

## Marketing and Communications Checklist

Health Facility Name:..... Supervisor name: .....

Date: / /

Mg 21	The following items represent standards of effective Marketing and communication practices	Observation
1.	<b>External signage</b>	
	1.1 Name of facility and mother organization is written and visible	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
	1.2 External sign(s) is (are) visible, clean and clear	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
	1.3 Signage reflects the current services available. Schedules of these services are listed and are correct.	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
2.	<b>Internal signage:</b> signs and labels that show the service offered in each area are visible, clear and correct with guiding directions	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
3.	<b>Waiting area:</b> There is adequate space and seating capacity for waiting clients. Such areas are clean and tidy.	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
4.	<b>Health educational materials (HE)</b>	
	4.1 Printed health education material is accessible and available in sufficient quantities.	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
	4.2 The clinic keeps inventory tracking sheet for all health education material and is aware of any stock outs and order times.	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
5.	<b>TV messages</b>	
	5.1 Equipment to project HE messages are available and functioning properly.	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
	5.2 Visual health messages are displayed, in a continuous way or at regular intervals.	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
6.	<b>Suggestion box</b>	
	6.1 The quality improvement team is formed and its members are aware of their roles.	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
	6.2 Suggestion box is available, accessible, and visible with a label. Client privacy is maintained,	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
	6.3 There is clearly sufficient stationary (paper and pencils) near the suggestion box.	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
7.	<b>Accountability:</b> There is assigned staff member for managing suggestion box (opening, filling, follow up).	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
8.	<b>Utilization:</b> QI team is meeting regularly as stated in the protocols to empty the box and to discuss and follow up suggestions made by clients	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
9.	<b>Documentation:</b> the committee keeps in files the comments and suggestions made by clients, committee meeting notes, and copies from the internal memos (ask to see).	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA
10.	<b>Actions:</b> Showing evidence that actions or modifications were suggested by clients or patients, a decision regarding them is made and decisions are implemented or followed up.	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> NA

Please document the key observations on practices in the supervisory report form with in depth analysis whenever needed and suggestions for solutions and next steps.



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