

FORMATIVE RESEARCH  
ON  
UTILIZATION OF NSDP CLINICS

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# TABLE OF CONTENTS

List of abbreviations .....	iii
Executive summary.....	1
<b>CHAPTER I</b>	
<b>INTRODUCTION</b> .....	<b>1</b>
1.1 Introduction .....	4
1.2 Objective of formative research .....	4
1.3 Methodology .....	4
<b>CHAPTER II</b>	
<b>IN-DEPTH INTERVIEW</b> .....	<b>6</b>
<b>2.1 GENERAL HEALTH SERVICE</b> .....	<b>6</b>
2.1.1 General health service seeking behavior .....	6
2.1.2 Reasons for choosing the mentioned health facilities .....	6
2.1.3 Reasons for not using Smiling Sun clinic for general health service .....	6
2.1.4 Use of Smiling Sun clinic by relative/neighbour .....	7
2.1.5 Motivating factors to make the decisions to use Smiling Sun clinic for general health service .....	8
<b>2.2 CHILD HEALTH SERVICE</b> .....	<b>8</b>
2.2.1 Child health service seeking behavior .....	8
2.2.2 Reasons for choosing the mentioned health facilities for child health .....	8
2.2.3 Reasons for not using Smiling Sun clinic for child health service .....	9
2.2.4 Motivating factors to make the decision to use Smiling Sun clinic for Child Health service .....	9
<b>2.3 MATERNAL HEALTH SERVICE</b> .....	<b>10</b>
2.3.1 Maternal health service seeking behavior .....	10
2.3.2 Reasons for choosing the mentioned health facilities for maternal health .....	10
2.3.3 Reasons for not using Smiling Sun clinic for maternal health service .....	10
2.3.4 Motivating factors to make the decision to use Smiling Sun clinic for maternal health service .....	10
<b>2.4 FAMILY PLANNING SERVICE</b> .....	<b>11</b>
2.4.1 Family planning service seeking behavior .....	11
2.4.2 Reasons for choosing the mentioned health facilities for FP .....	11
2.4.3 Reasons for not using Smiling Sun clinic for family planning service .....	11
2.4.4 Motivating factors to make the decision to use Smiling Sun	

	clinic for family planning service .....	12
<b>2.5</b>	<b>RTI/STI .....</b>	<b>12</b>
2.5.1	RTI/STI service seeking behavior .....	12
2.5.2	Reasons for choosing the mentioned health facilities for RTI/STI .....	12
2.5.3	Reasons for not using Smiling Sun clinic for RTI/STI .....	13
2.5.4	Motivating factors to make the decision to use Smiling Sun clinic for RTI/STI .....	13
<b>2.6</b>	<b>EXPOSURE TO NSDP’s SMILING SUN CLINIC .....</b>	<b>13</b>
<b>CHAPTER III</b>	<b>GROUP DISCUSSION FINDINGS .....</b>	<b>15</b>
3.1	Behavioral Change Communication (BCC) .....	15
3.2	Health service seeking behavior .....	15
3.3	Barriers for not taking service from Smiling Sun Clinic .....	16
3.4	Suggestion for overcoming the barriers .....	18
<b>CHAPTER IV</b>	<b>CONCLUSIONs AND RECOMENDATIONS .....</b>	<b>19</b>

**Appendices**

Format -1	Individual Interview Guideline on Child Health
Format -2	Individual Interview Guideline on Family Planning
Format -3	Individual Interview Guideline on Maternal Health
Format -4	Individual Interview Guideline for Male respondent
Format -5	Guideline of Group Discussion with clinic staff
Appendix-6	Survey areas

## List of Abbreviations

BCC	:	Behavioral Change Communication
BCCP	:	Bangladesh Center for Communication Program
ESP	:	Essential Service Package
GOB	:	Government of Bangladesh
LA	:	Least advantaged
LAC	:	least advantaged customers
NSDP	:	NGO Service Delivery Program
NGO	:	Non Government Organization
RTI/STI	:	Sexual Transmitted Infection
SS	:	Smiling Sun



## EXECUTIVE SUMMARY

The overall objective of this formative research is to find out the perceptions of the potential customers including least advantaged people about the reasons of lower utilization of NSDP clinics' services by them and to identify the ways of motivational factors to utilize NSDPs clinics services.

Qualitative study using two-fold methodology –In-depth interview and Focus Group Discussion has been used for the present formative research. The individual interviews conducted with potential customers including least advantaged group of NSDP's catchments areas who have not availed services from NSDP's clinics. For group discussions, eight sample clinics were taken from four target areas. These clinics were also responsible to provide the list of potential customers including least advantaged to the interviewers. A total of 64 in-depth-interviews were conducted on the topics of general health, child health, maternal health, family planning, and RTI/STI.

The study was conducted in four regions (Mymensingh, Sylhet, Jessore and Rangpur) and in each region two clinics (one urban and one rural) were selected. In Sylhet, Jessore and Rangpur, the study was conducted from 28 June to 4 July 2005 and in Mymensingh region, the study was conducted from 18 July to 22 July 2005.

### KEY FINDINGS

#### **Barriers for seeking service from Smiling Sun clinic:**

- Long distance of NSDP clinics from their residence is one of the important reasons for avoiding NSDP clinic. They said that during seeking of health service they usually don't want to go for a long distance because of feeling uncomfortable. Moreover they have to pay travel cost if they seek services from SS clinic. Instead of seeking services of SS clinic, they preferred to go to the nearest pharmacy doctor for minor general and child health problems and government hospital for major diseases.
- NSDP clinics don't provide services all the time in a day, specially at night. According to them, SS clinics are closed in the evening. As a result, if they need services at night and evening, they have to seek services in other health services. Respondents reported that due to unavailability of satellite clinic all time in a month, they didn't prefer SS clinic for ESP services.
- They do not seek services from NSDP clinics because community doesn't know the location and about the services provided by NSDP. As a result they didn't know whether NSDP clinics provide all types of health services or not. Most of the respondents mentioned that NSDP clinics provide vaccine to the child and provide family planning and maternal health service to the female. Most of them know NSDP clinics as 'child and female clinic'.
- Respondents mentioned that in government hospitals they get services and medicines free of cost (government hospitals provide condoms, pills free of costs). In pharmacy they need not to pay the service charge. They pay only the cost of the methods. Thus service charge in NSDP clinics becomes a barrier in accessing NSDP clinics' services.
- According to respondents (maternal), NSDP clinics do counseling and prescribe medicines but the prescribed medicines are not available in Smiling Sun clinic. So, they go to the pharmacy for buying the medicine. As a result, for them seeking service in NSDP clinic is costly. On the other hand, when they go to government health facilities they get services and medicines free of cost. They said that in government hospitals they

- get vaccine, iron and calcium tablets and other necessary injections free of cost. According to them, they didn't get these types of facilities in NSDP clinics. That's why they preferred other health facilities for maternal health services. Few respondents also mentioned that they didn't prefer SS clinic because in SS clinic there is no delivery service facilities. Pregnant mothers are checked- up during the antenatal period but during delivery time NSDP clinic refers the pregnant women to other health facilities.
- Respondents mentioned that they take general health and child health services from pharmacy/pharmacy doctor/homeopathy/kabiraz where they need not to pay the service charge. They only pay the cost of the medicine. In NSDP clinics, they need to pay the service charge. Service charge in NSDP clinics becomes a barrier in accessing NSDP clinics' services.
  - Respondents mentioned that doctors are not available in smiling sun clinic when needed. They specially mentioned for the female doctor. They also mentioned that smiling sun clinic does not provide home service.
  - Some respondents said that their husband and mother in law don't give permission to seek treatment from NSDP clinics as these are far away from their residence.
  - Few respondents said that the Smiling sun clinic takes much time for providing services.

### **Perception about NSDPs Clinic**

Following are some perceptions of the respondents regarding the Smiling Sun clinics:

- NSDP's Smiling sun clinic does not provide all types of services. NSDP's clinics provide services to the female and children for vaccination. As for example, one respondent from urban area said that NSDP's Smiling sun clinic provides only the vaccination service for children, not the other child health services. From these types of perception of the respondents, it is evident that participants don't know about the services of NSDP clinics provided for child health.
- NSDP's Smiling sun clinic does not provide service to the male. They provide family planning service to the female and immunization services to the children.
- People do not visit NSDP clinic for want of money.
- At the Smiling Sun clinic patients need money for all types of services. Three respondents (2 urban and 1 rural) mentioned that in government hospitals they get services free of cost (government hospitals provide condoms, pills free of costs). And in pharmacy they need not to pay the service charge. They only pay the cost of the methods/medicine.
- Cost of medicine in NSDPs clinic is perceived to be high.
- No credit system for taking medicines.
- Smiling sun clinic takes much time for providing services.

### **Motivating factors for overcoming the barriers**

Least advantaged including potential customers will take service from Smiling Sun clinic if these clinics:

- Provide free services.
- Take minimum service charge and less price of medicine.
- Smiling sun clinic is situated at less distance from their homes.
- Satellite clinic sessions take place regularly (not just once in a month).
- Smiling sun clinics provide services day and night.
- Smiling sun clinics provide all kind of services.
- Smiling sun clinics make them aware about the services available at smling sun clinics.

- Service providers provide quality service.
- They also mentioned they will visit Smiling Sun clinic if husband and mother in law would agree to let them go to the clinic for health service (since these are usually far away from their homes).

### **Conclusions and Recommendations:**

The study indicates that the utilization of NSDP clinics by potential customers, especially by the least advantaged can be increased substantially through the following:

- Marketing/ promotion of Smiling Sun clinic services to increase knowledge of their existence, location and the services available.
- Conduct special programs to inform potential customers, including the least advantaged, about the:
  - Types of services available for the whole family at these clinics
  - Quality of services provided
  - Medicines at subsidized costs
  - Nominal service charges
- Waiver of service charges in selected cases, especially for the least advantaged.
- Mobilize resource from the community and local sponsors.
- Promote users as advocates for utilization of NSDP clinics' services.

Overall, the potential customers should be motivated and encouraged to adopt health-seeking behaviors at quality clinics for positive health outcomes.

# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

The NGO Service Delivery Program (NSDP), in collaboration with eight partners, has undertaken an initiative to enable Bangladesh NGOs to become technically and managerially self-sufficient in the provision of essential health services. To reach its vision, NSDP has designed four program objectives: 1. Expand the range and improve the quality of ESP services provided by NGOs at the clinic and community level; 2. Increase the use of ESP services provided by the NGOs, especially by the least advantaged customers (LAC); 3. Increase the capacity of NGOs to sustain clinic and community - based service provision, institutionally and financially; 4. Influence GOB policy, in coordination with other donors, to expand the role of NGOs as providers of ESP services with the National Health System. The NSDP NGO health service covers 20 million people, approximately 1.5 million customers receiving services from NSDP 'Smiling Sun' service facilities.

The main goal of the communication strategy of NSDP/BCCP is to encourage all people including the least advantaged to seek health guidance and care from appropriate health providers and clinics, including Smiling Sun.

### 1.2 OBJECTIVES OF FORMATIVE RESEARCH

The overall objective of this formative research is to find out the perceptions of the potential customers including least advantaged people about the reasons of lower utilization of NSDP clinics' services by them and to identify the ways of motivational factors to utilize NSDPs clinics services.

However, the specific objectives of the present study are to:

- Document the current use of health facility
- Identify the perceptions of the potential customers including least advantaged about NSDP clinics
- Assess the reasons or barriers for not using services from NSDP NGO clinic
- Determine the set of ways and means to increase utilization of NSDP service by potential customers including least advantaged people
- Find out the providers perceptions as to why customers are not coming.

### 1.3 METHODOLOGY

Qualitative study using two-fold methodology –In-depth interview and Focus Group Discussion has been used for the present formative research. The individual interviews conducted with potential customers including least advantaged group of NSDP's catchments areas who have not

availed services from NSDP's clinics. For group discussions, eight sample clinics were taken from four target areas. These clinics were also responsible to provide the list of potential customers including least advantaged to the interviewers.

A total of 64 in-depth-interviews were conducted on the topics of general health, child health, maternal health, family planning, and RTI/STI. The topics of General Health and RTI/STI were included in each questionnaire. For conducting interviews with male respondents, a separate questionnaire was developed on the topics of general health, RTI/STI and family planning.

For the Child Health category, mothers who have at least one child below 5 years were interviewed; two each (one lower/middle class and one least advantaged) from rural and urban clinic catchments areas who had not availed services from the Smiling Sun clinics. Similarly, for Maternal Health category, pregnant women were interviewed; two each (one lower/middle class and one least advantaged) from rural and urban clinic catchments areas who had not availed services from the Smiling Sun clinics. The same selection pattern was followed for the Family Planning category, interviewing females using contraceptives obtained from health facilities other than the Smiling Sun clinics; and for the male customers RTI/STI category, rickshaw pullers and bus/tempo drivers were interviewed.

Besides in-depth interview, a total of eight group discussions were conducted with NSDP clinic personnel involving clinic manager, paramedic, counselor, service promoter, service promotion officer and other field level staff who have a collaborative role in increasing the customers' flow to the clinics.

During data collection period, for in-depth interview, the interviewers collected a list of least advantaged group (who did not receive service) from the visited clinics. From the list, eight least advantaged who did not avail services from the clinics were selected randomly keeping in mind that two of them would be eligible respondents for each service. For FGDs, the interviewers visited the listed clinics and conducted the group discussions.

**Data analysis:** Before analysis, the raw data was organized through cleaning up and editing and then the information were compiled. After this, the data were divided among the categories.

**Study area:** The study was conducted in four regions (Mymensingh, Sylhet, Jessore and Rangpur) and in each region two clinics (one urban and one rural) were selected. In this way following catchment areas of eight clinics were covered in the study.

Region	Research area		Remarks
	Urban	Rural	
Mymensingh	CWFD, Gopalpur, Tangail	SWV, Madhupur, Tangail	
Sylhet	SSKS-M Kulaura, Maulavibazar	SHIMANTIK, Kanaighat, Sylhet	
Jessore	PSKS, Meherpur Sadar, Meherpur	PSKS, Gagni, Meherpur	
Rangpur	UPGMS, Haragacha, Rangpur	PSF, Pirganj, Rangpur	

**Study period:** In Sylhet, Jessore and Rangpur, the study was conducted from 28 June to 4 July 2005 and in Mymensingh region, the study was conducted from 18 July to 22 July 2005.

**Data collectors:** Four teams were constituted, each with two interviewers from BCCP staff who worked as data collectors.

# CHAPTER II

## IN-DEPTH INTERVIEWS

### 2. Overall findings:

The findings of the study on current use of health facilities among least advantaged customers including potential customers are stated in the following paragraphs headed by general health service, child health service, maternal health service, family planning service, and RTI/STI.

#### 2.1 GENERAL HEALTH

##### 2.1.1 General Health Service seeking behavior:

The study reveals that in last six months for general health service both the potential customers and LA sought assistance or advice from pharmacy doctors, private doctors, government hospitals, village doctor, homeopathy, Sadar clinic, MBBS doctor and NGOs clinic other than NSDP. Among the sources, most of the respondents sought advice or assistance from pharmacy doctor (29), followed by private doctor (15), government hospital (12), village doctor (12), homeopathy (8) and NGOs clinic (3). They have visited the mentioned health facilities for the treatment of fever, cold, cough, pain in abdomen, headache, diarrhea, tumor, excess bleeding during period, major and minor injury, asthma, vomiting, ear diseases, blood pressure, gastritis, etc.

##### 2.1.2 Reasons for choosing the mentioned health facilities

When the respondents were asked to give their opinion on why did they choose the mentioned health facilities for treatment, as reasons they mentioned the following: less distance of service center, get free service or low service charge from there, recover from disease quickly after having medicine from there, service provider behaved well, get quick service, medicine can be taken on credit and proficient doctor is available. Among 64 respondents, 32 respondents mentioned as a reason less distance and low service charge/ free service charge. About 30 (17 urban and 13 rural) respondents mentioned that they got service at low cost, even they did not pay service charge. About 29 respondents (14 from urban and 15 from rural) mentioned that they got quick service or good service from some of the mentioned health facilities.

Out of 64 respondents, 60 respondents (30 urban and 31 rural) mentioned that they have received the services for what they and their family member visited the mentioned health facilities. Among the respondents who received service from mentioned health facilities, 53 respondents (29 urban and 24 rural) mentioned that they were satisfied by the services for what they visited there. Five respondents (1 urban and 4 rural) reported that they are partially satisfied because their symptoms of diseases were still persisting and they have to pay service charge for the visit there. Four of the respondents (2 urban and 2 rural) said that they were not satisfied by the services received from some of the mentioned health facilities because they didn't recover from illness (1 urban and 1 rural) and in some cases the current health facilities take high service charge.

##### 2.1.3 Reasons for not using Smiling Sun clinic for general health services

In order to increase utilization of NSDP service by potential customers including least advantaged people, the present study tries to reveal the perception of the potential customers including least

advantaged people about NSDP clinic for general health. When the respondents were asked to give their opinion on why they seek advice/ treatment in other health facilities except SS clinics, the respondents mentioned the following reasons:

- About 13 respondents (10 urbana and 3 rural) mentioned that NSDP clinics are too far from their residence as a result they have to pay travel cost. Seven respondents (4 urban and 4 rural) mentioned that pharmacies and other mentioned health facilities are close to their house.
- About 15 respondents (5 urban 10 rural) mentioned that SS clinics charge high service charge. Respondents also mentioned that in other health facilities (pharmacy, village doctor, kabiraj) they get services at cheaper price than Smiling Sun clinic. In pharmacy, they need not to pay service charge. They only pay the cost of the medicines while they seek treatment/advice in pharmacy for general health problems.
- About 11 respondents (6 urban and 5 rural) mentioned that they don't know about the services available at SS clinics, even they do not know the address of the Smiling Sun clinic. They know the Smiling Sun clinic as 'a family planning and EPI clinic'. Five respondents (3 urban and 2 rural) mentioned that Smilig Sun clinic does not provide delivery and other surgery services. One respondent mentioned that SS clinics do not provide services for males.
- About four respondents mentioned that the Smiling Sun clinic does not provide services from the satellites regularly and SS clinics provide services for a limited time and do not provide service at night. As a result, they prefer nearby health facilities instead of waiting for satellite clinics.
- In Smiling Sun clinic they don't get free medicines as 1 urban and 2 rural respondent mentioned, whereas government hospitals provide free services and medicines as 2 urban and 2 rural respondents mentioned.
- Three respondents in urban catchment area mentioned that doctors are not available at Smiling Sun clinics.
- Medicines are not available and the cost of the available medicines is high (1 urban and 3 rural)
- Apart from this, they also mentioned that doctors of Smiling Sun clinic are not familier with them. Female doctors are not available. Their husbands don't give permission to seek treatment from Smiling Sun clinic, 2 urban and 1 rural respondents mentioned.

#### **2.1.4 Use of Smiling Sun clinic by by relative/neighbour**

For an in-depth view of the perception of the respondents on the services provided by NSDP clinics, the present study focuses on the concept that though the respondents might not seek treatment for general health service in NSDP clinics, but they might know about the services provided by NSDP clinics through their neighbors or relatives who received services for general health from NSDP clinics.

Out of 64 respondents, 16 respondents (6 urban and 10 rural) mentioned that though they didn't seek assistance in SS clinics, their neighbors, friends and family members used a SS clinic for

general health service. Eighteen respondents (9 urban and 9 rural) said that none of their relatives, family members or friends ever used SS clinic for general health services and the rest of them mentioned that they didn't know whether their friend or relatives ever used SS clinics for general health services or not.

Out of those respondents whose friends or relatives used NSDP clinics for general health service, four respondents (2 urban and 2 rural) mentioned that their relatives, neighbors or friends were treated well by the services providers of NSDP clinics for general health service. They informed that SS clinics give good services but take high service charge.

### **2.1.5 Motivating factors to make the decision to use Smiling Sun clinic for general health Service?**

In reply to the question "What would help you to make the decision to use Smiling Sun clinic for general health services", respondents mentioned that they would use Smiling Sun clinics if these clinics ensure following:

- Provide free services (15 urban and 14 rural respondents mentioned).
- Take minimum service charge and price of medicine (8 urban and 6 rural respondents mentioned).
- Smiling Sun clinic take place at minimum distance from their homes (5 urban and 4 rural respondents mentioned).
- Satellite clinic sessions take place regularly (two rural respondents mentioned).
- Smiling Sun clinics provide services day and night (3 urban and 3 rural respondents mentioned).
- They should know the services available at Smiling Sun clinic (2 urban and 1 rural respondent mentioned).
- Husband and mother in law need to agree to let them go (1 urban and 2 rural respondents mentioned).
- Doctors need to be available at Smiling Sun clinics (1 urban and 1 rural respondent mentioned).

## **2.2 CHILD HEALTH SERVICE**

### **2.2.1 Child Health Service seeking behavior**

Respondents were asked "where you sought advice or treatment for the illness of your child in last six months". In response, 13 respondents stated village/pharmacy doctor, 6 stated government hospital, 4 stated homeopathy doctor and 2 respondents stated Thana health complex.

### **2.2.2 Reasons for choosing the mentioned health facilities for child health**

Respondents who visited the mentioned health facilities were asked the question “Why did you or your family member visit the mentioned health facilities for your child health service”. In response, 13 respondents (8 urban and 5 rural) mentioned that they didn’t have to pay any service charge or they got service at low cost, 8 respondents mentioned that they got service from there at low cost. Less distance, good behavior of service provider, and experience of getting recovery from disease are also important reasons for their visit over there. Their neighbour and family members advised them to visit there. About 14 respondents were fully satisfied with the service that they received from the mentioned health facilities, remaining were partially satisfied because they had to buy medicines from an outside pharmacy.

### **2.2.3 Reasons for not using Smiling Sun clinic for child health services**

When the respondents were asked to give their opinion on why they seek advice/ treatment in other health facilities other than Smiling Sun clinics, the respondents mentioned the following reasons:

- Service charge of the Smiling Sun clinic is high (4 urban and 3 rural respondents mentioned). Among them one thought that as Smiling Sun clinic provides qualified doctors, the service charge might be high;
- Six respondents (2 urban and 4 rural) mentioned that they don’t know in details about the Smiling Sun clinic;
- Two respondents mentioned that Smiling Sun clinic does not provide all kinds of health services;
- Four respondents mentioned that they visit government hospital instead of Smiling Sun clinic as the government hospitals provide services free of cost;
- Smiling Sun Clinics providing services are a long distance away (three respondents two from urban and one from rural mentioned);
- Smiling Sun clinic does not provide service at home;
- Smiling Sun clinic does not provide service regularly, as and when needed;
- Doctors are not available all the time.

### **2.2.4 Motivating factors to make the decision to use Smiling Sun clinic for Child Health Service**

In reply to the question “What would help you to make the decision to use SS clinic for child health services” respondents mentioned that they would use the Smiling Sun clinics if these clinics ensure the following:

- Smiling Sun clinics provide services at low cost or free (four urban and four rural respondents mentioned);

- Smiling Sun clinics provide services close to their residence (one urban and three rural respondents mentioned);
- Smiling Sun clinics provide free medicines (one urban and two rural respondents mentioned);
- Smiling Sun clinics provide all kind of services (two urban and one rural respondents mentioned);
- Satellite sessions take place regularly;
- Provide home service;
- Smiling Sun clinics take initiative to inform them about the services available at the Smiling Sun clinics.

## **2.3 MATERNAL HEALTH**

### **2.3.1 Maternal Health Service seeking behavior:**

Among the respondents, only 10 respondents mentioned that they faced different types of problems such as: vomiting, fever/headache, pain in lower abdomen, feeling dizzy, can't eat anything, white discharge. Only four respondents sought health service. Remaining six did not seek any assistance. Among six who did not seek assistance, five were among the least advantaged. Those who sought assistance, said that they visited MBBS doctors, kabiraj, pharmacy and maternity hospital.

### **2.3.2 Reasons for choosing the mentioned health facilities**

When the respondents were asked on why they had chosen the mentioned health facilities for maternal treatment, six of the respondents mentioned low/free service charge, four respondents mentioned less distance and two respondents mentioned good behavior of the service providers as reasons. They also mentioned: that they get quick service at these health facilities, they recovered from the disease very quickly after getting treatment from there. Two respondents mentioned that they go there as everybody goes there for maternal service.

### **2.3.3 Reasons for not using Smiling Sun clinic for maternal health services**

Respondents who know or have heard of the Smiling Sun clinic were asked to give their opinion on why they seek advice/ treatment in other health facilities except Smiling Sun clinics, the respondents mentioned the following reasons:

- Government health facilities provide service free of cost (four urban and three rural respondents mentioned);
- Service charge of Smiling Sun clinic is high (two urban and four rural mentioned);
- Smiling Sun clinics provide services at a long distance from their residence (three urban and one rural respondents mentioned);
- Smiling Sun clinics do not provide safe delivery services;

- Satellite sessions do not take place regularly;
- Smiling Sun clinic does not provide free medicine.

### **2.3.4 Motivating factors to make the decision to use Smiling Sun clinics for Maternal Health Service**

In reply to the question “What would help you to make the decision to use SS clinic for maternal health services” respondents mentioned that they will use Smiling Sun clinic if these clinics ensure following:

- Smiling sun clinic provides service free of cost (three urban and four rural respondents mentioned);
- Smiling clinic provides service close to their residence (four urban respondents mentioned). Though one respondent mentioned that distance is not a problem if smiling sun clinic provides correct and quality services;
- Provide service at low cost (two urban respondents mentioned);
- Provide medicine free of cost;
- Provide safe delivery services;
- Provide service through lady doctors;
- Satelliete sessions take place regularly;
- Provide home service;
- Husband and mother-in-law give permission to go to the Smiling Sun clinic.

## **2.4 FAMILY PLANNING**

### **2.4.1 Family planning service seeking behavior**

From the present formative research, it is revealed that the female respondents have a good exposure to different family planning methods. Most of the respondents (8 urban and 8 rural) can mention pill as family planning method, followed by injection (8 urban and 7 rural) and condom & IUD (4 urban and 3 rural), ligation (4 urban and 1 rural), Norplant (2 urban and 2 rural) and one respondent from rural area couldn't mention any name of family planning method. Among those who are not using any family planning method, there are few reasons for not using the methods. As reasons they mentioned that: they want more children, husband doesn't like FP method both for himself and wife, and pill causes physical weakness. Among the respondents who use family planning methods, they go to the pharmacy for family planning services, government health center and maternal hospital.

#### **2.4.2 Reasons for choosing the mentioned health facilities**

In response to the question as to why they visit other health services for family planning, they mentioned that: Government health service providers supply FP methods at home which maintains privacy and they can save transportation costs, husband feels easy to purchase FP method from pharmacy, free service charge, less distance.

#### **2.4.3 Reasons for not using Smiling Sun clinic for family planning services**

Respondents who know or have heard about the Smiling Sun clinic were asked to give their opinion on why they seek advice/ treatment in other health facilities except Smiling Sun clinics, the respondents mentioned the following reasons:

- Long distance that needs transportation cost;
- Do not know about the services available at smiling sun clinics (three urban and two rural respondents mentioned);
- Smiling Sun clinics take service charge (two urban and two rural respondents mentioned);
- Smiling Sun clinics do not provide medicine at low cost (two respondents mentioned);
- Government provides service at home (one respondent mentioned);
- Smiling Sun clinic takes much time for providing service (one respondent mentioned);

#### **2.4.4 Motivating factors to make the decision to use Smiling Sun clinic for family planning Service?**

In reply to the question “What would help you to make the decision to use SS clinic for family planning method” respondents mentioned that they would use smiling sun clinic if these clinics ensure following:

- Provide service at a minimum cost (three urban and three rural respondents mentioned);
- Provide services close to their residence (three urban and two rural respondents mentioned);
- Provide free service and medicine (two urban and three rural respondents mentioned);
- Three respondents (one from urban and two from rural) mentioned that they will decide to take service from Smiling Sun clinic if service providers behave well;
- Regular service from satellite clinic.

### **2.5 RTI/STI**

#### **2.5.1 RTI/STI Health Service seeking behavior:**

In our society many people suffer from different types of disease including RTI/STI and most of the time they feel shy to seek services for RTI/STI in health facilities due to cultural barriers. The present study reveals that at the time of survey out of 48 female respondents (23 urban and 17 Rural) had heard about RTI/STI. On the other hand, among the male 16 respondents, 15 had heard about RTI/STI. Among the male respondents, in the last six months only seven respondents (3 urban and 4 rural) faced these problems. Out of seven male respondents, 3 respondents visited village doctor, kabiraj and pharmacy for RTI/STI services. On the other hand among the female respondents, 10 (4 urban and 6 rural) faced the RTI/STI problems. Out of 10 female respondents only three female respondents visited any service center for RTI/STI problems.

### **2.5.2 Reasons for choosing the mentioned health facilities**

When both the male and female respondents were asked why did they choose the mentioned health facilities, they mentioned the following reasons:

- Low service charge;
- Get service quickly;
- Familiar with doctor;
- Maintain privacy;
- Husband chose the mentioned health facility;
- Every one including neighbour goes there;
- Proficient doctor.

### **2.5.3 Reasons for not using Smiling Sun clinic for RTI/STI services**

Respondents who know or heard about the Smiling Sun clinic were asked to give their opinion on why they seek advice/ treatment in other health facilities except the Smiling Sun clinics, the respondents mentioned the following reasons:

- Male and female respondents mentioned that they do not know about the services available at the Smiling Sun clinic;
- Male respondents do not know that Smiling Sun clinics provide services to the males;
- Female respondents mentioned that Smiling Sun clinics take high service charge;
- Male and female respondents mentioned that Smiling Sun clinic services are a long distance away;
- Female respondents mentioned that they went there as their husband took them there.

### **2.5.4 Motivating factors to make the decision to use Smiling Sun clinic for RTI/STI Service**

In reply to the question “What would help you to make the decision to use Smiling Sun clinic for RTI/STI services?”, respondents mentioned that they will use Smiling Sun clinics if these clinics ensure following:

- Provide services close to their residence (both male and female respondents mentioned);
- Provide free service and medicine;
- Regular service from Satellite clinics;
- Make them aware about the services available at Smiling Sun clinic;
- Provide good service maintaining privacy;
- Provide quick service;
- Provide service through female doctor (female respondents mentioned);
- Also depends if their husbands let them go to the Smiling Sun clinic.

## **2.6 Exposure to NSDP’s Smiling Sun clinic**

The study tried to identify the exposure of NSDP smiling sun clinic. In the study it is revealed that respondents’ exposure to NSDP clinics varies by urban and rural areas. The study found that though they didn’t seek treatment in SS clinic, some respondents had heard about SS clinic and can mention the few services provided by Smiling Sun clinic.

Out of 64 respondents (both male and female potential customers including LA groups) 23 respondents from urban areas and 16 respondents from rural areas have mentioned that they heard about NSDP Smiling Sun clinics. Among them 11 respondents (4 urban and 7 rural) do not know about the services available at these clinics. Among the respondents who know about the services available at Smiling Sun clinics, they said that these clinics provide vaccine to the children, provide service to the pregnant women, provide family planning service to the females and general health services. Among the services, knowledge of family planning service is high followed by vaccine to the children & maternal health and general health services.

The respondents who said that they didn’t hear about SS clinic were shown a picture of Smiling Sun Logo and requested to mention whether they know about SS clinic or not. Among them fifteen respondents could recognize the Smiling Sun clinic through the Smiling Sun logo.

## CHAPTER III

### GROUP DISCUSSION FINDINGS

The group discussions were conducted in eight selected clinics including 4 from urban and 4 from rural. Clinic manager, paramedics, service promoter, counselor and lab aides were present during the group discussion.

The participants were questioned, “ By which name is the clinic known to the community? ”. In reply they mentioned that it is known by different names such as Smiling Sun clinic, Paribarik Shasta Kendra, Shabuj Chhaya clinic, NGOs clinic and by name of the NGOs and depot holders.

On an average, 29 customers from static clinic and 40 customers from satellite clinics receive service per month. Among them 9 are LA customers. None of the clinic staff are satisfied with this figure as it is less than their expectation.

#### **3.1 Behavioral Change Communication (BCC)**

The clinics did not take any special BCC initiative for increasing the customer flow, but they are doing the same BCC activities as before. The clinics are conducting the following activities: distributing print materials including leaflet, brochure, poster; conducting group meetings;

counseling; miking; organizing folk songs and gambira; preparing and distributing LA card and also counseling with LA customers.

### 3.2 Health service seeking behavior

In reply to the question “Where customers go for health services instead of Smiling Sun clinics?”, clinic staff mentioned that most of the customers visit village doctor, Kabiraj, Homeopath, government hospital and private doctor. The clinic staff mentioned that they need less money for receiving service from the mentioned health facilities. For general and child health they receive same medicine from pharmacy without service charge. They also mentioned that customers do not always have access to the Smiling Sun clinics when they require the health services, because the Smiling Sun clinics don’t provide 24 hours’ service. The clinics are closed on holidays and after 4:00 PM (Urban) and 5:00 PM (Rural). They provide services only once a month from the Satellite clinics. According to the clinic staff, LA group visit the mentioned health facilities, because they do not require service charge, they get medicine on credit, they get quick service and no travel cost is required. Some NGOs (BRAC & PROSHIKHA) also provide services with ten taka.

<b>Responses</b>	<b>Urban</b>	<b>Rural</b>	<b>Total</b>
Require less money as do not need to pay service charge when they take medicine from pharmacy	4	3	7
Get medicine on credit	1	3	4
Get quick service	1	1	2
Smiling sun clinics do not have all medicines	1	0	1
Smiling sun clinics keep closed after 4:30 pm	0	1	1
Smiling sun clinics don’t provide high antibiotics	0	1	1
Close to residence/No travel cost required	1	1	2
Smiling sun satellite clinics take place once a month	1	1	1
Lack of awareness	1	0	1

BRAC/PROSHIKHA provide service at 10 taka. Life NGO provide service at ten taka.

### 3.3 Barriers for not taking service from Smiling Sun Clinic

It is interesting to note that the findings of the group discussions with the Smiling Sun clinic personnel are very similar to those of the in-depth interviews, although the group discussion participants and the participants of in-epth interviews are totally different. One is the service recipient and another is service provider group. The barriers obtained through the group discussions are presented in a tabular form below:

<b>Service</b>	<b>Reasons/Barriers</b>	<b>Urban</b>	<b>Rural</b>	<b>Total</b>
<b>Child health</b>	Smiling Sun clinic don’t provide excess medicine as needed for getting cured	1	2	3
	Smiling Sun clinic don’t provide free services	3	0	3
	Lack of awareness on child health	1	1	2
	Distance of Smiling sun clinic	2	0	2
	Service charge including medicine is high in Smiling Sun clinic compared to others	0	2	2

<b>Table: 2 Reasons /barriers for not taking ESP (Child Health, Family Planning, Maternal Health, RTI/STI and general health) services from Smiling Sun Clinic</b>				
<b>Service</b>	<b>Reasons/Barriers</b>	<b>Urban</b>	<b>Rural</b>	<b>Total</b>
	Other service centers (pharmacy/ private doctor) provide high antibiotic and patients get cured	1	0	1
	SS clinics don't provide door to door service	1	0	1
	SS clinics don't provide service and medicine on credit	0	1	1
	Smiling Sun clinics take service charge. Patients receive same medicine from pharmacy/ FWC without service charge and also get cured).	1	0	1
	Some Smiling Sun clinics have no MBBS doctor	0	1	1
	Satellite clinics provide service once in a month	0	1	1
	Some people don't know that Smiling Sun clinics provide child health services	0	1	1
	Perception that more money is required for getting services from SS clinic	1	0	1
	Belief on spiritual treatment/homeopath	2	0	2
<b>Family planning</b>	Don't use family planning method (want more child, social and religious belief)	2	0	2
	Government/Maternity centers give incentives	3	1	4
	Require service charge in SS clinic	0	1	1
	Smiling sun clinics don't provide door to door service	0	1	1
	Don't use family planning method due to religious beliefs	1	0	1
<b>Maternal health</b>	SS clinics do not have delivery service	3	1	4
	SS clinics don't provide 24 hrs service but other clinics and hospitals provide day& night service	1	1	2
	Some patients don't understand the referral, as a result they return back	1	0	1
	SS don't provide free service	0	1	1
	SS don't provide free medicine	1	0	1
	Guardian don't give permission to go outside	0	1	1
<b>RTI/STI</b>	Shame/Not open	3	2	5
	Lack of awareness	1	1	2
	Perception that require more money for RTI/STI service from SS clinic	0	2	2
	Request that both husband and wife should come, but husband can't come due to work	1	0	1
	Smiling Sun clinic don't provide services 24 hours	1	0	1

<b>Table: 2 Reasons /barriers for not taking ESP (Child Health, Family Planning, Maternal Health, RTI/STI and general health) services from Smiling Sun Clinic</b>				
<b>Service</b>	<b>Reasons/Barriers</b>	<b>Urban</b>	<b>Rural</b>	<b>Total</b>
	Husband did not take medicine, as a result problems not cured and don't come further	1	0	1
	SS don't provide free medicine	0	1	1
	Husband don't give permission	0	1	1
	Male thinks that it is 'female clinic'	1	0	1
<b>General health service</b>	Satellite clinic provides service once in a month	1	1	2
	Perception that require more money for getting service from SS clinic	1	2	3
	SS take service charge (Receive same medicine from pharmacy without service charge and also get cure).	2	1	3
	SS clinic don't provide 24 hrs service but other clinic and hospital provide day night service	1	1	2
	Smiling Sun clinic don't provide excess medicine as needed for getting cured	1	1	2
	Don't know about the general health service provided by SS clinics	0	1	2
	Understanding that SS clinic provide service only to female/child	1	1	2
	Smiling sun clinics don't provide medicine on credit	0	1	1
	Require less time to get service from other center (pharmacy)	1	0	1

### **3.4 Suggestions for overcoming the barriers**

In order to overcome the barriers, the group discussion participants put their suggestions. They suggested for special program involving LA group, which will motivate LA group for taking services. The participants felt that ESP service is not promoted as required. They suggested for promotional activities through different print media, mass media (radio and TV). Apart from this they also suggested street drama, folk songs, Gambhira, miking for promoting/marketing ESP service. Because one of the important barrier observed that least advantaged group do not know about the service available at smiling sun clinic. They know it as a female and child health clinic. They suggested for supplying medicine and service free in some cases. NSDPs clinic should have safe delivery facilities as referral system to elsewhere during the crisis period of patients were also seen as barriers to the community people. Pregnant mothers are checked- up but during delivery time NSDP clinic refers the pregnant women to other health facilities. Free service and medicine for least advantaged, increasing lab facilities, ensuring MBBS doctor & available medicine in Smiling Sun clinic, changing the service time can reduce the barriers for not taking

service from NSDPs clinic. The suggestions for overcoming the barriers are presented in a tabular form below:

<b>Table: 3 Suggestions for overcoming the barriers</b>			
<b>Suggestions</b>	<b>Urban</b>	<b>Rural</b>	<b>Total</b>
Special program need to be taken with LA	1	1	2
Regular follow up need to be taken	1	0	1
More satellite session need to be taken	1	1	2
Mass media campaign need to be taken	1	0	1
Service and medicine need to be given free in some cases	0	1	1
Slide show at cinema hall	0	1	1
Integrated with other NGOs program	0	1	1
Promotion/marketing of SS service through radio and TV, street drama, folk songs and Gambhira, BCC materials, miking	4	3	7
Video on care of Child health, ANC and PNC	0	1	1
Group meeting with community leader	0	1	1
Make them aware about service quality of Smiling Sun clinics	0	1	1
LA card distribution	1	0	1
Decreasing lab service charges	1	0	1
Increasing lab test facilities	2	1	3
Free service and medicine to LA	1	1	2
Keep clinic open for 24 hrs	1	1	2
Safe delivery facility	1	1	2
MBBS doctor	1	0	1
Ensuring available medicine	0	1	1
Counseling	0	1	1
Generate 'Poor fund'	0	1	1
Increase house visit	1	0	1

## **CHAPTER IV**

### **CONCLUSIONS AND RECOMMENDATIONS**

The formative research was conducted in four regions of Bangladesh covering both urban and rural NSDP clinic catchment areas. The respondents were non-users of the Smiling Sun clinic services, representing the lower/middle income groups, and the least advantaged people living in the rural areas and the urban slums.

Reasons given by the respondents for using health facilities other than the Smiling Sun clinics encompass a number of explanations linked to distance, payment of service fees, and availability

of some services such as birth delivery and surgical procedures. Perception of the SS clinics as ‘female and child’ clinics, also contribute to non-utilization.

The study indicates that the utilization of NSDP clinics by potential customers, especially by the least advantaged can be increased substantially through the following:

- Marketing/ promotion of Smiling Sun clinic services to increase knowledge of their existence, location and the services available.
- Conduct special programs to inform potential customers, including the least advantaged, about the:
  - Types of services available for the whole family at these clinics
  - Quality of services provided
  - Medicines at subsidized costs
  - Nominal service charges
- Waiver of service charges in selected cases, especially for the least advantaged.
- Mobilize resource from the community and local sponsors.
- Promote users as advocates for utilization of NSDP clinics’ services.

Overall, the potential customers should be motivated and encouraged to adopt health-seeking behaviors at quality clinics for positive health outcomes.

NGO Service Delivery Program (NSDP)  
Individual Interview Guideline for Child Health

**Should interview the mother who have at least one child age <=5 yrs):**

**A. General Information**

Name of the respondent: \_\_\_\_\_

Address of the respondents: District: \_\_\_\_\_ Upazila: \_\_\_\_\_

Union/village: \_\_\_\_\_

Age of the respondent (In year): \_\_\_\_\_

Sex of the respondent (Male/female): \_\_\_\_\_

Education level of the respondent: \_\_\_\_\_

Marital status of the respondent (Married/Unmarried): \_\_\_\_\_

Number of children of the respondent: Male: \_\_\_\_\_ Female: \_\_\_\_\_

Age of youngest child of the respondent (Exact age): \_\_\_\_\_

Average monthly income of the HH of the respondent (In TAKA): \_\_\_\_\_

Source of income: \_\_\_\_\_

Quantity of land ownership: \_\_\_\_\_ Unit : \_\_\_\_\_

Materials of the house (roof, wall and floor) \_\_\_\_\_

Social status of the respondent (Extremely Poor/Poor/ Middle class/Rich): \_\_\_\_\_

Distance from the NSDP clinic (KM): \_\_\_\_\_

**B. Child Health**

Generally where do you go for the health services?

For what kind of services do you go there?

In the last six-month, did your children become sick (i.e. ill with fever, cough, breathing, diarrhea)?  
If yes, mentioned the types of illness that they faced.

Did you seek any assistance/advise for the mentioned health problems? If yes, where did you  
seek advice or treatment for the mentioned illness?

If did not seek assistance or advise during last six month, did you ever seek any assistance  
/treatment from anywhere for your child health problems? If yes, where?

Why did you choose/visit the mentioned health facility for assistance/treatment? (Less distance,  
low service charge, free service charge, privacy maintain, medicine is available, behavior is good,  
process of treatment is fast etc). Probe what else? What else?

Who advised you to seek assistance/advise from the mentioned health facility and how you came  
to know about this health facility?

Have you received the service for what you visited there? If no, why?

Are you satisfied with the service received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied?

Did you hear about the Smiling Sun clinic? If yes, what is this? What kind of services is available at Smiling Sun clinic?

If cannot recognize Smiling Sun clinic show a picture of the Smiling Sun logo and then ask again: Did you hear about the Smiling Sun clinic? If yes, what is this? What kind of services is available at Smiling Sun clinic?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you not seek child health services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, It is a family planning clinics, behavior is not good, do not respect to the customers etc)? Probe what else, what else

Do you think that personal relationship plays an important role in receiving services from the NSDP clinic. If yes, why do you think like this?

Do you have any example that relationship plays an important role in receiving services from the NSDP clinic? If yes please explain

Do you think that well-off families have good relation with the NSDP clinic staff and they receive better health care services than the poor? If yes, would you provide any example or situation?

Have your friends or family ever used a SS clinic for a child sick or immunization?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for child health services?

What would help you make the decision to use a SS Clinic for child health services?

### **C. RTI/STI**

In our society many people suffer with different types of disease such as RTI/STI (discharge from penis/vagina, burning pain or itching in penis/vagina, abnormal vaginal bleeding loss of weight, sores or warts on penis/vagina, painful urination, swelling in groin region). Did you ever hear this type of disease? Do you ever face RTI/STI disease?

If face RTI/STI disease, did you seek any assistance/advise from anywhere for the treatment of RTI/STI disease? If yes where did you seek assistance/advise?

In the last six-month, did your face RTI/STI health problems? If yes, mentioned the types of problems that you faced.

Did you seek any assistance/advise for the mentioned problems? If yes, where did you seek advice or treatment for the mentioned health problems?

If did not seek assistance or advise during last six month, did you ever seek any assistance /treatment from anywhere for your RTI/STI problems? If yes, where?

Why did you choose the mentioned health facility for RTI/STI treatment (Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Who advise you to visit mentioned health facility or how you came to know about the mentioned health facility?

Have you received the service for what you visited there? If no, why

Are you satisfied with the RTI/STI service/treatment received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you not seek RTI/STI services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, It is a family planning clinics, behavior is not good, do not respect to the customers etc)? Probe what else, what else

Have your friends or neighbor or family ever used a SS clinic for RTI/STI service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for RTI/STI service?

What would help you make the decision to use a SS Clinic for RTI/STI services?

## **GENERAL HEALTH**

Generally where do you or your family member go for the general health services?

Why do you or your family member go the mentioned health facility for general health services?

In the last six-month, did you or any of your family member become sick? If yes, mentioned the types of illness that they you or your family member faced? .

Did you/your family member seek any assistance/advise for the mentioned general health problems? If yes, where did you /your family member seek advice or treatment for the mentioned illness?

If did not seek assistance or advise during last six month, did you/your family member ever seek any assistance /treatment from anywhere for general health problems? If yes, where?

Why did you/your family member choose/visit the mentioned health facility for assistance/ treatment (Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Who advised you to seek assistance/advise from the mentioned health facility and how you came to know about this health facility?

Have you/your family member received the service for what you/your family member visited there? If no, why? Probe what else?; what else?

Are you/your family member satisfied with the service received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied? Probe what else? What else?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you or your family member not seek general health services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, It is a family planning clinics, behavior is not good, do not respect to the customers etc)? Probe what else, what else

Have your friends or neighbor or family ever used a SS clinic for general health service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for general health service?

What would help you make the decision to use a SS Clinic for general health service?

Can you name of the Health worker who visited you in last one month for providing health service? What types of service did he/she provide you during his/her visit?

**Name and signature of enumerator:**

**Date:**

NGO SERVICE DELIVERY PROGRAM (NSDP)  
Individual Interview Guideline on Family Planning

**Should interview the eligible respondents (married women with at least one child)**

**A. GENERAL INFORMATION:**

Name of the respondent: \_\_\_\_\_

Address of the respondents: District: \_\_\_\_\_ Upazila: \_\_\_\_\_

Union/village: \_\_\_\_\_

Age of the respondent (In year): \_\_\_\_\_

Sex of the respondent (Male/female): \_\_\_\_\_

Education level of the respondent: \_\_\_\_\_

Marital status of the respondent (Married/Unmarried): \_\_\_\_\_

Number of children of the respondent: Male: \_\_\_\_\_ Female: \_\_\_\_\_

Age of youngest child of the respondent (Exact age): \_\_\_\_\_

Average monthly income of the HH of the respondent (In TAKA): \_\_\_\_\_

Source of income: \_\_\_\_\_

Quantity of land ownership: \_\_\_\_\_ Unit : \_\_\_\_\_

Materials of the house (roof, wall and floor) \_\_\_\_\_

Social status of the respondent (Extremely Poor/Poor/ Middle class/Rich): \_\_\_\_\_

Distance from the NSDP clinic (KM): \_\_\_\_\_

**B. FAMILY PLANNING**

Can you name some of the family planning method? Write it down.

Do you use any family planning method? If yes which methods do you use? How long do you use the method? Are you satisfy with the method?

If do not use any family planning method, do you want more children?

If don't want more children, why don't you use family planning method?

If use any family planning method, where do you go for family planning method?

Who advised you to visit mentioned health facility and how you came to know about the mentioned health facility?

Why did you choose/visit the mentioned health facility for family planning service (Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Have you received the service for what you visited there? If no, why?

Are you satisfied with the service received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied?

Did you hear about the Smiling Sun clinic? If yes, what is this? What kind of services is available at smiling sun clinic?

If cannot recognize Smiling Sun clinic show a picture of the Smiling Sun logo and then ask again: Did you hear about the Smiling Sun clinic? If yes, what is this? What kind of services is available at Smiling Sun clinic?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you not seek family planning services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, behavior is not good, do not respect to the customers etc)? Probe what else, what else

Have your friends or neighbor or family ever used a SS clinic for family planning service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for family planning service?

What would help you make the decision to use a SS Clinic for family planning service?

### **C. RTI/STI**

In our society many people suffer with different types of disease such as RTI/STI (discharge from penis/vagina, burning pain or itching in penis/vagina, abnormal vaginal bleeding loss of weight, sores or warts on penis/vagina, painful urination, swelling in groin region). Did you ever hear this type of disease? Do you ever face RTI/STI disease?

If face RTI/STI disease, did you seek any assistance/advise from anywhere for the treatment of RTI/STI disease? If yes where did you seek assistance/advise?

In the last six-month, did your face RTI/STI problems? If yes, mentioned the types of problems that you faced.

Did you seek any assistance/advise for the mentioned problems? If yes, where did you seek advice or treatment for the mentioned illness?

If did not seek assistance or advise during last six month, did you ever seek any assistance /treatment from anywhere for your RTI/STI problems? If yes, where?

Why did you choose the mentioned health facility for RTI/STI treatment(Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Who advise you to visit mentioned health facility or how you came to know about the mentioned health facility?

Have you received the service for what you visited there? If no, why

Are you satisfied with the RTI/STI service/treatment received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you not seek RTI/STI services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, It is a family planning clinics, behavior is not good, do not respect to the customers etc)? Probe what else, what else

Have your friends or neighbor or family ever used a SS clinic for RTI/STI service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for RTI/STI service?

What would help you make the decision to use a SS Clinic for RTI/STI services?

## **GENERAL HEALTH**

Generally where do you or your family member go for the general health services?

Why do you or your family member go the mentioned health facility for general health services?

In the last six-month, did you or any of your family member become sick? If yes, mentioned the types of illness.

Did you/your family member seek any assistance/advise for the mentioned problems? If yes, where did you /your family member seek advice or treatment for the mentioned illness?

If did not seek assistance or advise during last six month, did you/your family member ever seek any assistance /treatment from anywhere for general health problems? If yes, where?

Why did you/your family member choose/visit the mentioned health facility for assistance/treatment (Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Who advised you to seek assistance/advise from the mentioned health facility and how you came to know about this health facility?

Have you/your family member received the service for what you/your family member visited there? If no, why?

Are you/your family member satisfied with the service received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you not seek general health services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility

provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, It is a family planning clinics, behavior is not good, do not respect to the customers etc)? Probe what else, what else

Have your friends or neighbor or family ever used a SS clinic for general health service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for general health service?

What would help you make the decision to use a SS Clinic for general health service?

Can you name of the Health worker who visited you in last one month for providing health service? What types of service did he/she provide you during his/her visit?

**Name and signature of enumerator:**

**Date:**

NGO SERVICE DELIVERY PROGRAM (NSDP)  
Individual Interview Guideline on Maternal Health

**Should interview the eligible respondents (Pregnant women)**

**A. GENERAL INFORMATION**

Name of the respondent: \_\_\_\_\_

Address of the respondents: District: \_\_\_\_\_ Upazila: \_\_\_\_\_

Union/village: \_\_\_\_\_

Age of the respondent (In year): \_\_\_\_\_

Sex of the respondent (Male/female): \_\_\_\_\_

Education level of the respondent: \_\_\_\_\_

Marital status of the respondent (Married/Unmarried): \_\_\_\_\_

Number of children of the respondent: Male: \_\_\_\_\_ Female: \_\_\_\_\_

Age of youngest child of the respondent (Exact age): \_\_\_\_\_

Average monthly income of the HH of the respondent (In TAKA): \_\_\_\_\_

Source of income: \_\_\_\_\_

Quantity of land ownership: \_\_\_\_\_ Unit : \_\_\_\_\_

Materials of the house (roof, wall and floor) \_\_\_\_\_

Social status of the respondent (Extremely Poor/Poor/ Middle class/Rich): \_\_\_\_\_

Distance from the NSDP clinic (KM): \_\_\_\_\_

**B. MATERNAL HEALTH**

Generally where do you go for the health services?

For what kind of services do you go there?

During pregnancy do you need any health service? If yes, what are those?

Did you seek any assistance/advise for the mentioned services? If yes, where did you seek advice or treatment for the mentioned illness?

Who advise you to visit mentioned health facility or how you came to know about the mentioned health facility?

Why did you go the mentioned health facility for mentioned service (Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Have you received the service for what you visited there? If no, why

Are you satisfied the service received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied?

Did you hear about the Smiling Sun clinic? If yes, what is this? What kind of services is available at Smiling Sun clinic?

If cannot recognize Smiling Sun clinic show a picture of the Smiling Sun logo and then ask again: Did you hear about the Smiling Sun clinic? If yes, what is this? What kind of services is available at Smiling Sun clinic?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you not seek maternal health services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, behavior is not good, do not respect to the customers , It is family planning clinic etc)? Probe what else, what else

Have your friends or neighbor or family member ever used a SS clinic for Maternal health service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for maternal health service?

What would help you make the decision to use a SS Clinic for maternal health service?

### **C. RTI/STI**

In our society many people suffer with different types of disease such as RTI/STI (discharge from penis/vagina, burning pain or itching in penis/vagina, abnormal vaginal bleeding loss of weight, sores or warts on penis/vagina, painful urination, swelling in groin region). Did you ever hear this type of disease? Do you ever face RTI/STI disease?

If face RTI/STI disease, did you seek any assistance/advise from anywhere for the treatment of RTI/STI disease? If yes where did you seek assistance/advise?

In the last six-month, did your face RTI/STI problems? If yes, mentioned the types of problems that you faced.

Did you seek any assistance/advise for the mentioned problems? If yes, where did you seek advice or treatment for the mentioned illness?

If did not seek assistance or advise during last six month, did you ever seek any assistance /treatment from anywhere for your RTI/STI problems? If yes, where?

Why did you choose the mentioned health facility for RTI/STI treatment (Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Who advise you to visit mentioned health facility or how you came to know about the mentioned health facility?

Have you received the service for what you visited there? If no, why

Are you satisfied with the RTI/STI service/treatment received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you not seek RTI/STI services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, It is a family planning clinics, behavior is not good, do not respect to the customers etc)? Probe what else, what else

Have your friends or neighbor or family ever used a SS clinic for RTI/STI service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for RTI/STI service?

What would help you make the decision to use a SS Clinic for RTI/STI services?

## **GENERAL HEALTH**

Generally where do you or your family member go for the general health services?

Why do you or your family member go the mentioned health facility for general health services?

In the last six-month, did you or any of your family member become sick? If yes, mentioned the types of illness.

Did you/your family member seek any assistance/advise for the mentioned problems? If yes, where did you /your family member seek advice or treatment for the mentioned illness?

If did not seek assistance or advise during last six month, did you/your family member ever seek any assistance /treatment from anywhere for general health problems? If yes, where?

Why did you/your family member choose/visit the mentioned health facility for assistance/ treatment (Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Who advised you to seek assistance/advise from the mentioned health facility and how you came to know about this health facility?

Have you/your family member received the service for what you/your family member visited there? If no, why?

Are you/your family member satisfied with the service received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you not seek general health services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, It is a family planning clinics, behavior is not good, do not respect to the customers etc)? Probe what else, what else

Have your friends or neighbor or family ever used a SS clinic for general health service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for general health service?

What would help you make the decision to use a SS Clinic for general health service?

Can you name of the Health worker who visited you in last one month for providing health service? What types of service did he/she provide you during his/her visit?

**Name and signature of enumerator:**

**Date:**

NGO SERVICE DELIVERY PROGRAM (NSDP)  
Individual Interview Guideline for **Male respondent**

**A. GENERAL INFORMATION**

Name of the respondent: \_\_\_\_\_

Address of the respondents: District: \_\_\_\_\_ Upazila: \_\_\_\_\_

Union/village: \_\_\_\_\_

Age of the respondent (In year): \_\_\_\_\_

Sex of the respondent (Male/female): \_\_\_\_\_

Education level of the respondent: \_\_\_\_\_

Marital status of the respondent(Married/Unmarried): \_\_\_\_\_

Number of children of the respondent: Male: \_\_\_\_\_ Female: \_\_\_\_\_

Age of youngest child of the respondent(Exact age): \_\_\_\_\_

Average monthly income of the HH of the respondent (In TAKA): \_\_\_\_\_

Source of income: \_\_\_\_\_

Quantity of land ownership: \_\_\_\_\_ Unit : \_\_\_\_\_

Materials of the house (roof, wall and floor) \_\_\_\_\_

Social status of the respondent (Extremely Poor/Poor/ Middle class/Rich): \_\_\_\_\_

Distance from the NSDP clinic (KM): \_\_\_\_\_

**GENERAL HEALTH**

Generally where do you or your family member go for the general health services?

Why do you or your family member go the mentioned health facility for general health services?

In the last six-month, did you or any of your family member become sick? If yes, mentioned the types of illness.

Did you/your family member seek any assistance/advise for the mentioned problems? If yes, where did you /your family member seek advice or treatment for the mentioned illness?

If did not seek assistance or advise during last six month, did you/your family member ever seek any assistance /treatment from anywhere for general health problems? If yes, where?

Why did you/your family member choose/visit the mentioned health facility for assistance/ treatment (Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Who advised you to seek assistance/advise from the mentioned health facility and how you came to know about this health facility?

Have you/your family member received the service for what you/your family member visited there? If no, why?

Are you/your family member satisfied with the service received from the mentioned health facility?  
If yes or no, why you are satisfied or not satisfied?

Did you hear about the Smiling Sun clinic? If yes, what is this? What kind of services is available at Smiling Sun clinic?

If cannot recognize Smiling Sun clinic show a picture of the Smiling Sun logo and then ask again:  
Did you hear about the Smiling Sun clinic? If yes, what is this? What kind of services is available at Smiling Sun clinic?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you not seek general health services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, behavior is not good, do not respect to the customers , It is family planning clinic etc)? Probe what else, what else

Have your friends or neighbor or family ever used a SS clinic for general health service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for general health service?

What would help you make the decision to use a SS Clinic for general health service?

### **C. FAMILY PLANNING**

Can you name some of the family planning method? Write it down.

Do you use any family planning method? If yes which methods do you use? How long do you use the method? Are you satisfy with the method?

If do not use any family planning method, does your wife use any family planning method? If yes, which method does she use? How long does she use the method?

If you or your wife does not use any family planning method, do you want more children?

If not, why don't you or your wife use family planning method?

If use any family planning method, where do you/your wife go for family planning method?

Who advised you/your wife to visit mentioned health facility and how you/your wife came to know about the mentioned health facility?

Why did you/your wife choose/visit the mentioned health facility for family planning service (Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Have you/your wife received the service for what you visited there? If no, why?

Are you/your wife satisfied with the service received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied?

You have mentioned that you or your wife have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you or your wife not seek family planning services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, behavior is not good, do not respect to the customers etc)? Probe what else, what else

Have your friends or neighbor or family ever used a SS clinic for family planning service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for family planning service?

What would help you make the decision to use a SS Clinic for family planning service?

#### **RTI/ STI**

In our society many people suffer with different types of disease such as RTI/STI (discharge from penis/vagina, burning pain or itching in penis/vagina, abnormal vaginal bleeding loss of weight, sores or warts on penis/vagina, painful urination, swelling in groin region). Did you ever hear this type of disease? Do you ever face RTI/STI disease?

If face RTI/STI disease, did you seek any assistance/advise from anywhere for the treatment of RTI/STI disease? If yes where did you seek assistance/advise?

In the last six-month, did your face RTI/STI problems? If yes, mentioned the types of problems that you faced.

Did you seek any assistance/advise for the mentioned problems? If yes, where did you seek advice or treatment for the mentioned illness?

If did not seek assistance or advise during last six month, did you ever seek any assistance /treatment from anywhere for your RTI/STI problems? If yes, where?

Why did you choose the mentioned health facility for RTI/STI treatment (Less distance, low service charge, free service charge, privacy maintain, medicine is available, behavior is good, process of treatment is fast etc)? Probe what else? What else?

Who advise you to visit mentioned health facility or how you came to know about the mentioned health facility?

Have you received the service for what you visited there? If no, why

Are you satisfied with the RTI/STI service/treatment received from the mentioned health facility? If yes or no, why you are satisfied or not satisfied?

You have mentioned that you have visited other health facility for assistance/treatment instead of Smiling Sun clinic, why did you not seek RTI/STI services at a SS clinic (Price of medicine is higher than that of the open market, Health care services are not available for men, There are no

qualified doctors. Health service providers are inexperienced, Government health facility provides services free of cost, but NSDP clinic charges service fee, Privacy of clients is not maintained in the clinic, Medicine is not available at a reduced rate, It is a family planning clinics, behavior is not good, do not respect to the customers etc)? Probe what else, what else

Have your friends or neighbor or family ever used a SS clinic for RTI/STI service?

What did they tell you about the services they received there? Where they treated well?

Would you ever consider using a Smiling Sun Clinic for RTI/STI service?

What would help you make the decision to use a SS Clinic for RTI/STI services?

Can you name of the Health worker who visited you in last one month for providing health service? What types of service did he/she provide you during his/her visit?

**Name and signature of enumerator:**

**Date:**

NGO SERVICE DELIVERY PROGRAM (NSDP)  
Guideline of Group Discussion with clinic staff

**A. General Information**

Name of the region: \_\_\_\_\_

Name of the NGO: \_\_\_\_\_

Name and address of the NGO: \_\_\_\_\_

Name and designation of the participant of group discussion:

**Discussion issues**

By which name, clinic is known to the community

On an average how many customer per day received service from your clinic? Are you satisfied with the customer flow? If yes or no why?

Did your clinic take any initiative/ approaches for increasing the customer flow? If yes, what are those? Probe What else? What else?

On an average how many least advantaged customer per month received service from your clinic? Are you satisfied with the customer flow? If yes or no why? Probe what else, what else

Instead of your clinic, from where least advantaged and other potential customer go for health service? Why they go there? Probe what else, what else

LA group:

Other potential customer:

Why least advantaged group and potential customer does not avail service from Smiling Sun Clinic? Probe what else, what else

LA customer:

Other potential customer:

What approaches/ initiative do you think need to be taken to increase utilization of NSDP service by least advantaged group and other? What would help them to make the decision to use a SS Clinic health services?

LA customer:

Other potential customer:

Did your clinic take any initiative/ approaches for increasing least advantage customer? If yes, what are those? Probe what else? What else?

**Name and signature of facilitator and note keeper:**

**Date:**

NGO Service Delivery Program (NSDP)  
Bangladesh Center for Communication Program (BCCP)  
Research area for Formative Research

**Region: Sylhet**

Activity	TOPIC	Urban	Rural	How to select LA and other customer (Poor or middle class)
		Kulaura, SSKS-M Maulavibazar	Kanaighat, SHIMANTIK Sylhet	
In-depth Interview	Child health Format-1	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/middle class)</li> <li>• <b>Respondent type:</b> Mother who have at least child under 5 years and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor middle class)</li> <li>• <b>Respondent type:</b> Mother who have at least child under 5 years and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/middle class from each clinic</li> <li>• Then select one LA and one poor/middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/middle class) using format –1.</li> </ul>
	Family Planning Format-2	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/middle class)</li> <li>• <b>Respondent type:</b> PLTM <b>female</b> customer and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/middle class)</li> <li>• <b>Respondent type:</b> PLTM <b>female</b> customer and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/middle class from each clinic</li> <li>• Then select one LA and one poor/middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/middle class) using format –2.</li> </ul>
	Maternal Health Format-3	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/middle class)</li> <li>• <b>Respondent type:</b> Pregnant women and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/middle class)</li> <li>• <b>Respondent type:</b> Pregnant women and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/middle class from each clinic</li> <li>• Then select one LA and one poor/middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/middle class) using format –3.</li> </ul>
	Married Male customer (RTI/STI) Format-4	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/middle class)</li> <li>• <b>Respondent type:</b> RTI/ST (rickshaw puller/ driver etc) and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/middle class)</li> <li>• <b>Respondent type:</b> RTI/ST (rickshaw puller/ driver etc) and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/middle class from each clinic</li> <li>• Then select one LA and one poor/middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/middle class) using format –4.</li> </ul>
Group discussion	Format-5	<ul style="list-style-type: none"> <li>• One group discussion</li> <li>• <b>Participant:</b> CM, SP, SPO, Paramedic</li> </ul>	<ul style="list-style-type: none"> <li>• One group discussion</li> <li>• <b>Participant:</b> CM, SP, SPO, Paramedic</li> </ul>	

*\*Total in-depth interview at Sylhet region: 16 (8 from urban and 8 from Rural clinic)*

*\* Total group discussion at Sylhet region: Two (One at Urban and one at Rural clinic)*

### Region: Mymensingh

Activity	HEALTH TOPIC	Urban	Rural	How to select LA and other customer (Poor or middle class)
		Gopalpur, CWFD, Tangail	Madhupur, SWV Tangail	
In-depth Interview	Child health Format-1	<ul style="list-style-type: none"> <li><b>Total respondent:</b> 2 (1 LA and 1 poor/middle class)</li> <li><b>Respondent type:</b> Mother who have at least child under 5 years and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li><b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li><b>Respondent type:</b> Mother who have at least child under 5 years and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>Collect a list of five LA and five poor/middle class from each clinic</li> <li>Then select one LA and one poor/middle class randomly</li> <li>Then interview them (1 LA and 1 poor/middle class) using format –1.</li> </ul>
	Family Planning Format-2	<ul style="list-style-type: none"> <li><b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li><b>Respondent type:</b> PLTM <b>female</b> customer and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li><b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li><b>Respondent type:</b> PLTM <b>female</b> customer and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>Collect a list of five LA and five poor/middle class from each clinic</li> <li>Then select one LA and one poor/middle class randomly</li> <li>Then interview them (1 LA and 1 poor/middle class) using format –2.</li> </ul>
	Maternal Health Format-3	<ul style="list-style-type: none"> <li><b>Total respondent:</b> 2 (1 LA and 1 poor/middle class)</li> <li><b>Respondent type:</b> Pregnant women and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li><b>Total respondent:</b> 2 (1 LA and 1 poor/middle class)</li> <li><b>Respondent type:</b> Pregnant women and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>Collect a list of five LA and five poor/middle class from each clinic</li> <li>Then select one LA and one poor/middle class randomly</li> <li>Then interview them (1 LA and 1 poor/middle class) using format –3.</li> </ul>
	Male customer (RTI/STI) Format-4	<ul style="list-style-type: none"> <li><b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li><b>Respondent type:</b> RTI/ST (rickshaw puller/ driver etc) and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li><b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li><b>Respondent type:</b> RTI/ST (rickshaw puller/ driver etc) and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>Collect a list of five LA and five poor/middle class from each clinic</li> <li>Then select one LA and one poor/middle class randomly</li> <li>Then interview them (1 LA and 1 poor/middle class) using format –4.</li> </ul>
Group discussion		<ul style="list-style-type: none"> <li>One group discussion</li> <li><b>Participant:</b> CM, SP, SPO, Paramedic</li> </ul>	<ul style="list-style-type: none"> <li>One group discussion</li> <li><b>Participant:</b> CM, SP, SPO, Paramedic</li> </ul>	

**\*Total in-depth interview at Mymensingh region: 16 (8 from urban and 8 from Rural clinic)**

**\* Total group discussion at Mymensingh region: Two (One at Urban and one at Rural clinic)**

## Region: Rangpur

Activity	HEALTH TOPIC	Urban	Rural	How to select LA and other customer (Poor or middle class)
		Haragacha, UPGMS Rangpur	Pirganj, PSF Rangpur	
In-depth Interview	Child health Format-1	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> Mother who have at least child under 5 years and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> Mother who have at least child under 5 years and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/ middle class from each clinic</li> <li>• Then select one LA and one poor/ middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/ middle class) using format –1.</li> </ul>
	Family Planning Format-2	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> PLTM <b>female</b> customer and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> PLTM <b>female</b> customer and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/ middle class from each clinic</li> <li>• Then select one LA and one poor/ middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/ middle class) using format –2.</li> </ul>
	Maternal Health Format-3	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> Pregnant women and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> Pregnant women and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/ middle class from each clinic</li> <li>• Then select one LA and one poor/ middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/ middle class) using format –3.</li> </ul>
	Male customer (RTI/STI) Format-4	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> RTI/ST (rickshaw puller/ driver etc) and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> RTI/ST (rickshaw puller/ driver etc) and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/ middle class from each clinic</li> <li>• Then select one LA and one poor/ middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/ middle class) using format –4.</li> </ul>
Group discussion		<ul style="list-style-type: none"> <li>• One group discussion</li> <li>• <b>Participant:</b> CM, SP, SPO, Paramedic</li> </ul>	<ul style="list-style-type: none"> <li>• One group discussion</li> <li>• <b>Participant:</b> CM, SP, SPO, Paramedic</li> </ul>	

**\*Total in-depth interview at Rangpur region: 16 (8 from urban and 8 from Rural clinic)**

**\* Total group discussion at Rangpur region: Two (One at Urban and one at Rural clinic)**

**Region: Jessore**

Activity	HEALTH TOPIC	Urban	Rural	How to select LA and other customer (Poor or middle class)
		Meherpur Sadar , PSKS Meherpur	Gagni, PSKS Meherpur	
In-depth Interview	Child health Format-1	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> Mother who have at least child under 5 years and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> Mother who have at least child under 5 years and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/middle class from each clinic</li> <li>• Then select one LA and one poor/middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/middle class) using format –1.</li> </ul>
	Family Planning Format-2	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> PLTM <b>female</b> customer and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> PLTM <b>female</b> customer and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/middle class from each clinic</li> <li>• Then select one LA and one poor/middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/middle class) using format –2.</li> </ul>
	Maternal Health Format-3	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> Pregnant women and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> Pregnant women and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/middle class from each clinic</li> <li>• Then select one LA and one poor/middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/middle class) using format –3.</li> </ul>
	Male customer (RTI/STI) Format-4	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> RTI/ST (rickshaw puller/ driver etc) and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Total respondent:</b> 2 (1 LA and 1 poor/ middle class)</li> <li>• <b>Respondent type:</b> RTI/ST (rickshaw puller/ driver etc) and who have not avail service from Smiling Sun clinic</li> </ul>	<ul style="list-style-type: none"> <li>• Collect a list of five LA and five poor/middle class from each clinic</li> <li>• Then select one LA and one poor/middle class randomly</li> <li>• Then interview them (1 LA and 1 poor/middle class) using format –4.</li> </ul>
Group discussion		<ul style="list-style-type: none"> <li>• One group discussion</li> <li>• <b>Participant:</b> CM, SP, SPO, Paramedic</li> </ul>	<ul style="list-style-type: none"> <li>• One group discussion</li> <li>• <b>Participant:</b> CM, SP, SPO, Paramedic</li> </ul>	

**\*Total in-depth interview at Jessore region: 16 (8 from urban and 8 from Rural clinic)**

**\* Total group discussion at Jessore region: Two (One at Urban and one at Rural clinic)**