Thank you for taking the time to meet with me today. My name is \_\_\_\_\_\_\_\_and I would like to talk to you about the Mum’s Magic Hands program. Specifically, as one of the components of our overall program evaluation, we are assessing program effectiveness and reach in order to capture lessons that can be used in future interventions.

This interview should take less than an hour. All responses will be kept confidential. This means that your responses will only be shared with the research team but we will not use your name if you are uncomfortable with that. Please remember that you don’t have to talk about anything you don’t want to and can end the interview at any time.

Are there any questions about what I have just explained? Are you willing to participate in this interview?

Interviewee:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Interviewer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Questions (MMH Promoters)**

1. Are there programs similar to a Mum’s Magic Hands that have been implemented by other organisations in your community? If yes, what are those programs about?
2. Did you receive any feedback from recipients of the program (mothers) during or after implementation? Please explain.
3. When you watch a community drama or movie (as appropriate to respondent) there are some key things that stand-out in your memory. Think about a Mum’s Magic Hands in that light. Is anything different that stood out in this program for you? Is there any incident or any experience from this program that sticks out in your memory? What is it?
4. What is your overall opinion of the Mum’s Magic Hands program?
5. Which of the program elements (tools, activities, nudges, etc.) do you think are the most critical (or had the most impact on the target group)?
6. What worked well? Please elaborate.
7. What didn’t work? Please elaborate.
8. What would you do differently next time?
9. Which tools/activities would you recommend us to use in the future?
10. Which tools/activities do you think should be discontinued?
11. What were some of the barriers you encountered in delivering this program?
12. How did you overcome those barriers?
13. What effect, if any, do you think the program had on the community you work in?
14. Did the program impact anyone in the community other than the primary target group (mothers)? If so, who else did it have an impact on?
15. What recommendations do you have for us to improve the program?

**Questions (Teachers, doctor or nurse, community leader)**

1. Have you heard of or participated in Mum’s Magic Hands? If yes, what have you heard about it?
2. Did you receive any feedback from recipients of the program (mothers and carers) during or after implementation? Please explain.
3. When you watch a movie, there are some key things that stand-out in your memory. Think about a Mum’s Magic Hands in that light. Is anything different that stood out in this program for you? Is there any incident or any experience from this program that sticks out in your memory? What is it?
4. What is your overall opinion of the Mum’s Magic Hands program?
5. Are you aware of whom the program targets?
6. What specific components of the program are you aware of? (probe for nudges – footsteps, mirrors – posters, activities with mothers, etc.)
7. Of the above mentioned program components, which do you feel were the most effective or had the most impact on the target group?
8. What effect, if any, do you think the program had on the community?
9. Did the program impact anyone in the community other than the primary target group (mothers, women)? If so, who else did it have an impact on? Please explain.
10. Of the components you mentioned above, which do you feel had the most impact on the secondary target group (children, men).
11. What recommendations do you have for us to improve the program?

**Wrap up and Thanks**

Before we end the session was there anything we’ve talked about today that was really interesting or surprising – what and why? Please feel free to ask any questions you have for us.