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 Managing Authorities – Mass Media

OVERVIEW

1. To start, could you tell me a little bit about **yourself** and **your position**?

2. 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**?

3. Before we continue, I would like to confirm if your organization is implementing SBC with Mass Media for family planning. Mass Media is defined as "using mass media channels to support healthy reproductive behaviors."

4. Are you **aware of the HIP brief** on mass media?
    a. If yes: To what extent do you rely on the information from the HIP brief to implement mass media? Please explain.

POLICY-LEVEL INTENTIONS

Thank you. Now, we would like to talk a bit more about SBC implementation with mass media for family planning. Most SBC programs strive for high quality programming. We have identified a set of attributes (or core components) that may be used to design and implement mass media approaches for family planning with high quality. However, we recognize that the actual practice may look different depending on the context, need, and implementer. Sometimes implementers need to adapt or modify a practice to fit their circumstances, including challenges they may encounter. We would like your assistance to understand how you are implementing mass media approaches.

For each core component, we have a list of standards that implementers may use to define quality. Let's work through this list of standards together and discuss how your organization approaches them. For each standard, I will ask you how much **emphasis your program actually places on that standard**. For this, please indicate if this is no emphasis, minor emphasis, moderate emphasis, or major emphasis. Then, I will ask questions to understand **what your organization does to meet the standard**. I will also ask you to share relevant documentation to help me better understand what you are doing, but I will follow up with you after this discussion for these materials. Let's begin!

A. *THEORY OF CHANGE*

4. In what format did you define the role of mass media in achieving your FP objectives?
    a. Do you have an overarching SBC strategy or plan outlining this? *(Note: this strategy or plan may be broader than just the mass media portion of their activity or FP/RH objectives)*

B. *FORMATIVE RESEARCH*

5. To what extent did you use formative research to inform the design of your FP/RH mass media programming?
    a. How much did you rely on primary vs. secondary research?

b. What kind of primary research did you conduct?
   i. With what audience segments?
   ii. What were you trying to understand through this research?
   Probe for target audience needs, media consumption habits, current FP practices, barriers/facilitators, co-design of mass media products
c. What kind of secondary research did you use?
   i. How did this secondary research inform your mass media approaches?

C. *CULTURALLY SPECIFIC PROGRAMMING*

6. What steps did you take to ensure that the FP/RH mass media products that were implemented in the last nine months were culturally sensitive and/or appropriate to your audience and context?
   a. To what extent did you engage creative firm/professionals? Where were they located?
      a. In what format did you convey your SBC strategy and/or research to them to inform the design of your FP/RH mass media product(s)?
      Probe for use of creative brief, sharing of other documents like SBC strategy or formative research, verbal communication
   b. What provisions did you have in your budget to inform product development?
      a. Did/do you have a dedicate budget line item to engage local creative firms, professionals, or audiences?
      b. How about for pre-testing?
   c. With what other organizations or groups did your organization engage to ensure products were culturally sensitive and/or appropriate?

D. *MEDIA PRODUCT QUALITY*

7. What process(es) have you used to assess quality in your review of your FP/RH mass media products in the last nine months?
   a. Do you use different processes for different types of products? Please explain.

E. *PARTICIPATORY ENGAGEMENT*

8. To what extent have you sought feedback or input from audience members on your FP/RH mass media products in the last nine months?
   a. For what products have you sought feedback?
   b. How did you collect this feedback?

F. *MEDIA PLANNING*

9. How did you go about determining the reach and exposure needed with your target audiences in the last nine months?
   a. Do you have media plans or other documents that informed the implementation/dissemination of your mass media programming?
   b. To what extent did you rely on media consumption data?
   c. What other factors did you consider to inform your decisions? How does this vary across products?

G. *MONITORING*

10. What have you done to monitor your mass media programming in the last nine months?
    a. What aspects did you monitor?
    b. What data did you use?
    c. To what extent have you used this information to make adjustments?

NATIONAL DOCUMENTS

Thank you. We would like to make sure we are aware of all national-level guidance documents related SBC implementation with mass media for family planning, including national strategies, plans and policies, and government processes for review of SBC products. We have compiled an initial list of documents. ***Use table at the end of the worksheet***.

11. For each of these documents, could you please indicate if you are **familiar with it**?

12. Then, could you please tell me if you can think of **other documents** that are **not currently on my list?**

SBC STRATEGY, MEDIA PLAN AND MASS MEDIA PRODUCTS

Thank you. In this assessment, we are also interested in understanding the scale and reach of mass media as your organization is implementing or supporting it. For this, we are interested in learning more about the objectives of your SBC strategy, your audiences and how you reach them.

As a follow-up to this interview, **our team will send a template** to get a list of the mass media activities you have implemented in the past nine months. We would also like to review your SBC strategy and media plans, and we hope that you will be willing to share a copy with us. Otherwise, we would love to arrange another interview with you to get some of this information.

WRAP UP

13. 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.

Participant ID Number: _____

Language of interview: _____

Duration of interview (in minutes): _____

MASS MEDIA			
CORE COMPONENT	**STANDARDS**	**How much emphasis does your program actually place on this standard?**	**Ask questions in guide and note documentation to follow-up on**
THEORY OF CHANGE: An SBC strategy or plan delineates pathways through which mass media and other approaches are expected to influence FP/RH social and behavior change determinants and outcomes, and their relationships for specific populations	Prior to the development of FP/RH mass media programming, a strategy or plan is developed that delineates SBC objectives and pathways to change, outlining how mass media strategies contribute to shifting determinants of FP/RH behaviors and/or social change needs	0 = No emphasis 1 = Minor emphasis 2 = Moderate emphasis 3 = Major emphasis	
FORMATIVE RESEARCH: Formative research (primary or secondary) enables understanding of priority audiences, their information needs, FP/RH behaviors and their drivers, and media consumption habits to inform messaging/content, channel selection, program format, and scheduling	The process to develop FP/RH mass media programming includes the use of formative research to inform the development and implementation of mass media programming	0 = No emphasis 1 = Minor emphasis 2 = Moderate emphasis 3 = Major emphasis	

CULTURALLY SPECIFIC PROGRAMMING: Mass media products are culturally appropriate and engage relevant local or culturally knowledgeable creative professionals and/or audiences in their development	SBC implementer budgets contain line items for local creative firms, professionals, or engagement of audiences to inform development of mass media products for FP/RH SBC needs, including pre-testing	0 = No emphasis 1 = Minor emphasis 2 = Moderate emphasis 3 = Major emphasis
MEDIA PRODUCT QUALITY: Creative briefs (or a similar tool) synthesizes the theory of change and formative research, and informs the development of mass media products and approaches	Creative briefs are routinely used to guide development of FP/RH mass media products and approaches	0 = No emphasis 1 = Minor emphasis 2 = Moderate emphasis 3 = Major emphasis
MEDIA PRODUCT QUALITY: Mass media products are developed with high quality, relative to messaging and technical content	SBC implementers have a process to assess quality in their review of mass media products, following industry standards for quality messaging and technical content	0 = No emphasis 1 = Minor emphasis 2 = Moderate emphasis 3 = Major emphasis
PARTICIPATORY ENGAGEMENT: Mass media approaches are implemented with the input and feedback of priority audience members and in ways that encourage audience engagement, feedback, and participation	There is a process for participatory engagement/feedback/input in FP/RH-related mass media implementation	0 = No emphasis 1 = Minor emphasis 2 = Moderate emphasis 3 = Major emphasis
MEDIA PLANNING: Media plans are developed and consider the reach and exposure needed to contribute to desired SBC objectives, among specific audience segments	SBC implementers collect or access audience mass media consumption data	0 = No emphasis 1 = Minor emphasis 2 = Moderate emphasis 3 = Major emphasis

MONITORING: Mass media approaches are monitored during implementation to ensure fidelity to media plans and for cost; routine use of monitoring data or implementation research informs routine media programming quality improvements	SBC implementers budget for media monitoring and mid-course programming changes	0 = No emphasis 1 = Minor emphasis 2 = Moderate emphasis 3 = Major emphasis

NATIONAL DOCUMENTS

Pre-populate table based on MOH KII. Use blank rows in the second part of the table to add additional documents mentioned by the participant.

National documents	Is participant familiar with document?
Additional documents	

TEMPLATE FOR LIST OF MASS MEDIA ACTIVITIES IN PAST NINE MONTHS

Category	**Type** (select all)	**Audience**	**Topic**	**Interactive Component (describe if applicable)**	**Copy available upon request?**
Radio spot(s)	• National radio • Regional radio • Community radio				• Yes • No
Long-format radio programming	• National radio • Regional radio • Community radio				• Yes • No
Radio DJ presenter mention(s)	• National radio • Regional radio • Community radio				• Yes • No
TV spot(s)	• International station • National station • Regional station • Local station				• Yes • No
Long-format TV programming	• International station • National station • Regional station • Local station				• Yes • No
Billboard(s)					• Yes • No
Newspaper/ magazine insert					• Yes • No
Other print	Please list and describe:				• Yes • No
Other (please list)					• Yes • No