

# **Informed Health Choices**

**Translation and adaption of learning resources**

## **Guide for translating and adapting the Informed Health Choices (IHC) podcast**

*Informed Health Choices group  
IHC Working paper, December 2017*

# Colophon

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# Step by step guide

The steps below provide an overview. For more detail, see [Appendices](#).

## 1. Tailor presentation materials for your study

- You will be presenting the project to many people. Prepare PPT and/or two-page presentation as needed. (See the [Presentation folder](#) with examples of project presentation materials that you can adapt)

## 2. Establish a small advisory group, including, for example, journalists and producers

- The advisory group can help with many issues, such as identifying the target audience, or finding an appropriate producer.

## 3. With input from the advisory group, identify your target audience

- The IHC Podcast was developed for the parents of primary school children in Uganda. The first step in translating and adapting it is to specify your target audience. Considerations when deciding on the audience should include how large it is and how likely it is that the same examples, etc. can appeal to all of its members.

## 4. With input from the advisory group, decide whether to translate/adapt the IHC Podcast or start from scratch.

- If you are going to translate/adapt the IHC Podcast, move on to step 5.
- If the original is very unlikely to appeal to your target audience, it may not be worthwhile to user-test or translate it, but to create a completely new podcast. In this case, the IHC Podcast can be used as a reference point rather than a starting point. You will need to:
  - Prepare a protocol/plan (step 5)
  - Apply for ethics approval, if relevant (step 6)
  - Decide which Key Concepts to include, with input from Advisory board and people in your target audience (see Appendix 8)
  - Decide the format for your podcast, with input from Advisory board and people in your target audience (see format description in step 8)
  - Identify claims to use as examples, with input from Advisory board and people in your target audience (step 9)
  - Outline and complete scripts for your podcast (Appendix 6 and 7);
  - User-test scripts, with people in your target audience (see step 8)
  - After making edits informed by user-test feedback, produce one or more episodes (step 11)
  - Continue with steps 12-16

## 5. Prepare a protocol / plan

- See protocol template (Appendix 1)

## **6. Apply for ethics approval**

- If this is a research study, apply to the relevant institutional review board or ethics committee

## **7. Review English version of the IHC podcast**

- The project team should review and identify any potential problems with the English IHC podcast, including the claims that are used as examples, the settings, and the characters.

## **8. User-test (alternative: focus group discussion) to collect feedback on the English version of the IHC podcast**

- With 4 to 8 people in your target audience and/or people who are familiar with your target audience
- See interview guide (Appendix 2) and analysis worksheet (Appendix 3)
- Collect user-test feedback to help you consider whether the general format is suitable for your target audience.
  - The format for each episode of the IHC podcast is a story that begins with someone making a claim. Another character then applies a Key Concept to that claim to explain why the claim is or is not reliable and explains the concept. After that, the same character provides a second example to help clarify and reinforce understanding of the Key Concept. (Appendix 7 provides an overview of the claims and other variables per episode.)
- Collect user-test feedback to help you consider the suitability of the characters, the setting, the claim, and the story in each episode and whether they will appeal to your target audience.
- See also the [User-test package](#) for general information about this method.

## **9. If needed, identify and select alternative claims to use as examples**

- See interview guide (Appendix 4) and analysis worksheet (Appendix 5)
- Start collecting examples—claims, treatments, conditions—as early as possible.

## **10. Edit and translate the scripts**

- See scripts (Appendix 6)
- Consider having a second advisory group with people from your target audience who can provide feedback on ideas, drafts, and prototypes.
- Consider the number of episodes and which Key Concepts are most relevant for your target audience. We found that it is best to introduce only one Key Concept per episode.
- Consider how you will ensure the quality of the translation.

## **11. Produce one or more prototype episodes**

- Discuss the objective of the podcast and your plans with potential producers. Make sure that the producer is flexible and aware that the

podcast will likely require editing and changes based on the findings of the user-testing and other feedback that you receive.

- Assemble actors or others to play the characters in each episode, and review the scripts together with them to make sure they understand the content and their roles.
- Rehearse each episode before recording it.
- Review each recorded episode to ensure that it is consistent with the script and that the claims and explanations are clear and understandable.

## **12. User-test prototype episode(s), analyse the data, and decide on changes**

- See protocol template (Appendix 1), interview guide (Appendix 2), and analysis worksheet (Appendix 3), as well as [User-test package](#).

## **13. Other interviews (optional) - Exploring other factors that could affect impact**

- In addition to user experience feedback, you can explore other factors that could affect the impact of the podcast
- Involves in-depth interviews with participants from your target audience
- See framework and interview guide for exploring other factors that could affect impact (Appendix 9)

## **14. Revise scripts and produce all of the episodes**

- If there are important uncertainties about changes that apply to all of the episodes, you may want to test the revised prototype(s) before revising all of the scripts and producing all of the episodes. If time and resources allow, be prepared to go through several iterations.
- Seek feedback on the scripts from your advisory group(s) before producing the episodes.

## **15. If possible, user-test all of the episodes.**

## **16. Prepare a report**

- You should plan on preparing a report summarising the findings from your project. This will be of interest to others who might want to translate and adopt the IHC Podcast and to a wider audience interested in educational podcasts generally and specifically for helping people to think critically about treatment claims and choices.
- Consider the target audience for your report and the key messages and select a suitable place to publish your findings based on that.
- You can publish your report as an IHC Working Paper.
- Contact us if you would like examples of reports or more information about IHC Working Papers.

## **Appendices** ([all appendices are available here](#))

Appendix 1. Protocol template – podcast

Appendix 2. Interview guide template for user-testing

- Appendix 3. Worksheet template for analysing user-test feedback
- Appendix 4. Interview guide for identifying claims to use as examples
- Appendix 5. Worksheet for selecting claims
- Appendix 6. Scripts (English IHC podcast, created for use in Uganda 2015)
- Appendix 7. Script variables (IHC podcast, created for use in Uganda 2015)
- Appendix 8. IHC Key Concepts – complete set
- Appendix 9. Exploring other factors that could affect impact
- Appendix 10. Brainstorming instructions