

Perceptions of and reactions to Zika messages in Brazil: A comparative qualitative study

Women's FGDs:

Date of FGD	
Location of FGD	
Name of interviewer	
Name of observer/note taker	
Time FGD started	
Time FGD ended	

- Socio-demographic data already collected during recruitment
 - Introduction by interviewer to the study
 - Review and signing of informed consent form
 - Start recording
1. Mosquito control by households and the community
 - a. What do you do in your household in order to reduce the number of mosquitos living in the area, and the number of bites that you and your family receive? (Probe for environmental clean-up, mosquito repellent, long sleeves, screens, bednets etc.)
 - b. Is there any sort of community effort to reduce mosquito breeding sites? Details (probe for peer pressure to participate).
 2. Mosquito control by local authorities
 - a. What mosquito control activities, if any, are undertaken by the local authorities in your community? Details.
 3. Changes in mosquito control practices
 - a. Have there been changes in mosquito control practices in your community, and in your own personal protection, since the emergence of Zika? If so, please give details?
 4. Preferred mosquito control activities
 - a. The Zika mosquitoes bite during the day. Given this, what types of mosquito control would you like to see? (Probe for personal protection including clothing)
 5. Personal protection interventions
 - a. What are your thoughts on personal protection interventions, such as mosquito-repellent clothing?
 - b. How likely would you be to use these and what would be your considerations? (Probe for cost, safety, comfort, fashion, duration of efficacy)
 6. Concern about mosquito-borne diseases
 - a. In relation to the various issues that you and your family have to manage in your daily lives, how much are you concerned about mosquito-borne diseases such as dengue, chikungunya, yellow fever, and Zika?
 - b. Are these four diseases of equal concern to you, or is one of more concern than the other three? Details.
 7. Knowledge about Zika
 - a. Turning specifically to Zika, do you know anyone personally who has had Zika?
 - b. If so, what is your relationship with them?
 - c. What do you know about Zika?
 - d. Are there any aspects of the disease that you would like to know more about?

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8. Sources of knowledge about Zika
 - a. Where have you received your knowledge about Zika from? (probes to include social media)
 - b. Which of the information sources about Zika do you think have been the best, and which have been the least useful?
9. Zika messages
 - a. What are the main messages that you have received *from the authorities* about Zika? (Probe for mosquito control, reducing bites, and issues about pregnancy.)
 - b. Have these messages been helpful for you, or not. Explain. (Probe for understandable, actionable, relevance; also channels and messengers).
10. Delaying pregnancy
 - a. Are you aware of women in your community who have wanted to delay pregnancy as a means of avoiding a microcephaly baby?
 - b. Has this been a significant issue of concern or discussion in the community?
11. Sexual transmission of Zika
 - a. Zika virus can be sexually transmitted to women by men who have been infected. Do you think that men in your community would be willing to practice safer sex (condom use, non-penetrative sex etc.) if their partner was pregnant for the recommended six months, if they knew that they had been infected with Zika?
 - b. Can you think of any messages that could be used to encourage men who have been recently infected with Zika to practice safer sex?
12. Abortion
 - a. Are you aware of cases in your community of pregnant women who have sought abortions because they feared they might be carrying a microcephaly baby?
 - b. If so, what have people said about this?
 - c. Do people in your community agree, or not, that a woman should have the right to have an abortion in these circumstances, or do they think she should carry the baby to term even if the baby may have microcephaly?

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- Stop recording
- Give an opportunity for the participants to discuss and ask questions about anything concerning Zika that they are uncertain about.
- Provide them with an official Zika information leaflet [*to be obtained/downloaded from the Ministry of Health website*]
- Final question: Would you be willing to come to a half-day meeting to discuss the findings of our study in September? If so, please give us your contact details on the form, so we can reach you.
- Thank all participants for their engagement and for their valuable answers.

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Male partner interviews:

Date of interview	
Location of interview	
Name of interviewer	
Time interview started	
Time interview ended	

- Introduction by interviewer to the study
 - Complete form with socio-demographic data (similar data as for women's FGDs)
 - Review and signing of informed consent form
 - Start recording
1. Mosquito control by households and the community
 - a. What do you do in your household in order to reduce the number of mosquitos living in the area, and the number of bites that you and your family receive? (Probe for environmental clean-up, mosquito repellent, long sleeves, screens, bednets etc.)
 - b. Is there any sort of community effort to reduce mosquito breeding sites? Details (probe for peer pressure to participate).
 2. Mosquito control by local authorities
 - a. What mosquito control activities, if any, are undertaken by the local authorities in your community? Details.
 3. Changes in mosquito control practices
 - a. Have there been changes in mosquito control practices in your community, and in your own personal protection, since the emergence of Zika? If so, please give details?
 4. Preferred mosquito control activities
 - a. The Zika mosquitoes bite during the day. Given this, what types of mosquito control would you like to see? (Probe for personal protection including clothing)
 5. Personal protection interventions
 - a. What are your thoughts on personal protection interventions, such as mosquito-repellent clothing?
 - b. How likely would you be to use these and what would be your considerations? (Probe for cost, safety, comfort, fashion, duration of efficacy)
 6. Concern about mosquito-borne diseases
 - a. In relation to the various issues that you and your family have to manage in your daily lives, how much are you concerned about mosquito-borne diseases such as dengue, chikungunya, yellow fever, and Zika?
 - b. Are these four diseases of equal concern to you, or is one of more concern than the other three? Details.
 7. Knowledge about Zika
 - a. Turning specifically to Zika, do you know anyone personally who has had Zika?
 - b. If so, what is your relationship with them?
 - c. What do you know about Zika?
 - d. Are there any aspects of the disease that you would like to know more about?

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8. Sources of knowledge about Zika
 - a. Where have you received your knowledge about Zika from? (probes to include social media)
 - b. Which of the information sources about Zika do you think have been the best, and which have been the least useful?
9. Zika messages
 - a. What are the main messages that you have received *from the authorities* about Zika? (Probe for mosquito control, reducing bites, and issues about pregnancy.)
 - b. Have these messages been helpful for you, or not. Explain. (Probe for understandable, actionable, relevance; also channels and messengers).
10. Delaying pregnancy
 - a. Are you aware of women in your community who have wanted to delay pregnancy as a means of avoiding a microcephaly baby?
 - b. Has this been a significant issue of concern or discussion in the community?
11. Sexual transmission of Zika
 - a. Zika virus can be sexually transmitted to women by men who have been infected. Do you think that men in your community would be willing to practice safer sex (condom use, non-penetrative sex etc.) if their partner was pregnant for the recommended six months, if they knew that they had been infected with Zika?
 - b. Would you?
 - c. Can you think of any messages that could be used to encourage men who have been recently infected with Zika to practice safer sex?
12. Abortion
 - a. Are you aware of cases in your community of pregnant women who have sought abortions because they feared they might be carrying a microcephaly baby?
 - b. If so, what have people said about this?
 - c. Do people in your community agree, or not, that a woman should have the right to have an abortion in these circumstances, or do they think she should carry the baby to term even if the baby may have microcephaly?

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- Stop recording
- Give an opportunity for the respondent to discuss and ask questions about anything concerning Zika that he is uncertain about.
- Provide him with an official Zika information leaflet [*to be obtained/downloaded from the Ministry of Health website*]
- Final question: Would you be willing to come to a half-day meeting to discuss the findings of our study in September? If so, please give us your contact details so we can reach you.
- Thank the respondent for his engagement and for his valuable answers.

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Questions for the health worker interviews (General Practitioners, nurses, midwives, community health workers), and for interviews with providers of alternative or traditional medicine

Date of interview	
Location of interview	
Name of interviewer	
Time interview started	
Time interview ended	

- Introduction by interviewer to the study
 - Complete form with socio-demographic data (age, sex, professional position, place of work)
 - Review and signing of informed consent form
 - Start recording
1. Mosquito control by households and the community
 - a. What do people in the community where you work do in order to reduce the number of mosquitos living in the area, and the number of bites that they receive? (Probe for environmental clean-up, mosquito repellent, long sleeves, screens, bednets etc.)
 - b. Is there any sort of community effort to reduce mosquito breeding sites? Details (probe for peer pressure to participate).
 2. Mosquito control by local authorities
 - a. What mosquito control activities, if any, are undertaken by the local authorities in the community where you work? Details.
 3. Concern about mosquito-borne diseases
 - a. In relation to the various issues that people in the community where you work have to manage in their daily lives, how much are they concerned about mosquito-borne diseases such as dengue, chikungunya, yellow fever, and Zika?
 - b. Are these four diseases of equal concern to people, or is one of more concern than the other three? Details.
 4. Knowledge about Zika
 - a. Turning specifically to Zika, do you think that people in the community where you work are generally well informed about this disease?
 - b. Are there any aspects of it that you think they should know more about?
 5. Providing advice about Zika
 - a. What advice do you give to people about Zika in the community where you work?
 - b. Do you personally feel sufficiently informed about Zika to give good advice?
 - c. What, if anything, would you like to know more about?
 6. Questions about Zika
 - a. What questions do people ask you about Zika, and what answers do you give them?

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7. Sources of knowledge about Zika
 - a. Where have people in the community where you work received their knowledge about Zika from? (probes to include social media)
 - b. Where have you learned about Zika yourself?
 - c. Which of the information sources about Zika do you think have been the best, and which have been the least useful?
8. Zika messages
 - a. What are the main messages that people in the community where you work have received *from the authorities* about Zika? (Probe for mosquito control, reducing bites, and issues about pregnancy.)
 - b. Do you think that these messages been helpful for people, or not?
 - c. Have there been any issues about which there has been confusion in people's minds? Explain. (Probe for understandable, actionable, relevance; also channels and messengers).
9. Delaying pregnancy
 - a. Are you aware of women in the community where you work who have wanted to delay pregnancy as a means of avoiding a microcephaly baby?
 - b. Have you talked with any of your patients about this?
 - c. Can you give an example of such a case (though maintaining confidentiality)?
10. Sexual transmission of Zika
 - a. Zika virus can be sexually transmitted to women by men who have been infected. Do you think that men in the community where you work would be willing to practice safer sex (condom use, non-penetrative sex etc.) if their partner was pregnant for the recommended six months, if they knew that they had been infected with Zika?
 - b. Can you think of any messages that could be used to encourage men who have been recently infected with Zika to practice safer sex?
11. Abortion
 - a. Are you aware of cases in the community where you work of pregnant women who have sought abortions because they feared they might be carrying a microcephaly baby?
 - b. If so, what have people said about this?
 - c. Do people in the community agree, or not, that a woman should have the right to have an abortion in these circumstances, or do they think she should carry the baby to term even if the baby may have microcephaly?

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- Stop recording
- Give an opportunity for the respondent to discuss and ask questions about anything concerning Zika that she or he is uncertain about.
- Provide him with an official Zika information leaflet [*to be obtained/downloaded from the Ministry of Health website*]
- Final question: Would you be willing to come to a half-day meeting to discuss the findings of our study in September? If so, please give us your contact details so we can reach you.
- Thank the respondent for his/her engagement and for his/her valuable answers.

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Questions for interviews with community workers and civil society/NGO workers (not specifically health-related); and with religious leaders (e.g. Afro-Brazilian religions, and the Pentecostal and Catholic churches)

The questions for these respondents are identical to the ones for the health workers, *except for the parts given in the two questions below*. The other questions, and all the instructions, can be copied and pasted from the health workers.

Providing advice about Zika

- a. What advice, **if any**, do you give to people about Zika in the community where you work?
- b. Do you personally feel sufficiently informed about Zika to give good advice?
- c. What, if anything, would you like to know more about?

Delaying pregnancy

- a. Are you aware of women in the community where you work who have wanted to delay pregnancy as a means of avoiding a microcephaly baby?
- b. Have you talked with **people in the community** about this?
- c. Can you give an example of such a case (though maintaining confidentiality)?