**GROUP # 9**

**FOCUS GROUP DISCUSSION (FGD)**

**VARRAT Community Service Providers (CSPs)**

**Purpose of the Focus Group Discussion (FDG):**

To identify enabling factors for video development and dissemination to promote optimal nutrition behaviors. To identify barriers and opportunities to optimize hygiene, maternal nutrition and infant and young child nutrition using video. To identify topics that might be covered using the Digital Green community videos and how best to use them to promote nutritional behavior change.

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Starting Time: \_\_\_\_\_\_\_\_ Ending Time: \_\_\_\_\_\_\_\_\_\_**

**District:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Block: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name of Community/Village:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please fill out and attach the participant register.**

**Name of Facilitator: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name of Note Taker: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name of Observer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Note to the Facilitator:**  **Introduce yourself at the beginning of the session, explain who you work with, why you are here, and introduce everyone on the team who is with you observing, taking notes, taking photographs or helping in anyway.**  **Introduction:** Hello, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I am working with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to help develop a health program in this district. We are interested in getting your views and learning about your experiences as a facilitator/community service provider when you facilitate video dissemination and adoption of new agricultural practices. This should not take more than two hours. Do not worry. There are **NO** right or wrong answers. You should feel very free to express whatever you are thinking. We hope to learn from your past experiences so that the new videos on nutrition are well accepted by the communities.  **(Introduce the others on the team.)** Do we have your permission to continue? Do we have your permission to take photographs? **(Please note if the group gives permission for taking photographs.)**  **Permission for photographs**? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Note to Note-Taker**: Try to capture the major ideas and something about the majority of participants agreeing or not agreeing. Always note the specific question that the facilitator and participants are referring to. If the facilitator asks a question that is not on the guide, note the question as it is asked and try to capture the answers. If you need more space, use the extra paper and note the name of the group and the corresponding number of the question.  **Note to Observer:** You can take notes about the answers also, but focus on the dynamics of the group and how people are reacting to the questions and to the discussion. If you can, make a note about who are the most active participants so that we can follow-up with them. |

1. In your opinion, what might be some of the major nutrition issues in the block? (Add the name of the block depending where the FGD is conducted.)
2. Probe: Have you seen a lot of people who suffer from malnutrition?
3. Probe: Are some groups more vulnerable than others (women, pregnant women, young children). Who are the most vulnerable groups?

1. In your opinion, what might be some of the reasons for the nutrition issues seen in the communities?
2. Probe: Lack of awareness of what young children need to eat
3. Probe: Poor health and the issue of children not being immunized (important as we heard this is a real issue)
4. Probe: Poverty and limited access to foods
5. Probe: Traditions/taboos that prevent women and children to eat good food
6. Probe: Yygiene and if so, what (washing hands, using latrines, food preparation)

**Now let’s focus on the videos themselves and the strategies for disseminating these videos.**

1. In your opinion, what works well when sharing videos to introduce new agricultural techniques?
   1. Probe: Demonstration versus testimonial
   2. Probe: Why do you think this is true? What are the reasons?
2. What works well in terms of techniques for creating understanding of the messages while watching the videos?
   1. Probe: Asking questions, discussions before watching the videos?
   2. Probe: Asking questions on the videos themselves and stopping for people to discuss?
   3. Probe: Critical points on the videos to remind viewers of key messages in middle and end of the videos?
   4. Probe: Including music, home scenes?
3. What works well in term of support after participants have viewed the videos to promote adoption of new techniques?
4. Probe: Take a hand count quickly about who is interested to learn/try the new technique after viewing the video
5. Probe: A clear discussion about the benefit (discussing the critical points again)
6. Probe: Coming back within two days to support individuals who have voiced interest to take on the new practice
7. Probe: Pairing individuals so that they can help each other while adopting the new practice.
8. In your opinion, if you think of the current experience you have sharing the videos, what might be done to improve adoption of new practices using the videos?
   1. Probe: Creating a discussion group for the CSPs to discuss the videos at length?
   2. Probe: Sharing the videos with the AAWs and their monthly meeting with parents?
   3. Probe: Sharing the videos with teachers who hold quarterly parents meetings?
   4. Probe: Do you have any other ideas?
9. Now let’s think about nutrition, what do you think might be some topics related to nutrition that might trigger a lot of interest? What type of nutrition content do you think the program needs to prioritize? (free list).
10. How do youth think we should share these nutrition messages? (Use one or two as examples and generate ideas). For example, many times others have reported that not knowing how much food to give to a baby more than 6 months old is a real problem. How would you suggest we share some of the ideas? What could we use?
    1. Probe: Are there messages that have to be handled with sensitivity?
    2. Probe: How would you discuss timely introduction of breastfeeding within one hour?
11. As we will evolve into the program, we will need to identify some **early adopters**. Could you give us some advice now about whom we might consider for the videos?
    1. Probe: Possible early adopters already in the community (model families/mothers/mother in law, husbands)
    2. Probe: Are there some people who might be able to share messages, but the community would not accept them as model mothers?
    3. Probe: Would you have any other advice for us to think through of how best to develop these videos?