

# **Population Services International Afghanistan**

**Rapid Pre-Test of Logo and Qualified Pharmacies  
Kabul**

**June 2004**



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## Rapid Pre-Test of Logo and qualified pharmacies

Kabul, Mikroyan  
June 06, 2004

Abdul Mateen from Training Department conducted an interview with 18 people in Mikroyan to test the opinion of people on Sun logo and certificate phrase for pharmacies. From the result of this assessment we can see the following:

### Qualified to Deliver High Quality Contraceptives Product + Information

1. To the question (what does this phrase mean to you?), apparently all respondent said that this is about birth spacing and about those families who should have less children. Only one of respondent mentioned that it means that the pharmacy has the capacity to provide good birth spacing product. One participant said that that family who has less children the prize will be paid to them. Note: there was two translation of this phrase in Dari; both of them were accepted by participants.
2. Can you understand it easily? 100 % of respondent said Yes, only one of them mentioned that literate people can understand it easily.
3. If you could change it, what would you change? Only one respondent want to change it to: Qualified to deliver the birth spacing products and information about it for families.

### Sun logo

- Do you like this picture? Again only one respondent didn't like it and all other said Yes.
- To the question (what do you like most about it?) 66.6% (12) of respondent said that they liked the sun and its shining. And the remaining 27 % said they liked the color of this picture. One person said he liked all things in this picture.
- What do you like least about it? The person, who didn't like it at all, said the back ground should be removed and just a full size sun should be there. 8 respondents said they liked all in this picture. 4 respondent didn't liked the writing on the back ground and 3 person didn't liked the yellow color and 2 of them mentioned about shading and box of the picture.
- To the question (what does a sun represent/symbolize to you?) 12 respondents said that it means brightness and light, 3 people said it means health, 2 of them said that is good life and 1 person said it means against all virus.
- To the question (do you associate this picture with any type of product?), 11 respondents said they don't know, 2 people said they related to the medicines, 2 of them said that shows the power of every thing and 3 mentioned that relates with good health and every good things.

- To what products? Those who said with the medicine responded that it related with vitamins and other medicines or birth spacing. 13 people said No.
- Do you like these colors? 14 respondents said Yes and 3 person mentioned that they liked the sun color but not the background color and 1 of them said we should change the background to black color.
- To the question (what do these colors represent/symbolize to you?), 7 people said that represent for them the brightness and light, 5 people just mentioned they are beautiful, 4 people said every color meaning something or they don't know what and 2 people said that shows good health.

Note: from those who interviewed 10 people were Dari speakers and 8 were Pushtu speakers.