customs of those you’re trying to reach.
__ You use trusted intermediaries.
__ You make as much personal contact as possible.
__ You let people know you’re interested in what they think.
How do you listen to those whose behavior matters?

___ You know the forms research can take:

- Indirect sources
- Non-participant observer ethnographic studies
- Participant observer ethnographic studies
- Depth interviews
- Focus groups
- Surveys

Determine which questions to ask:

___ You identify the decisions that will need to be made as a result of the research, and who will make them.

___ You determine what information the decision-makers need in order to design and run an effective campaign.

___ You check with the decision-makers to make sure that what you've come up with is what they really need.

___ You decide what kind of analysis you'll need to complete your study.

___ You determine the questions you need to ask to get the information you need.