Assessing the social validity of a policy or intervention

Below is a proposed structure:

###### Social significance of goals

These questions should seek to understand whether potential consumers feel that the goals of the policy or intervention are important to them and/or their community.

As far as possible, it is important to ask questions that are not leading.

*Questions relating to an intervention aiming to reduce salt consumption to prevent hypertension could be:*

* + - 1. *What are some of the main health problems you think are common in this community?*
      2. *Which of these problems do you think are important?*
      3. *Have you heard of hypertension before? If so, what do you know?*
      4. *If someone has hypertension, do they need to do anything about it?*

###### Socially acceptable procedures

These questions should seek to understand whether potential consumers feel that the procedures used in an intervention are acceptable.

*Questions relating to community health workers providing hypertension education could be:*

* + - 1. *How do you feel about seeking health advice from your community health worker?*
      2. *How good or bad are community workers as a source of knowledge about your health?*
      3. *How do you feel about information sessions organized and presented by your local community health worker?*

###### Social importance of effects



These questions should seek to understand whether consumers feel that an intervention or policy is achieving its intended outcomes and whether these are of any importance. Accordingly, these questions can only be asked after the policy or intervention has already been implemented.

*Following on from the example above – i.e. a community health worker led intervention for the reduction of salt consumption to prevent and control hypertension – some questions could be:*

* + - 1. *What did you think of the health information sessions?*
      2. *Have you or your family acted upon the information received?*
      3. *Have you noticed a difference in how you feel? Have you spoken to your relatives and friends about it?*
      4. *Now that you have attended the sessions, would you recommend them to others in your community?*