Pre-test Discussion Guide for Voluntary Medical Male Circumcision Materials in Nyanza Province, Kenya

Communication for Change (C-Change) Project
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Background

C-Change a USAID funded project for improving the effectiveness and sustainability of communication programs across multiple sectors: population, health, environment and civil society. The program is designed to achieve results in four areas:

1. Implement evidence-based scaled-up health and development communication programs, applying best practices for behavior change;
2. Transfer health and development communication skills and knowledge to developing country institutions;
3. Integrate health and development communication within the wider public health and development agendas; and
4. Generate and share knowledge about applying effective social and behavior change communication to address emerging health and development issues.

C-Change is developing a range of prototypes for communication on voluntary medical male circumcision (VMMC) for the Luo in Nyanza. C-Change is developing a range of prototype MC communication materials for the Luo in Nyanza. These materials are orientated towards a number of different audiences with a variety of specific communication objectives. The audiences for the developed materials include circumcised and uncircumcised men and their sexual partners, community mobilizers/peer educators, HIV prevention officers including clinicians and counselors, community elders, faith and business leaders.

These materials were developed after a comprehensive audience consultation and participatory concept testing with the above audiences in Nyanza province. Concept testing and audience consultations were conducted to ensure that the developed materials were guided by a thorough understanding of the audiences’ needs, preferences and tastes.

Pre-testing is now planned to ensure that the materials being developed are comprehensive, acceptable, attractive, and appropriate to the intended audiences.

Pre-Test Objectives

The materials are being pre-tested to:

- Learn whether the materials and the messages are likely to meet the VMMC communication objectives.
- To assess whether the messages and materials are understandable, culturally appropriate; believable and realistic; acceptable to the audience; visually appealing, informative and motivational; and have the capacity to influence positive social and behavior change in different communities.
- Learn whether the materials, including the graphics, are appropriate for the intended audience in format, style, cultural considerations, and readability level, and if not, to determine how they can be modified to be appropriate.
- Ensure that the message presenter is seen by the intended audience/s as a credible source of information, whether an authority, celebrity, or intended audience representative.
Methodology

Focus group discussions (FGDs) will be conducted. Each focus group will comprise of between 6-8 participants. Open-ended questions will be used to elicit more response and feedback from the pre-test participants. Depending on the preference of the participants, each focus group will be conducted in English, Luo or Kiswahili. Informed consent of the participants will be sought before discussions and their confidentiality will be reassured. Each group will be taken as a sample for one prospective audience. The pre-test audience will be shown materials developed specifically for them. The participants will be asked questions and answers will be probed and explored. Notes will be taken and the discussions will be tape recorded.

Materials to be Pre- Tested

The following MC communication materials will be pre-tested:

1. Radio spots
2. Leaflets
3. Informational cards
4. Posters- urinal poster, general community poster
5. Constituency fact sheets- faith leaders, community elders and business leaders
6. Flip charts
7. Mobilization facilitation guide
8. Community Drama guide

Other needed materials will include:
- Tape recorders
- Stationary
- Dry cells (for back up)
- LCD project/ lap top
- Felt pens
- Meals/ refreshments

Recruitment of Participants

The pre-test participants will be recruited from rural and urban parts of Kisumu East District. They will be recruited by local consultants with the active involvement of VMMC implementing organizations and peer networks in the district. The local consultants will be responsible for mobilizing the participants through preparatory phone calls and site visits to ensure participants are ready. They will be supported by Isaac Abuya, the Kenya C-Change consultant.

Profile of Respondents

Pre-test respondents will include:
- Uncircumcised men aged 20- 30 years
- Circumcised men aged 20-30 years
- Sexual partners of circumcised and uncircumcised men
- Community elders
- Faith leaders
- Business managers
- HIV prevention officers, including MC clinicians and counselors
- Community mobilizers and peer educators
Facilitation of Discussions
The FGDs will be facilitated by C-Change lead consultants, Tom Scalway and Isaac Abuya, and supported by local consultants. The local consultants will take notes and the group discussions will be facilitated by Tom Scalway and Isaac Abuya. Each facilitator will conduct a maximum of three FGDs per day.

Ethical conduct of the Discussions
The participants will be informed of the objectives of the discussions and will be reassured that the information they provide during the discussions will be confidential and none of the information provided by the participants will be linked with their names. Oral consent of the participants will be sought before taking part in the discussions. They will also be informed of their right to withdraw from the discussions if they deem that necessary, without any penalty. Participants will be provided with refreshments, meals and will be reimbursed travel expenses.

Recruitment of Local Facilitators
C-Change will recruit pre-test Kisumu based local consultants. Each local consultant will be contracted for a maximum of 8 days, and s/he will be responsible for coordinating note-taking and tape recording of each discussion.

The specific tasks of the local consultants will include the following:
- Mobilize participants for the workshop through preparatory phone calls and site visits to ensure participants are ready.
- Conduct FGDs in Luo, English and Kiswahili as prescribed in the attached schedule.
- Coordinate note-taking and tape recording.
- Transcribe the recorded interviews and discussions.
- Draft a report analyzing the key outcomes of the sessions.
- Review the transcripts of the discussions and interviews for content accuracy.

Proposed Start to Each Day
Facilitator welcomes everybody:

Welcome. My name is…, and my colleague’s name is…. We are from C-Change. We are here today to ask for your help in developing materials on VMMC. These materials are our drafts and we need your help in telling us what type of information should be included into the materials and what format is most practical for you to use. We would like to request you to be as honest and frank as possible. We thank you in advance for your willingness to participate in the production of these materials.

The facilitator explains that notes will be taken and the sessions recorded on a tape recorder so that important comments and ideas can be remembered after the session is finished. S/he should ask the group’s permission to record comments and assure participants, if necessary, that their comments will be confidential. Participants introduce themselves (a sheet is circulated, capturing names).
Focus Group Discussion Guide

Poster
Hand the poster out, and give people 3 minutes to digest the information.
1. What is the main message of this poster?
2. Is there anything missing or unclear in the poster? If so, what?
3. Is the writing easy to understand?
4. Are the images helping to get the message across?
5. What did you like about this poster?
6. What didn’t you like about the poster?
7. Are there any specific words or images that were a problem?
8. Are there any other changes that you would recommend?

Leaflet
Hand the leaflet out and get the participants to take turns reading it out loud.
1. What are the main messages of this leaflet?
2. Is there anything missing or unclear in the leaflet? If so, what?
3. Is the writing easy to understand?
4. Are the images helping to get the message across?
5. What did you like about this leaflet?
6. What didn’t you like about the leaflet?
7. Are there any specific words or images that were a problem?
8. Are there any other changes that you would recommend?

Information Cards
Explain the process for using the information cards, and get participants to use them.
1. What do you think about these information cards?
2. Are there any that stood out?
3. Is the writing easy to understand?
4. Are the images helping to get the message across?
5. What did you like about the cards?
6. What didn’t you like about the cards?
7. Are there any specific words or images that were a problem?
8. Are there any other changes that you would recommend?

Radio Spots
Play each of the relevant spots twice.
1. What do you think about these radio spots?
2. What were they telling you to do?
3. Is the writing easy to understand?
4. Are the voices and actors helping to get the message across?
5. What did you like about the spots?
6. What didn’t you like about the spots?
7. Are there any specific words or sentences that were a problem?
8. Are there any other changes that you would recommend?

Flip Chart
Hand the flip chart out and get the participants to take turns reading it out loud. One should read while the other looks (as it will be used in real life).
1. Do you think this flipchart will help you to do your work with your clients?
2. Is there anything missing or unclear in the flip chart? If so, what?
3. Is the writing easy to understand?
4. Are the images helping to get the message across?
5. What did you like about this flip chart?
6. What didn't you like about the flip chart?
7. Are there any specific words or images that were a problem?
8. Are there any other changes that you would recommend?

Constituency material

Hand the document out and get the participants to take turns reading it out loud.

1. Does this document work for your [constituency]? (you as an elder, business leader, etc.)
2. Is there anything missing or unclear in the document? If so, what?
3. Is the writing easy to understand?
4. Are the images helping to get the message across?
5. What did you like about this document?
6. What didn't you like about the document?
7. Are there any specific words or images that were a problem?
8. Are there any other changes that you would recommend?

Drama Skit

Ask for volunteers to read out aloud the scenes outlined in the drama (15 minutes).

1. In general what did you think of the episodes? Which episodes did you enjoy most? Why?
2. How did you feel as you read the episodes? Pleasure. Excitement, boredom, interest, satisfaction? Why did you feel like this?
3. Was it easy to follow the story? If not, why not? Which bits were hard?
4. What do you think are the messages in these dramas?
5. Which episodes did you like most? Why? What specifically did you like?
6. Which episodes did you dislike most? Why? What specifically did you dislike?
7. Did you find the storyline of the dramas convincing? If not, why not?
8. In general did you find the characters convincing? If not, why not?
9. Who is the most attractive character? Why?
10. Which characters didn't you like? Why not?
11. Are there any specific words or images that were a problem?
12. Are there any other changes that you would recommend?
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Material</th>
<th>Audience</th>
<th>Facilitators</th>
<th>Venue</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>9.00am-10.00am</td>
<td>Posters</td>
<td>Sexual partners</td>
<td>Isaac/ Local consultant</td>
<td>Kisumu Hotel</td>
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<td>9.00am-10.00am</td>
<td>Posters</td>
<td>Uncircumcised men</td>
<td>Tom/ Local consultant</td>
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<td>Tea Break</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>11.30am-12.00noon</td>
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<td>Bill boards</td>
<td>Sexual partners</td>
<td>Isaac/ Local consultant</td>
<td>Kisumu Hotel</td>
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<td>12.30noon-1.00pm</td>
<td>Bill boards</td>
<td>Uncircumcised men</td>
<td>Tom/ Local consultant</td>
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<td>Lunch Break</td>
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<td>3rd Radio spot</td>
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<td>Tom/ Local consultant</td>
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<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Material</th>
<th>Audience</th>
<th>Facilitators</th>
<th>Venue</th>
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<td>MC mobilizers/peer educators</td>
<td>Isaac / Local Consultant</td>
<td>Kisumu Hotel</td>
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<tr>
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<td>Time</td>
<td>Material</td>
<td>Audience</td>
<td>Facilitators</td>
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<td>Faith material</td>
<td>Faith leaders</td>
<td>Isaac / Local Consultant</td>
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<td>Tom / Local consultant</td>
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<td>Tea Break/ Arrival of Business Leaders</td>
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<td>Lunch Break/ End of Pre-Tests</td>
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