

## Qualitative study of scale-up in Uttar Pradesh – opening script

### What is IDEAS?

- IDEAS is a grant from the **Gates Foundation** to the London School of Hygiene & Tropical Medicine to evaluate the foundation's **maternal and newborn health strategy** in **North-East Nigeria, Ethiopia and Uttar Pradesh in India**.
- LSHTM and **Sambodhi** are working together here in India/UP – introduce others in interview.

### What is the qualitative study of scale-up?

- This interview is a part of the IDEAS project. We are studying what enables scale-up of MNH innovations to happen and what are the barriers.
- We interpret scale-up as where **innovations get scaled-up beyond an original project district to a wider geographical area**. In UP this means the scale-up of Manthan's *mSakhi* mobile phone app as part of the wider *mSehat* programme funded with UP state finances.
- Our main question is: **what steps are being taken to catalyse scale-up of mSakhi/mSehat?**
  - What approaches are working and why?
  - And aspects of UP's **context** (political, economic, social) - What are the **barriers** and **enabling** factors and how have these been overcome?

### Methods

- We are doing in-depth qualitative interviews with stakeholders closely linked to *mSakhi/mSehat*.
- We have **ethical approval** in UP and through LSHTM. **This means** you're free to choose to participate in this interview or withdraw at any time. And we'll **maintain confidentiality** at all times.

### Are you happy to be interviewed?

- Do you have any questions at this stage?
- The interview will take up to an hour if you are happy with that?
- Can we ask you to complete this consent form before we start?

## IDEAS overview

- IDEAS – *Informed Decision for Actions in Maternal and Newborn Health*
- A grant from the Bill & Melinda Gates Foundation to the London School of Hygiene & Tropical Medicine between 2010 and 2015
- Evaluating the foundation's maternal and newborn health (MNH) strategy in Ethiopia, Uttar Pradesh in India and northeast Nigeria.
- The foundation's strategy funds projects which test innovations to enhance interactions between frontline workers and service users – for example:
  - Incentivising strengthening capacity/roles of community health workers;
  - Developing tools to enhance community health worker performance e.g. mobile phone technologies;
  - Strengthening referral systems e.g. emergency transport scheme and call centre.

Working with research partners in each geography – Sambodhi in India.

## IDEAS components

1. Developing a **common descriptive framework** to characterise and compare foundation innovations across settings.
2. Assessing whether innovations enhance interactions and increase life-saving intervention coverage by undertaking **large-scale family and frontline health worker surveys** in 2012 and 2014 and a **qualitative investigation** to understand changing behaviours of families and frontline workers.
3. **Economic study** comprising: a systematic literature review to synthesise evidence on the cost-effectiveness of MNH innovations in low/lower-middle-income countries; developing an economic model to examine the cost effectiveness of foundation innovations.
4. **Qualitative study** to identify factors enabling innovation scale-up and barriers that need to be overcome using a health policy analysis approach based on semi-structured stakeholders interviews in 2012 and 2014.
5. Systematic review of **social network analyses** in health, focussing on diffusion of innovations among health care providers.
6. **Measuring scale-up of MNH innovations** by: developing an index of 'implementation strength' to show programmatic intensities measured through regular monitoring data; conducting household surveys to estimate changes in intervention coverage and assess relationships between implementation strength and coverage focussing on an Ethiopian programme known as Community-Based Newborn Care that includes sepsis management.
7. Grantee interviews to understand their **dissemination activities**, their target audiences and how they aim to influence them.
8. A qualitative study in Uttar Pradesh to explore **incentives for private health providers to share information** with the public sector including testing the effectiveness of local level public-private decision making fora.