

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

### **Key Informant Interview Guide for Community Leaders/Key Informants**

**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 community leaders (like elected representatives, teachers, faith leaders) who reside locally and have influential hold/ position in the study area.

## **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 village-
- b. Name of the GP
- c. Name of the participants
- d. Age-
- e. Qualification-
- f. Occupation-
- g. Position/ designation-
- h. Contact Details-

**Health seeking pattern**

1. 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)
2. In case of emergency / especially at night, whom do the villagers consult?
3. How does the referral system work? [**Probe for the links between the different health care providers**]

**Use of antibiotics (Prevalence)**

4. Have you heard of antibiotics?
5. What are antibiotics used for?
6. Do you think taking antibiotics are important? Why do you think so?
7. Where do people get antibiotics? [**Probe all formal and informal sources of advice about ABs, including self-medication**].
8. How are these given – [**probe for prescriptions, dispensing or purchased directly from a pharmacy/drug store**].
9. Where is it easiest to get an antibiotic?
10. Have you heard the term 'ABR' Antibiotic Resistance? If yes, what does it mean?
11. Have you ever experienced or heard of such case in your locality?
12. 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 is not getting cured.

**Use of Antibiotics (Norms)**

13. Can you tell us what you know about how people here consume antibiotics?
  - a. Whether they ask the provider to give an AB in every visit etc
  - b. When they start using an antibiotic and when do you stop? [probe- reason like affordability, habit, lack of knowledge]

14. Are there any similarities or differences between the types of antibiotics people get from different providers in this area (formal/informal, public/private).
15. Do people stock medicine including antibiotics in their home? Why and for how long? What do they do with that?
16. Do people think it is important to complete the course? Or what do you understand by 'proper use of antibiotic'? Explain
17. 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]
18. Reason for any inequalities and how the community leaders have addressed them

### Use of Antibiotics (Influence)

19. In your view, how can people be motivated to use antibiotic properly?
20. What is the role of peer pressure / health providers/ community leaders on antibiotic use?
21. How strong will their influence be? [probe separately ]
22. Whom do the villagers trust most when it comes to changing health care behaviour? Reason for their trust?

### Basic services available [structure]

23. What do you think about the Sub center and PHC in this area? [probe for infrastructure, availability of doctors, medicine]
24. How far are the sub center and the PHCs ?
25. What percentage of the villagers avail their services?
26. How do they (PHC, Sub centre) work for health awareness issues?
27. Do you think they can play an important role in our campaign also? How?
28. Have you heard about ASHA? How active are they in this area? How do they work for health awareness issues? Do you think they can play an important role in our campaign also? How?
29. Have you heard about PraniBandhu/ PraniMitra? What do they do? Do you think they have any role to play in animal health awareness issues? How can we utilize them?

### Knowledge and awareness generation platforms [structure]

30. Do you attend/organize Village Health and Nutrition Day (VHND)? Tell us about VHND. **[Probe: issues discussed, type of participants, frequency of the meetings, type of counselling, nature of messages]**
31. How does the VHSNC Village Health, Sanitation and Nutrition Committee (VHSNC) work in your village? **[Probe: who are members, how often they meet; issues discussed]**
32. Does this village have any other groups or committees which works for health awareness generation **[Probe for SHG; women/ child protection/ youth/ health committees/ and Panchayat health committees and other group]** If yes, who are the members, what they work for? **Type of health messages imparted]**.
33. Tell us about your experience with health awareness programs **[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]**
34. Do you think school children or youths have any role to play in this campaign? If yes, how they can be involved?

### Regarding Trainings or camps [influence]

35. Do you get/attend any other information/awareness related training/camp/message/counselling from sub center or PHC/ any other organization/

- committee? When, on what 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*)?
- a. Do you think they are effective tools to 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?
- a. 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 participant 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?