**Objectives:**

1. To identify critical touch points for targeting mothers
2. Understand socio-cultural milieu of mothers
3. Identify communication & strategic cues to use for developing appropriate material

**Introduction**

Thank you for agreeing to take part in this interview.

My name is\_\_\_\_\_\_\_\_\_\_\_ and I work for Oxfam. ***Use this section to introduce yourself as well as Oxfam and explain what we are doing in this particular setting.***

We are interested in understanding mothers and other carers of young chlidren in your community, how they interact with others, and their practices and beliefs related to cleanliness and HWWS. We are also interested in your perspective on the current health and hygiene situation in the post emergency context of your community. Everything you say is confidential; we will not include your name on any written documents if you do not want us to. Do you have any questions?

**Introductions**

Please tell me your first Name, Title, Level of Education, Age and Marital status, ethnicity or caste. (Please note gender.) **Interviewer:** Please note date and location.

**Section A: Respondent’s perception on health and hygiene situation among those affected by the emergency**

1. What is your opinion of the general hygiene situation post emergency? What are the most important hygiene issues? Was this different before the emergency (in the community context)?

**Sections A and B:**

Questions are crosscutting and can be applied to other key hygiene behaviours as well.

1. From your perspective, what has changed in terms of handwashing and hygiene practices among mothers since the emergency?
2. Which are the most common health problems among children in the community since the emergency? Among the community as a whole?
3. Does the current health situation differ from before the emergency?

**Section B: Quality of life, access to markets**

1. Has quality of life changed for families since the emergency? If so, please explain in detail. Who has been most affected by this?
2. Has access to supplies, goods and services changed since the emergency? If yes, how? What about the price of essential items?

**Section C: Current situation of Mothers and most effective way to reach them**

1. What are the most significant concerns/anxieties of mothers affected by the emergency? (**Interviewer probe for:** health, childcare, familycare, financial issues, quality of life, access to supplies, psychological)
2. Please tell me about the places mothers frequently visit (places they go to on a daily/regular basis).
3. Where do mothers generally get information about health and hygiene? New products? Community events?
4. In your opinion, which source of information do mothers think is the most reliable/trustworthy?