**Example of a materials development worksheet**

| **TOPIC AREA** | POC testing and pregnancy | | | |
| --- | --- | --- | --- | --- |
|  |
| *Target group (WHO)* | Women attending ANC | | | |
| *Key message (WHAT)* | It is important to gave a POC test while pregnant to protect your health and the health of your baby | | | |
| *Format (HOW)* | Poster | |  |  |
| *What are we asking of the audience* | Asking women to ask about POC testing when they go to an antenatal care clinic  Asking women to understand the risks to health of mother and baby | | | |
| ***Information need*** | | ***Message*** | **Image** | |
| Pregnant women need to know they may be at risk of STIs | |  |  | |
| Pregnant women need to know that STIs can affect their health | |  |  | |
| Simple, safe, quick STI testing is now available | |  |  | |

