

# Chlorhexidine Demand Generation

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Field Research Plan V.2



**USAID**  
FROM THE AMERICAN PEOPLE

**Dalberg**

**DESIGN  
IMPACT  
GROUP**

# Field Research: Overview

## What

are the objectives?

- Obtain access and put protocols in place for 2<sup>nd</sup> field visit in March
- Conduct interviews to collect insights for concept generation and ideation
- Identify target users and cultivate relationships for follow-up in March

## Who

should we engage?

- Federal MoH
- State MoH of Ogun, Lagos and Kano
- LGAs
- Manufacturers – Drugfield and Emzor
- CHAI
- Insight Health Consulting
- PPMVs
- Field officers
- Suppliers

## How

can we learn the most?

### PRIMARY METHODS

- Expert interviews: One on one sessions that focus on storytelling and open discussion to frame the challenge
- Direct observation of behaviors and environments
- Guided tours (wherever appropriate or required)

## Which

outputs will be useful?

### PRIMARY OUTPUTS

- Getting permissions, relationships and protocols in place for the next visit
- Getting insights through interviews that support concept generation and ideation

### SECONDARY OUTPUTS

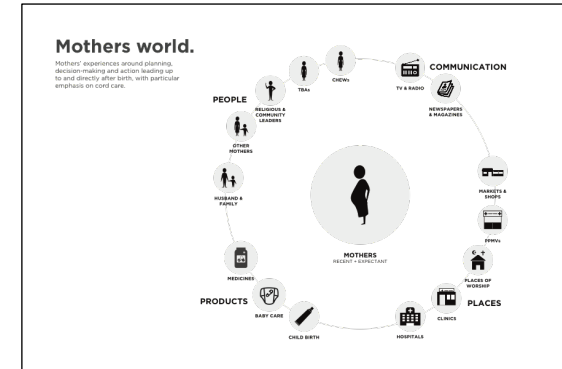
- Creating a pathway to access communities for prototyping in the next visit

# Field Research Schedule: Lagos. Ogun, Abuja

	Lagos							Ogun				
	Mon Mar 7	Tues Mar 8	Wed Mar 9	Thur Mar 10	Fri Mar 11	Sat Mar 12	Sun Mar 13	Mon Mar 14	Tues Mar 15	Wed Mar 16	Thurs Mar 17	Fri Mar 18
Morning	TBA Workshop	Introduction to community, ANC visit, intercepts	Interviews with expectant mothers	TBAs and faith-based birth attendants	Mothers and ANC follow up	Synthesis and travel		SMoH and Ewekoro LGA kick-off	Interviews with expectant mothers	<i>Synthesis</i>	Mothers and ANC follow up	PPMVs
Afternoon	SMoH kick off	PPMVs	<i>Synthesis</i>	Influencers: husbands, religious leaders, chiefs, WDC	Emzor			Introduction to Ewekoro community, ANC interview, intercepts	PPMVs	TBAs and faith-based birth attendants	Influencers: husbands, religious leaders, chiefs, WDC	Drugfield

	Abuja				
	Mon Mar 7	Tues Mar 8	Wed Mar 9	Thur Mar 10	Fri Mar 11
Morning	FMoH Health Promotion Dept	Tentative: ANC visit (via USAID/N)	TBAs and faith-based birth attendants	Tentative community visit: expectant mothers, PPMVs, ANC	Implementing partner workshop
Afternoon	USAID/N	<i>Synthesis</i>	PPMV workshop		CHAI workshop and training

# Field Research: Methods



## IMMERSION

Absorb the environment and become familiar with the local vibe – sights, sounds, behaviors, products, communication styles.

- Visit shops and purchase small local products and periodicals
- Visit PPMVs and pharmacies – explore personal health care products/packaging and conduct in-store interviews with shop owners or managers

## INTERVIEW

One on one or small group sessions with representative stakeholders and local experts.

- In-depth discussion on experiences, expectations or unmet needs for childbirth and newborn care in Nigeria
- Conducted in context, at home, workplace etc.

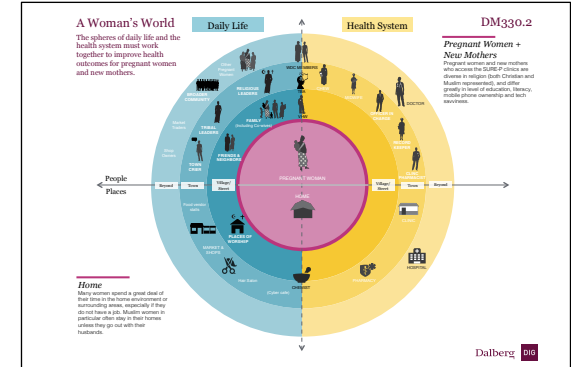
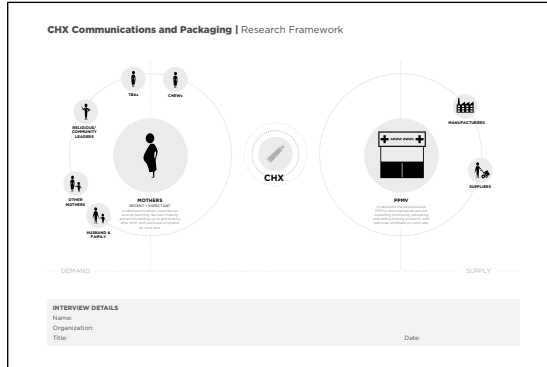
## VISUALIZATION

Interview activities that facilitate discussion and give stakeholders and local experts the opportunity to visualize relevant ecosystems and interactions with other systems and people connected to childbirth and newborn care.

This sheds light on gaps, opportunities and leverage points and provides a holistic view of the flow of decision-making within their healthcare environment.

# Field Research: Outputs

Potential outputs for the aforementioned research methods



## BEFORE FIELD RESEARCH

- Research Plans
- Recruiting and outreach
- Discussion guides

## DURING FIELD RESEARCH

- Stimulus such as prototypes, card sorts and stakeholder mapping tools
- Initial data capture & observations
- Stakeholders maps and other artifacts

## AFTER FIELD RESEARCH

- Design principles and criteria
- Behavioral archetypes and segments
- Journey map and concepts
- Insights and design report