Title: Supporting Measurement and Replication Techniques for Family Planning High Impact Practices: An Assessment of the Scale, Reach, Quality and Cost of Implementation in Burkina Faso

Key Informant Interview guide for Ministry of Health (MOH) program managers
Mass Media (MM)

OVERVIEW

1. This is an assessment about High Impact Practices in Family Planning or HIPs. Are you familiar with the term High Impact Practices in family planning? What does the term **High Impact Practice** mean to you?
    a. What do you know about the **HIP initiative**?

2. Today we would like to talk about the HIP on Mass Media for family planning (*read definition*).

HIP	Definition
Mass Media (MM)	Use mass media channels to support healthy reproductive behaviors.

    a. Are you aware of the **HIP brief** for mass media?
    b. How have you **used** the information from **the HIP brief for mass media**?
    c. *If knows about HIP briefs*: In general, what **additional information** could be included **in the HIP briefs** to make them more useful to you?
    d. *If does not know about HIP briefs*: In general, what **information** would you want to have **in a brief** to help inform HIP implementation?

MASS MEDIA

Let's talk more about mass media.

3. To what extent is SBC for family planning included in national **strategies, plans and policies**?
    a. What **specific plans and policies** include SBC for family planning?
    b. Is SBC for family planning part of the **Costed Implementation Plan (CIP)** or **FP2030 commitments**? Within **Global Financing Facility (GFF) Investment Case**?

4. To what extent is mass media specified as a **priority or recommended SBC approach** to advance the FP objectives described in these strategies or plans?
    a. What do you see as the **top 3-5 FP objectives that mass media can contribute to** across these strategies and plans?
    b. What **role** can mass media play **in achieving these objectives**?

5. Is there a **government-led process** in the country **for review of SBC products** developed by SBC implementers **for quality**?
    If yes:

a. Which **government departments or divisions** have the mandate of reviewing these products for quality?
b. To what extent would you say that those implementing SBC mass media programming for FP **adhere to submitting products** for this review process?
c. Are there **national guidelines** for the review of SBC products and activities by the government that are used as part of this process?
    i. *If yes*: What **quality components** do these guidelines include?
    Probe for process followed by SBC product developer, quality of content/messaging, technical accuracy, quality of production format/image

6. What **mechanisms** are in place **to monitor** the implementation of SBC mass media programming for FP in the country?
    a. What is the **role of your ministry/division of the MOH**?
    b. To what extent are **other divisions within the government** involved in this process? Please describe.

7. Before we end our interview, do you have any **final thoughts or suggestions** for us?

Thank you for your time. We appreciate the answers you have given us.

SMART-HIPs - KII guide for MOH (Mass Media)

Participant ID Number: _____

Language of interview: _____

Duration of interview (in minutes): _____

Please list the documents mentioned in the interview. For each, indicate the status:

1) description only, 2) has been shared, 3) will be shared (may require follow-up).

Document name/description	**Status**