

## **A multi-stakeholder approach towards operationalising antibiotic stewardship in India's pluralistic rural health system**

### **Key Informant Interview Guide for Community Health Workers**

**Objective:** To understand (a) the nature and prevalence of Antibiotic usage (ABU) in community; health seeking behaviour in community and knowledge and awareness about ABU. (b) to understand the individual, community and health system level drivers of ABU (c) to identify the different sources, channels and platforms through which community members obtain different types of information and identify the ones that are most influential for health awareness and why.

#### **Potential Interviewees:**

This guide is designed for a 30-40 minute KII with local CHWs, working in the study area, which will include:

Accredited Social Health Activists (ASHAs)  
Auxiliary Nurse Midwife (ANM)

## **Guidance for interviewers and note-takers**

### **Before the interview, please ensure the following**

- You have gone through the interview guide and have familiarised yourself with the questions
- The recording device is working and is set up properly
- You have enough pages in your notebook to note the conversation, in case the provider does not consent to being recorded.

### **At the beginning of the interview**

- Explain/read out all the required information about the research and the confidentiality issues before starting with the questions. Please use the information provided in the informed consent form.

### **During the Interview**

- Try not to refer to the guide during the interview, but at the end make sure you have covered all the topics. Do not read out the questions.
- Ask the questions in a logical manner, and not necessarily in the same order as the topic guide. If the interviewee has already fully answered a particular question spontaneously do not ask the same question again just because it is the next question in the topic guide.
- Do not ask very sensitive questions in the beginning as this will make the stakeholder suspicious. For example, do not ask questions about incentives from antibiotics at the beginning.
- Remain attentive and listen carefully to each answer. Do not interrupt when the interviewee is speaking unless the discussion is going into a totally irrelevant area.
- Before asking any question, think about how you are wording the question. Please do not ask leading questions. Keep them open ended and do not give the answer in your question. For example, instead of asking poultry farmers early on in the interview 'Do you mix antibiotics in your chicken feed?', ask 'What are the ingredients that you mix in the feed for your chicken?'

### **At the end of the interview**

- Make sure you get the interviewee's signature on the consent form.
- Try to get some pictures, especially if the setting is interesting.
- If the pictures include any clearly visible and identifiable human subjects, it would be best to get their signed consent as this is required for any kind of publishing of photographs.

**Basic Profile of the respondents**

- a. Name of the CHW
- b. Name of the village-
- c. Name of the GP-
- d. Centre Name-
- e. Total experience for the current position
- f. Highest completed education/degree?
- g. No. of Households, served-
- h. Total population served-
- i. Contact Details

**Responsibilities and service provision**

1. Can you please tell me about your role and responsibilities as CHW here? [**Probe: Counselling, supplying of medicine/ supplements; immunization; delivery care; referral service**]
2. We are specially interested in your role in awareness activities in the community [**Probe: Participation in Village Health and Nutrition day, Village Health Sanitation and Nutrition committee, Gram Panchayat meetings, Self Health Group meetings and other**]
3. What kind of events/channels/persons are used for what kind of awareness building.
4. What are your perceptions about what works and why. What are the most influential channels and why?

**Health seeking pattern**

5. Who are the main health care providers in your area to whom people go for treatment? [**Probe for all different sources ]–**
  - a. Informal providers
    - i. How many are there or anyone specific;
    - ii. Why people go to him/her/them; how do you approach him/her/them?
    - iii. Explore the factors of procuring his/her/their service for e.g. he treats disease fast with better medicine... whether you stick to one provider for treatment for any specific disease/period/medicine)
  - b. Formal providers
    - i. Is the provider local/comes from outside;
    - ii. why do people go to him; pros and cons with his services for e.g. medicines are expensive/cheap)
6. In case of emergency / especially at night, whom do the villagers consult?
7. How does the referral system work? [**Probe for the links between the different health care providers**]

**Use of antibiotics (Prevalence)**

8. Have you heard of antibiotics?
9. What are antibiotics used for?

10. When do you think taking antibiotics is important? Why do you think so?
11. Where do people get antibiotics? **[Probe all formal and informal sources of advice about ABs, including self-medication].**
12. How are these given – **[probe for prescriptions, dispensing or purchased directly from a pharmacy/drug store].**
13. Where is it easiest to get an antibiotic?
14. Have you heard the term 'ABR' Antibiotic Resistance? If yes, what does it mean?
15. Have you ever experienced or heard of such a case in your locality?
16. If the answer of ABR is no, then give example – Have you heard or experienced such cases where one person inspite of taking AB his/ her disease like cough was not cured.

### Use of Antibiotics (Norms)

17. In your understanding how do people here consume antibiotics?
  - a. Whether they ask the provider to give an AB in every visit etc
  - b. When do they start using an antibiotic and when do you stop? **[probe- reason like affordability, habit, lack of knowledge]**
18. Do you also dispense medicine? What kind of medicines, you dispense? From where do you get those medicines? Do you also prescribe any medicine? **[Probe: with examples for cases of diarrhoea, fevers, minor injuries or any infection]**
19. Are there any similarities or differences between the types of antibiotics people get from different providers in this area (formal/informal, public/private).
20. Do people stock medicine including antibiotics in their home? Why and for how long? What do they do with that?
21. What do you think about complete antibiotic courses ? Or what do you understand by 'proper use of antibiotic'? Explain
22. Have you seen any difference in this area how people seek care and particularly treating diseases? **[Probe for difference on basis of gender, caste, economic background]**
23. Reason for these differences and how the community leaders have addressed them

### Use of Antibiotics (Influence)

24. How can people be motivated to use antibiotic properly?
25. What is the role of peer pressure / health providers/ community leaders on antibiotic/medicine practices?
26. How strong will their influence be? **[probe separately ]**
27. Whom do the villagers trust most when it comes to changing health care behaviour? Reasons for their trust?

### Knowledge and awareness generation platforms (structure)

28. Do you attend/organize Village Health and Nutrition Day (VHND)? Tell us about VHND. What are your responsibilities during VHND? **[Probe: issues discussed, type of participants, frequency of the meetings, type of counseling, nature of messages]**
29. How do VHSNC Village Health, Sanitation and Nutrition Committee (VHSNC) works in your village? How you are involved in this process? **[Probe: who are the members, how often they meet; issues discussed]**

30. Does this village have any other groups or committees which works for health awareness generation [**Probe for SHG; women/ child protection/health committees/ and Panchayat health committees and other group**] If yes, who are the members, what they work for? Type of health messages imparted.
31. Tell us about your experiences with health awareness program [**Probe: previously arranged in the village with examples from last 6 months**];
- How it was done; who did it; what was the topic; how the villagers responded [Perhaps ask: Can you tell us about any programme that has been highly successful in your view. Can you describe this programme for us? ]
  - What was the outcome in terms of any behaviour change that happened, and why do you think it was successful?
  - How, in your view, did this programme succeed in bringing about behaviour change?
32. Have you heard about WASH program? If yes, what is all about?
33. Do you play any role in this particular initiative? What is your role?

### Trainings received [knowledge]

34. Have you attended any training / workshop on Use of Antibiotic/ Antibiotic Resistance?
- When? Who arranged this/ who give you that?
  - What they discuss? What do you do learnt? How do you implement your learning?
35. Do you get/attend any other information/awareness related training / camp/ message/ counselling from sub center or PHC/ any other organization/ committee?
- Please describe, if any. Do you think this kind of awareness camp/ training would be useful?
36. Do you ever get/ notice any communication materials (*Poster/ brochure/leaflet/ in sub center or PHC regarding health issues*)?
- Do you think these are effective tools for giving message to the patients? If no, then what do you think, what can be done to reach out to people more effectively?
37. Does the panchayat have any role in health awareness program/ issues? How?
- Can you share about the initiatives taken by the Panchayat/ Local committee/ Club members on any awareness issue? What is it? For whom it is designed? How it works?

### Suggestions for the intervention

We would like to increase the awareness of people about the harms of inappropriate antibiotic use so that they as well as the health providers they go to, will use the right antibiotics only when they are absolutely needed and in the right dosage. We would like to know your ideas and suggestions about how we can bring about this awareness that will lead to people and providers changing their antibiotic usage. 'What are some of the antibiotic use behaviours that we should focus on and how can we modify these most effectively?

38. What are different community platforms can be used to provide behaviour change messages [**Probe: any particular for ABU**]
39. What kind of information and communication tools will be useful [**Probe for Posters; Hoarding; Street play; Meeting/ Camps; Electronic advertisement etc**]
40. Who are influential people who villagers trust and respect, can be part of the campaign [**Probe for local/ outsider/ community leader/ASHA/ Formal doctor; RHCP/Panchayat.**]

41. Who are the main focal persons for whom/ with whom we should work more? / Who are the different groups of people we can involve, how they can be involved?
42. If we want your contribution, in this program, how can you help us?

*Thank the ASHA/ANM for participation. Ask if there is something that they would like to add or are there any questions about the study that the interviewer can provide.*