Field Test Interview Guide: Infant and Young Child Feeding Recommendations When COVID-19 Is Suspected or Confirmed Counselling Cards

Introduction

Introduce yourself and anyone else on the interview team. Explain that a group is working on materials to share important guidelines and recommendations about infant and young child feeding when COVID-19 is in the community. Explain that the group is looking for feedback from country staff, health workers, and community members to make sure that the illustrations and other graphics on the counselling cards are understood, are acceptable to the community, and that they communicate the information that is needed. If anything is confusing, the group will use the feedback to improve the materials. If the recommended practices are also shared, we would like feedback on the wording to make sure that the written messages are also understood.

Interview/Small Group Discussion Instruction

It is best to work in teams, so one person can ask the questions and the other one can take notes. All questions about the individual counselling cards can be asked in each group, but it would be best not to mix field/country staff, health workers, and community members in the same discussion or interview. In the community, we specifically want feedback from pregnant women and mothers with infants and children under 2 years of age. It would be good to also get the opinion of fathers, mothers-in-law, and other community members.

At the beginning of an interview or small group discussion, explain that they will be looking at a set of 10 counselling cards plus a cover, and it should take no longer than 20 to 30 minutes of their time. After getting everyone's permission to proceed, give people time to study either a print out of each counseling card—one at a time—or share each card on a computer, tablet, or cell phone. As you ask questions, take notes about specific recommendations or suggestions that people have and note any problems that people have in understanding the illustrations or graphic images. Please note the type of person who is responding (staff, health worker, mother, father, etc.)
Interview Guide

Name of interviewer: __________________________

Place of the interview (town or village):_________________________________

Start time: _____ End time: _____

Name (position) of person or people interviewed (or names of participants in a small group discussion):

Start with the cover and proceed through each of the 10 cards, asking the following five questions and explaining that there are really no right or wrong answers:

1. What do you see in this card or what do you think is happening in this scene (or these different scenes)? (Probe)

2. Do you think these people could be from your community, why or why not? (Probe)

3. What do you think is the main message of this card, in your own words? (Probe)

4. What do you like or dislike about the illustrations or images on this card? (Probe)

5. Do you have any recommendations about how the card could be improved, or what would make it easier to understand? (Probe)

At the end of the interview or small group discussion, thank the participant or participants for their valuable time. Encourage them to stay safe.

Note: Following each field test interview or small group discussion, the interview team should review their notes for clarity. The feedback from each interview or small group discussion should then be consolidated to share with the design team in a brief report. Any general feedback on the set of cards should be highlighted, along with specific feedback on the various elements of each card. Any disagreement or confusion shared by participants during small group discussions should be noted. Observations made by the interview team are also important to capture in the report provided to the design team.