

Modules 6, 7, 9, & 10

Focus group and individual interviews

Module 6: Health-care workers

Module 7: Traditional birth attendants and midwives

Module 9: Recently and currently pregnant women

Module 10: Key informants

Focus Groups: Qualitative Studies

- To assess knowledge, opinions, customs, local words, and concepts of disease
- Range of information important, not the quantity

Focus Groups

Needed:

- A group of 5-15 participants of the targeted population
- 1 facilitator
- 1 recorder
 - Audiotape to record the discussion (optional)
 - Notebook, pen
- A quiet setting
- Time (about an hour)
- Questions you want to cover

Focus Groups

Facilitator:

- ❑ Needs training in focus group techniques and should speak the local language
- Facilitates the discussion without asking leading questions
- Stimulates participants to take part in the discussions

Recorder: Reports the major themes, types it up, and eventually translates it

May involve a social scientist to conduct and analyze

Module 6: Health-Care Workers

Determine:

- Health-care workers' knowledge of the problem of malaria
- Their role in influencing pregnant women's behavior in seeking antenatal care at health facilities
- Preventive and treatment measures they currently recommend and provide
- Factors that motivate or inhibit women from using antenatal care
- Best methods to promote health education messages

Health-Care Workers

- Eligibility: Working in an ANC or just working in a health unit
- Some demographic information (age, level of education, ethnic group, religion, religion of origin, job description at health facility, years of service, year of last ANC in-service training)
 - can be recorded by a number given to each participant (no names)

Focus Groups with Health-Care Workers: Topics

- Prevailing health problems and malaria in pregnancy
- Signs and symptoms of fever and malaria during pregnancy
- Causes and consequences of malaria in pregnancy
- Source of advice for malaria prevention/treatment in pregnancy
- Preventive strategies
- Treatment strategies
- Acceptance of antenatal care

Module 7: Traditional Birth Attendants and Midwives

Determine:

- Role of traditional birth attendants and midwives in influencing pregnant women's behavior in seeking antenatal care at health facilities
- What types of preventive and treatment measures are currently recommended and being used
- Factors that motivate or inhibit women from using prenatal care
- The best method for promoting health education messages to pregnant women

Traditional Birth Attendants and Midwives

- Eligibility criteria:
 - Define birth attendant in your community
 - Traditional birth attendant or midwife (can do two separate groups)
- Demographic information (age, level of education, number of years experience as traditional birth attendant, ethnic group, religion; for midwives: year of original training and year of last refresher course)
 - Can be recorded by a number given to each participant (no names)

Focus Group with Traditional Birth Attendants/Midwives: Topics

- Prevailing health problems and malaria in pregnancy
- Signs and symptoms of fever and malaria during pregnancy
- Causes and consequences of malaria in pregnancy
- Sources of advice for malaria prevention and treatment during pregnancy
- Preventive strategies
- Treatment sources
- Acceptance of prenatal care
- Role in influencing behaviors

Module 9: Pregnant Women

Determine:

- How pregnant women understand the problem of malaria in pregnancy
- What types of preventive and treatment measures are currently being recommended and used
- Factors that motivate or inhibit women from using prenatal care
- Best methods for promoting health education messages to pregnant women
- Acceptance/usage of antimalarials during pregnancy

Pregnant Women

- Eligibility criteria:
 - Pregnant OR
 - Pregnant in the last 2 years
- Some demographic information (age, marital status, level of education, date of last delivery, total number of pregnancies, ethnic group, religion)
 - can be recorded by a number given to each participant (no names)

Focus Groups with Pregnant Women: Topics

- Signs and symptoms of fever and malaria during pregnancy
- Causes and consequences of malaria in pregnancy
- Sources of advice for malaria prevention/treatment during pregnancy
- Preventive strategies
- Treatment strategies
- Acceptance of prenatal care (ANC or traditional birth attendant)
- Drug purchasing behavior

Module 10: Key Informants

- Determine:
 - Pregnant women's understanding of the problem of malaria in pregnancy
 - Preventive and treatment measures currently recommended and used
 - Factors that motivate or inhibit women from using antenatal care
 - Best methods for promoting health education messages to pregnant women

Key Informants

- Eligibility:
 - Esteemed members of the community (opinion leaders), e.g., teachers, preachers, village elders
 - Other participants can be asked to identify community members who qualify
- Some demographic information (age, level of education, ethnic group, religion, profession or position in the community)
 - Can be recorded by a number given to each participant (no names)

Focus Groups with Key Informants : Topics

- Prevailing health problems and malaria in pregnancy
- Knowledge of signs/symptoms of fever and malaria during pregnancy
- Causes and consequences of malaria in pregnancy
- Source of advice for malaria prevention/treatment in pregnancy
- Preventive and treatment strategies
- Acceptance of prenatal care
- Drug purchasing behavior

**Be sure to thank the person for his or her time,
and ask him / her if he or she has any questions
for you!!**