Qualitative study of scale up: topic guide

Notes

1. This topic guide will be used to explore the barriers and enablers to MNH scale up and how BMGF grantees are catalyzing MNH scale up.
2. This is a draft generic topic guide: it will be adapted for different groups of interviewees in the three focus settings of Ethiopia, northeast Nigeria and Uttar Pradesh.
3. This topic guide will be used by researchers experienced in qualitative data collection to carry out interviews with a range of key informants at national, regional/state and district levels.

Part 1 Introduction

Interviewer: brief overview of study, interview format and expectations, written consent from interviewee.

1. Could you briefly outline your role in this organisation and how long you have been in this role?
2. Please could you describe which MNH services and interventions have been scaled up in Ethiopia?
3. *How* are different MNH innovations being scaled up?

   Probe: for example is scale up a single event or incremental? Are different innovations replicated in all contexts or is it adapted for different communities?

4. What are the most important factors enabling MNH scale up to happen?
5. What are the most important factors inhibiting MNH scale up?

Part 2 Decision making

1. Which BMGF MNH innovations has your organization accepted or not accepted? Why?
2. *How* has your organization supported MNH scale up?

   Probe: for example committing financial, technical or human resources, private sector agreeing to invest, innovation incorporated into government policy?

3. *Why* did your organisation accept or reject different innovations?

   Probe: how do ideas and beliefs about MNH and MNH innovations in this organisation influence support or rejection of different innovations?
   Probe: are there benefits (political, financial) to this organisation resulting from support (or rejection) of different innovations?

4. Who are the major decision makers in the field of MNH in Ethiopia?

   Probe: government national, state/regional/district; civil society; private sector; donors; professional bodies; community actors; others.

5. Which BMGF grantee innovations have been accepted or not accepted by decision makers? Which decision makers have accepted/supported or rejected different innovations?

6. What form does support (or rejection) take?

   Probe: committing financial, technical or human resources, private sector investment, innovation incorporated into government policy?

7. *Why* have different decision makers accepted or rejected different innovations?

   Probe: how do ideas and beliefs about MNH and MNH innovations influence different organisations' support or rejection of different innovations?
   Probe: are there benefits (political, financial) to different organisations resulting from support (or rejection) of different innovations?
   Probe: explore how current government policy and donor priorities impact on scale up.
   Probe: perceptions of how important MNH problems are compared to other health problems. How does this influence decision makers' prioritizations?
   Probe: do the attributes/characteristics of different innovations make them amenable to adoption for example relative advantage, complexity, cost, adaptability to different contexts?

Part 3 Delivery/implementation of MNH services at scale

1. What factors have enabled or undermined the implementation of different MNH innovations at scale?

   Probe: possible factors may include: time; financial, human or technical resources; communication of the innovation to implementers; implementers' pre-existing skills and experience; implementers' ability to integrate new knowledge and approaches; management and supervision systems; strength of supply chains; infrastructure; networks of implementers and other actors through which ideas may spread.

Part 4 Community demand and uptake of MNH services

1. Are communities accepting and using different MNH innovations?
2. What factors have enabled or inhibited communities to take up MNH innovations?

   Probe: geographical, economic, sociocultural and bureaucratic factors; community networks propagating ideas?

3. Does demand for innovations vary between different places and social groups? Why?

Part 5 Mechanisms to catalyse scale up

1. What mechanisms are BMGF grantees using to encourage, promote or support innovation scale-up?

   Probe: explore different methods that may include: policy advocacy; presenting evidence; supporting implementers to scale-up delivery; promoting community demand; working with opinion leaders or community networks?

2. Which mechanisms have been effective? Why?
3. Which mechanisms have not been effective? Why?
4. Are changes planned in the future?

Part 6 Catalysers

1. Have there been policy advocates or opinion leaders who have actively promoted or spread particular innovations?
2. Who are they and what has the effect been?

   Probe: examples may include: influential individuals in national, regional/state or district decision making; community leaders; religious leaders.

Part 7 Contextual environment

1. Does the wider context in Ethiopia enable or inhibit the scale up of MNH innovations? Which factors are important and why?

   Probe: explore possible factors including:

   - political and policy making context (type of government, centralized or decentralized decision making);
   - economic resources (government budget, external donor resources, private sector's ability to invest);
   - sociocultural ideas and beliefs (ethnicity, religion, caste, gender relations);
   - technological (mobile phone networks);
   - legal and regulatory systems (national laws regulating imports, laws on medical practices);
   - government institutional rules (mechanisms and processes through which decisions are made);
   - International/global context (ideas, agreements and priorities beyond the focus geography).

Part 8 Competing innovations

1. Are alternative (non-BMGF) innovations competing for decision makers' attention?
2. What are these alternative (non-BMGF) innovations?
3. Who has promoted these alternatives?
4. What has the effect been (on scale up of BMGF innovations)?