Supporting Measurement and Replication Techniques for Family Planning High Impact Practices (SMART-HIPs): Assessment of the Scale, Reach, Quality, and Cost of Service Delivery High Impact Practices for Family Planning

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. 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**