This tool provides interview guides for conducting in-depth interviews with eight groups of opinion leaders in Vietnam. These interview guides help to better understand the perspectives of varying opinion leaders as a foundation for building political and public will for policies and practices that support IYCF in Vietnam. This tool was used by Alive & Thrive in 2010.

For more program design and implementation tools, please visit the Alive & Thrive tools library: [http://aliveandthrive.org/resources-main-page/tools-library](http://aliveandthrive.org/resources-main-page/tools-library)

Alive & Thrive is an initiative to save lives, prevent illness, and ensure healthy growth and development through improved breastfeeding and complementary feeding practices. Good nutrition in the first 1,000 days, from conception to two years of age, is critical to enable all children to lead healthier and more productive lives. In its first five years (2009 to 2014), Alive & Thrive demonstrated that innovative approaches to improving feeding practices could be delivered with impact and at scale in three contexts: Bangladesh, Ethiopia, and Vietnam.

Alive & Thrive is now supporting others to scale up nutrition by applying and adapting tested, proven approaches and tools in contexts such as Burkina Faso, India, and Southeast Asia. With its emphasis on learning and innovation, Alive & Thrive is expanding its focus in Bangladesh to maternal nutrition and taking a more multisectoral approach in Ethiopia.
Introduction

The Alive & Thrive program in Viet Nam conducted in-depth interviews with 60 government leaders, policy makers, health leaders and nutrition-related services, collaborating organizations, members of the mass media, and manufacturers in order to understand points of view among opinion leaders as a foundation for building political and public will for policies and practices that support optimal infant and young child feeding (IYCF) practices. The research had four specific objectives:

• To identify barriers to political and public support for IYCF
• To identify some possible solutions to these barriers
• To explore potential motivations in support of IYCF
• To investigate channels of communication and points of engagement with opinion leaders

The following pages provide the eight discussion guides used in conducting in-depth interviews with the priority audiences.
1. **INTERVIEW GUIDE 1 - WITH HEALTH LEADERS AND POLICY MAKERS**
   - Ministry of Health (MOH) – Department of Maternal and Child Health (MCH)
   - Ministry of Health (MOH) – Department of Legislation
   - Ministry of Health (MOH) – Health Strategy and Policy Institute
   - Ministry of Health (MOH) - Food Safety Administration
   - National Institute of Nutrition (NIN)
   - Ministry of Labor, Invalids and Social Affairs (MOLISA) – Administration of Child Care and Protection
   - National Assembly
   - Center Commission for Communist Party
   - Former Minister of Health

**Awareness and Priorities: Nutrition / Child Nutrition**

1. What health and development issues do you see as challenges in the country?
2. How are decisions made about which health issues are a priority?
3. What do you think are the top five health issues in the country?
4. What do you think are the top five health issues facing infants and children ages 0-2? When I mention this age group, are there any reasons why they deserve specific attention or focus? What is important about this age period?
5. What do you see as the challenges we face in ensuring that our young children have a healthy future? Probe about nutrition.
6. What do you think are the key nutrition issues in the country? Why?
7. Do you think there are solutions to these nutrition challenges? From your experience, how have nutritional challenges been addressed in the past?
8. What do you perceive as the impact of poor nutrition at a young age? Are there any long term consequences?
9. What do you think when you hear infant and young child feeding? What are the issues, challenges, or goals when it comes to assuring good nutrition for infants and children under the age of 2? How well is the country doing in meeting these challenges? What are some specific ways that IYCF is being addressed?
10. What do you see as the optimal way to feed an infant? How about children between the ages of 6 months and a year? How about children between the ages of 1 year and 24 months?
11. Where do you see infant and young child nutrition ranking amongst other health issues?
12. How long do you think children should be provided breast milk?
13. Are you familiar with the idea of exclusive breastfeeding? Probe here!
   a) In your opinion, what prevents women from breastfeeding exclusively for the first 6 months after birth as recommended? What are the main challenges / key issues?

**IYCF – The Way Forward / Solutions**

14. How is breastfeeding perceived culturally? Are there people in the country who are likely to encourage breastfeeding? Who? Are there people who are likely to discourage it? Who?
15. Are you aware of policies or programs that support infant and young child feeding? That support breastfeeding? What do you think of these policies or programs? Do they have the right goal? Are they effective? Which ones are good, and which ones are not so good?

a) We’d like to talk about The National Code. As you know, these are the laws that address the marketing of breastmilk substitutes and penalties for those who violate the law. Specifically, the law states that (give brief summary of law/restrictions for formula manufacturers.) However, it is our understanding that sadly many violations go unreported. For example, XX reports that in 2009 only XX violations were reported. And in some of our visits to birthing hospitals, we’ve seen some violations first-hand. In your opinion, why are so few reported? What solutions do you recommend to correct this problem? How do you see your role in correcting this and enforcing The National Code? In your opinion, how can The National Code be strengthened?

b) As a follow up, what would you say is the state of current political and public support for enforcing and strengthening The National Code? Do you see specific opportunities/challenges in the next 5-10 years?

c) What would you say is the state of current political and public support for enforcing and strengthening the maternity leave policies? Do you see specific opportunities/challenges in the next 5-10 years? Are there any models allowing women to bring infants to the workplace? Does the country have any policies supporting mothers who must travel for work during the first 6 months after giving birth? Part-time in the first year after birth? Etc.

d) What needs to be changed or addressed to strengthen these policies?

e) What department(s) and individuals ensure that the policies are implemented optimally? Can you please explain if/how they work together? Who do we need to talk to; what are the best channels, etc.

f) Is there anything we can do to support better co-ordination between policy making and implementing/enforcing agencies?

g) How does the government monitor violations and respond to them in a timely manner? How does the government make sure those who violate the code are being held accountable?

16. What are the barriers to building government support for improved nutrition programs? Within that, what are the barriers to improving IYCF? How do you see your role in addressing these barriers?

17. Is there funding support for nutrition issues and IYCF in particular? Who is responsible for increasing budget support for IYCF?

18. How are decisions made about which health issues are a national priority?

19. How is policy drafted and passed currently? Please explain the process, describe specific, and relevant roles.

20. What kind of information does the government need in order to take action on issues? Is it data? Public interest? Media coverage?

IYCF Programs – Message Dissemination /Motivation and Messengers

21. How is nutrition information shared to the public? For example, how do communities learn about good nutrition practices? How do new mothers learn about them?
22. Who do you see as influential in nutrition issues? In other health issues?
23. What organizations do you see as influential in health and nutrition issues?
24. How do you personally get information about nutrition issues? What or who are your most trusted or reliable sources of information?
25. What is the optimal way to communicate with and conduct policy advocacy to policy leaders?
26. How do you share information about health and nutrition issues?
27. What newspapers do you read regularly? Probe here about how they get their news.
2. INTERVIEW GUIDE 2 - WITH MOH CODE MONITORING DEPARTMENT

- MOH – Department of Legislation
- MOH – Inspection Department

Awareness and Priorities: Nutrition / Child Nutrition

1. What health and development issues do you see as challenges in the country?
2. How are decisions made about which health issues are a priority?
3. What do you think are the top five health issues in the country?
4. What do you think are the top five health issues facing infants and children ages 0-2? When I mention this age group, are there any reasons why they deserve specific attention or focus? What is important about this age period?
5. What do you see as the challenges we face in ensuring that our young children have a healthy future? Probe about nutrition.
6. What do you think are the key nutrition issues in the country? Why?
7. Do you think there are solutions to these nutrition challenges? From your experience, how have nutritional challenges been addressed in the past?
8. What do you perceive as the impact of poor nutrition at a young age? Are there any long term consequences?
9. What do you think when you hear infant and young child feeding? What are the issues, challenges, or goals when it comes to assuring good nutrition for infants and children under the age of 2? How well is the country doing in meeting these challenges? What are some specific ways that IYCF is being addressed?
10. What do you see as the optimal way to feed an infant? How about children between the ages of 6 months and a year? How about children between the ages of 1 year and 24 months?
11. Where do you see infant and young child nutrition ranking amongst other health issues?
12. How long do you think children should be provided breast milk?
13. Are you familiar with the idea of exclusive breastfeeding? Probe here!
   a) In your opinion, what prevents women from breastfeeding exclusively for the first 6 months after birth as recommended? What are the main challenges / key issues?

IYCF – The Way Forward / Solutions

14. In particular we would like to talk about The National Code that address the marketing of breastmilk substitutes and penalties for those who violate the law. As you know, the law states that [give brief summary of law/restrictions for formula manufacturers.] However, it is our understanding that many violations go unreported. For example in 2009 only XX violations were reported. You only have to walk through a birthing hospital to see the many violations, so why is it that so few are reported? What solutions do you recommend to correct this problem? How do you see your role in correcting this and enforcing The National Code? In your opinion, how can The National Code be strengthened?
a) As a follow up, what would you say is the state of current political and public support for enforcing and strengthening The National Code? Do you see specific opportunities/challenges in the next 5-10 years?

b) What needs to be changed or addressed to strengthen these policies?

c) What department(s) and individuals ensure that the policies are implemented optimally? Can you please explain if/how you/they work together? Who do we need to talk to; what are the best channels; how can we influence/reach the decision makers; etc.

d) Is there anything we can do to support better co-ordination between policy making and implementing/enforcing agencies?

15. How does the government monitor violations and respond to them in a timely manner? How does the government make sure those who violate the code are being held accountable?

   a) What do you do with the violations that you identify?

   b) Please tell us the process/protocol of how you implement the National Code. Do you feel that penalties are severe enough to deter violators? Are the penalties applied uniformly?

   c) We are very interested in hearing your opinion of what you see as the difficulties and challenges in code monitoring. Why? Are there gaps in the laws? How can we eliminate these gaps?

16. Other than the National Code, are there any other policies related to nutrition, maternal and child health that your department is authorized to monitor to promote breastfeeding and complementary feeding in Vietnam?

IYCF Programs – Message Dissemination/Motivation and Messengers

17. How do you communicate nutrition policies to doctors, hospitals, etc.?

18. Who do you see as influential in nutrition issues? In other health issues?

19. What organizations do you see as influential in health and nutrition issues?

20. What newspapers do you read regularly? Probe here about how they get their news.
3. INTERVIEW GUIDE 3 - WITH HEALTH ASSOCIATIONS

- Association of Pediatrics
- Midwife Association
- Vietnam Association of Nutrition
- OBGYN

Awareness and Priorities: Nutrition / Child Nutrition

1. What health and development issues do you see as challenges in the country?
2. How are decisions made about which health issues are a priority?
3. What do you think are the top five health issues in the country?
4. What do you think are the top five health issues facing infants and children ages 0-2? When I mention this age group, are there any reasons why they deserve specific attention or focus? What is important about this age period?
5. What do you see as the challenges we face in ensuring that our young children have a healthy future? Probe about nutrition.
6. What do you think are the key nutrition issues in the country? Why?
7. Do you think there are solutions to these nutrition challenges? From your experience, how have nutritional challenges been addressed in the past?
8. What do you perceive as the impact of poor nutrition at a young age? Are there any long term consequences?
9. What do you think when you hear infant and young child feeding? What are the issues, challenges, or goals when it comes to assuring good nutrition for infants and children under the age of 2? How well is the country doing in meeting these challenges? What are some specific ways that IYCF is being addressed?
10. What do you see as the optimal way to feed an infant? How about children between the ages of 6 months and a year? How about children between the ages of 1 year and 24 months?
11. Where do you see infant and young child nutrition ranking amongst other health issues?
12. Do you think that breastfeeding alone is sufficient? For what ages?
13. Are you familiar with the idea of exclusive breastfeeding? Probe here!
   a) In your opinion, what prevents women from breastfeeding exclusively for the first 6 months after birth as recommended? What are the main challenges / key issues?

IYCF – The Way Forward / Solutions

14. How is breastfeeding perceived culturally? Are there people in the country who are likely to encourage breastfeeding? Who? Are there people who are likely to discourage it? Who?
15. Are you aware of policies or programs that support infant and young child feeding? That support breastfeeding? What do you think of these policies or programs? Do they have the right goal? Are they effective? Which ones are good, and which ones are not so good?
16. We’d like to talk about The National Code. As you know, these are the laws that address the marketing of breastmilk substitutes and penalties for those who violate the law. Specifically, the law states that [give brief summary of law/restrictions for formula manufacturers.] However, it
is our understanding that sadly many violations go unreported. For example, XX reports that in 2009 only XX violations were reported. And in some of our visits to birthing hospitals, we’ve seen some violations first-hand. In your opinion, why are so few reported? What solutions do you recommend to correct this problem? How do you see your role in correcting this and enforcing The National Code? In your opinion, how can The National Code be strengthened?

a) As a follow up, what would you say is the state of current political and public support for enforcing and strengthening The National Code? Do you see specific opportunities/challenges in the next 5-10 years?

b) What would you say is the state of current political and public support for enforcing and strengthening the maternity leave policies? Do you see specific opportunities/challenges in the next 5-10 years? Are there any models allowing women to bring infants to the workplace? Does the country have any policies supporting mothers who must travel for work during the first 6 months after giving birth? Part-time in the first year after birth? Etc.

c) What needs to be changed or addressed to strengthen these policies?

17. What are barriers to building government support for improved nutrition programs? What are the barriers to improving IYCF? How do you see your role in addressing these barriers?

18. How are decisions made about which health issues are a priority for your association? How do you communicate your priorities to your members? And to policy makers?

19. In your experience, what kind of information does the government need in order to take action on issues? Is it data? Public interest? Media coverage?

IYCF Programs – Message Dissemination /Motivation and Messengers

20. How is nutrition information shared to the public? For example, how do communities learn about good nutrition practices? How do new mothers learn about them?

21. How do you communicate nutrition policies to doctors, hospitals, etc.?

22. An important part of this initiative is working with you, medical community. How can we support your efforts? Please explain the best way to engage your association. What’s the best way to communicate with your leadership team? How do you communicate with your members?

23. Who do you see as influential in nutrition issues? Who could be champions for this cause? In other health issues?

24. What organizations do you see as influential in health and nutrition issues?

25. What is the optimal way to raise policy makers’ concern about the IYCF (The National Code and maternity leave policy)?

26. How do you personally get information about nutrition issues? What or who are your most trusted or reliable sources of information?

27. What is the optimal way to communicate with and conduct policy advocacy to policy leaders?

28. How do you share information about health and nutrition issues?

29. What newspapers do you read regularly? Probe here about how they get their news.
4. INTERVIEW GUIDE 4 – HOSPITAL LEADERS

- Central level
- Provincial level

Awareness and Priorities: Nutrition / Child Nutrition

1. What health and development issues do you see as challenges in the country? {In your province?}
2. How are decisions made about which health issues are a priority?
3. What do you think are the top five health issues in the country? {In your province?}
4. What do you think are the top five health issues facing infants and children ages 0-2? When I mention this age group, are there any reasons why they deserve specific attention or focus? What is important about this age period?
5. What do you see as the challenges we face in ensuring that our young children have a healthy future? Probe about nutrition.
6. What do you think are the key nutrition issues in the country? {In your province?} Why?
7. Do you think there are solutions to these nutrition challenges? From your experience, how have nutritional challenges been addressed in the past?
8. What do you perceive as the impact of poor nutrition at a young age? Are there any long term consequences?
9. What do you think when you hear infant and young child feeding? What are the issues, challenges, or goals when it comes to assuring good nutrition for infants and children under the age of 2? How well is the country doing in meeting these challenges? What are some specific ways that IYCF is being addressed?
10. What do you see as the optimal way to feed an infant? How about children between the ages of 6 months and a year? How about children between the ages of 1 year and 24 months?
11. Where do you see infant and young child nutrition ranking amongst other health issues?
12. How long do you think children should be provided breast milk?
13. Do you think that breastfeeding alone is sufficient? For what ages?
14. Are you familiar with the idea of exclusive breastfeeding? Probe here!
   a) In your opinion, what prevents women from breastfeeding exclusively for the first 6 months after birth as recommended? What are the main challenges / key issues? What we can do to improve these from a hospital perspective?
   b) Does your hospital have any regulations or recommended guidelines for promoting breastfeeding among new mothers? Any challenging? How do you monitor the implementation?
   c) Are there any support groups / activities / initiatives for promoting breastfeeding in your hospitals? What, if any, follow up does your staff do with mothers after they go home with their babies?
IYCF – The Way Forward / Solutions

15. How is breastfeeding perceived culturally? Are there people in the country who are likely to encourage breastfeeding? Who? Are there people who are likely to discourage it? Who?

16. Are you aware of policies or programs that support infant and young child feeding? That support breastfeeding? What do you think of these policies or programs? Do they have the right goal? Are they effective? Which ones are good, and which ones are not so good?

a) We’d like to talk about The National Code. As you know, these are the laws that address the marketing of breastmilk substitutes and penalties for those who violate the law. Specifically, the law states that {give brief summary of law/restrictions for formula manufacturers.} However, it is our understanding that sadly many violations go unreported. For example, XX reports that in 2009 only XX violations were reported. And in some of our visits to birthing hospitals, we’ve seen some violations first-hand. In your opinion, why are so few reported? What solutions do you recommend to correct this problem? How do you see your role in correcting this and enforcing The National Code? In your opinion, how can The National Code be strengthened?

b) As a follow up, what would you say is the state of current political and public support for enforcing and strengthening The National Code? Do you see specific opportunities/challenges in the next 5-10 years?

c) What needs to be changed or addressed to strengthen these policies?

d) Do you conduct staff trainings around The National Code? If so, how often? Who conducts the training? Who attends? If not, how do you educate your staff about the code policy? Could you use any assistance in educating your hospital staff? What resources would be the most helpful? And why? Do you receive any support/resources from the medical and hospital associations?

17. What are the barriers to building government support for improved nutrition programs? Within that, what are the barriers to improving IYCF? How do you see your role in addressing these barriers?

18. In your experience, what kind of information does the government need in order to take action on issues? Is it data? Public interest? Media coverage?

19. How can we engage with PPCs to ensure that provincial plans for nutrition receive greater attention and resources from the province?

20. Can you tell me about the situation of IYCF/breastfeeding in your hospital? How about breastfeeding trends in the hospital? Has it increased, decreased, or stayed the same?

21. Is it important to you to become a “Baby Friendly Hospital?” Why?

IYCF Programs – Message Dissemination /Motivation and Messengers

22. How is nutrition information shared to the public? For example, how do communities learn about good nutrition practices? How do new mothers learn about them?

23. How do you communicate nutrition policies to doctors, hospitals, etc.?

24. Who do you see as influential in nutrition issues? In other health issues?
25. What organizations do you see as influential in health and nutrition issues?

26. How do you personally get information about nutrition issues? What or who are your most trusted or reliable sources of information?

27. How do you share information about health and nutrition issues?

28. What newspapers do you read regularly? Probe here about how they get their news.
5. INTERVIEW GUIDE 5 – COLLABORATING AGENCIES

- Administration of Population
- Women’s Union

Awareness and Priorities: Nutrition / Child Nutrition

1. What health and development issues do you see as challenges in the country?
2. How are decisions made about which health issues are a priority?
3. What do you think are the top five health issues in the country?
4. What do you think are the top five health issues facing infants and children ages 0-2? When I mention this age group, are there any reasons why they deserve specific attention or focus? What is important about this age period?
5. What do you see as the challenges we face in ensuring that our young children have a healthy future? Probe about nutrition.
6. What do you think are the key nutrition issues in the country? Why?
7. Do you think there are solutions to these nutrition challenges? From your experience, how have nutritional challenges been addressed in the past?
8. What do you perceive as the impact of poor nutrition at a young age? Are there any long term consequences?
9. What do you think when you hear infant and young child feeding? What are the issues, challenges, or goals when it comes to assuring good nutrition for infants and children under the age of 2? How well is the country doing in meeting these challenges? What are some specific ways that IYCF is being addressed?
10. What do you see as the optimal way to feed an infant? How about children between the ages of 6 months and a year? How about children between the ages of 1 year and 24 months?
11. Where do you see infant and young child nutrition ranking amongst other health issues?
12. How long do you think children should be provided breast milk?
13. Are you familiar with the idea of exclusive breastfeeding? Probe here!
   a) In your opinion, what prevents women from breastfeeding exclusively for the first 6 months after birth as recommended? What are the main challenges / key issues?

IYCF – The Way Forward / Solutions

14. How is breastfeeding perceived culturally? Are there people in the country who are likely to encourage breastfeeding? Who? Are there people who are likely to discourage it? Who?
15. Are you aware of policies or programs that support infant and young child feeding? That support breastfeeding? What do you think of these policies or programs? Do they have the right goal? Are they effective? Which ones are good, and which ones are not so good?
   a) We’d like to talk about The National Code. As you know, these are the laws that address the marketing of breastmilk substitutes and penalties for those who violate the law. Specifically, the law states that {give brief summary of law/restrictions for formula manufacturers.} However, it is our understanding that sadly many violations go unreported.
For example, XX reports that in 2009 only XX violations were reported. And in some of our visits to birthing hospitals, we’ve seen some violations first-hand. In your opinion, why are so few reported? What solutions do you recommend to correct this problem? How do you see your role in correcting this and enforcing The National Code? In your opinion, how can The National Code be strengthened?

b) As a follow up, what would you say is the state of current political and public support for enforcing and strengthening The National Code? Do you see specific opportunities/challenges in the next 5-10 years?

c) What would you say is the state of current political and public support for enforcing and strengthening the maternity leave policies? Do you see specific opportunities/challenges in the next 5-10 years? Are there any models allowing women to bring infants to the workplace?

d) What needs to be changed or addressed to strengthen these policies?

e) What department(s) and individuals ensure that the policies are implemented optimally? Can you please explain if/how they work together? Who do we need to talk to; what are the best channels; etc?

f) Is there anything we can do to support better co-ordination between policy making and implementing and enforcing agencies?

16. What are the barriers to building government support for improved nutrition programs? What are the barriers to improving IYCF? How do you see your role in addressing these barriers?

17. How are decisions made about which issues are a priority for your organization? How do you communicate your priorities to policy makers?

18. What role do you see your association in assisting with the IYCF currently facing the country? How active do you think your organization can/should be?

19. What infant feeding promotion activities is your organization currently doing?

**IYCF Programs – Message Dissemination /Motivation and Messengers**

20. Who do you see as influential in nutrition issues? In other health issues?

21. An important part of this initiative will be working closely with your leadership team. We are eager to learn how we support your efforts and how your organization can be a champion for this issue. Please explain the best way to engage your group. What’s the best way to communicate with your leadership team? How do you communicate with your members?

22. Who could be champions for this cause?

23. In your opinion, what is the effective way to communicate with policy leaders and conduct policy advocacy?

24. What is the optimal way to raise policy makers’ concern about IYCF and maternity leave policy?

25. What organizations do you see as influential in health and nutrition issues?

26. How do you personally get information about nutrition issues? What or who are your most trusted or reliable sources of information?

27. What newspapers do you read regularly? Probe here about how they get their news.
6. INTERVIEW GUIDE 6 – NUTRITION-RELATED SERVICES

- Center for Nutrition (provincial)
- Reproductive Health Center (provincial)
- Center for Health Information and Education (provincial)

Awareness and Priorities: Nutrition / Child Nutrition

1. What health and development issues do you see as challenges in the country? {In your province?}
2. How are decisions made about which health issues are a priority?
3. What do you think are the top five health issues in the country? {In your province?}
4. What do you think are the top five health issues facing infants and children ages 0-2? When I mention this age group, are there any reasons why they deserve specific attention or focus? What is important about this age period?
5. What do you see as the challenges we face in ensuring that our young children have a healthy future? Probe about nutrition.
6. What do you think are the key nutrition issues in the country? {In your province?} Why?
7. Do you think there are solutions to these nutrition challenges? From your experience, how have nutritional challenges been addressed in the past?
8. What do you perceive as the impact of poor nutrition at a young age? Are there any long term consequences?
9. What do you think when you hear infant and young child feeding? What are the issues, challenges, or goals when it comes to assuring good nutrition for infants and children under the age of 2? How well is the country doing in meeting these challenges? What are some specific ways that IYCF is being addressed?
10. What do you see as the optimal way to feed an infant? How about children between the ages of 6 months and a year? How about children between the ages of 1 year and 24 months?
11. Where do you see infant and young child nutrition ranking amongst other health issues?
12. How long do you think children should be provided breast milk?
13. Are you familiar with the idea of exclusive breastfeeding? Probe here!
   a) In your opinion, what prevents women from breastfeeding exclusively for the first 6 months after birth as recommended? What are the main challenges / key issues?

IYCF – The Way Forward / Solutions

14. How is breastfeeding perceived culturally? Are there people in the country who are likely to encourage breastfeeding? Who? Are there people who are likely to discourage it? Who?
15. Are you aware of policies or programs that support infant and young child feeding? That support breastfeeding? What do you think of these policies or programs? Do they have the right goal? Are they effective? Which ones are good, and which ones are not so good?
a) We’d like to talk about The National Code. As you know, these are the laws that address the marketing of breastmilk substitutes and penalties for those who violate the law. Specifically, the law states that (give brief summary of law/restrictions for formula manufacturers.) However, it is our understanding that sadly many violations go unreported. For example, XX reports that in 2009 only XX violations were reported. And in some of our visits to birthing hospitals, we’ve seen some violations first-hand. In your opinion, why are so few reported? What solutions do you recommend to correct this problem? How do you see your role in correcting this and enforcing The National Code? In your opinion, how can The National Code be strengthened?

b) As a follow up, what would you say is the state of current political and public support for enforcing and strengthening The National Code? Do you see specific opportunities/challenges in the next 5-10 years?

c) What needs to be changed or addressed to strengthen these policies?

d) Do you conduct staff trainings around The National Code? If so, how often? Who conducts the training? Who attends? If not, how do you educate your staff about the code policy? Could you use any assistance in educating your hospital staff? What resources would be the most helpful? And why? Do you receive any support/resources from the medical and hospital associations?

16. What are the barriers to building government support for improved nutrition programs? Within that, what are the barriers to improving IYCF? How do you see your role in addressing these barriers?

17. How are decisions made about which health issues are a priority? How do you communicate your priorities to policy makers?

18. How can we engage with PPCs to ensure that provincial plans for nutrition receive greater attention and resources from the province?

19. Are you aware of the financial resources for IYCF under the provincial budget? We are interested in knowing how these funds can be increased so can you briefly explain the decision making process for allocating these funds to the provinces? Who is responsible for allocating funds and resources? What are the challenges to securing more resources?

20. (For applicable respondents) Can you tell me about the situation of IYCF/breastfeeding in your hospital? How about breastfeeding trends in the hospital? Has it increased, decreased, or stayed the same?

21. Is it important for hospitals to become a “Baby Friendly Hospital?” Why?

**IYCF Programs – Message Dissemination /Motivation and Messengers**

22. How is nutrition information shared to the public? For example, how do communities learn about good nutrition practices? How do new mothers learn about them?

23. How do you communicate nutrition policies to doctors, hospitals, etc.?

24. Who do you see as influential in nutrition issues? In other health issues?

25. What organizations do you see as influential in health and nutrition issues?

26. How do you personally get information about nutrition issues? What or who are your most trusted or reliable sources of information?
27. What is the optimal way to communicate with and conduct policy advocacy to policy leaders?
28. How do you share information about health and nutrition issues?
29. What newspapers do you read regularly? Probe here about how they get their news.
7. INTERVIEW GUIDE 7 – MASS MEDIA

- TV agency
- Newspaper

Awareness and Priorities: Nutrition / Child Nutrition

1. What health and development issues do you see as challenges in the country?
2. What do you think are the top five health issues in the country?
3. What do you think are the top five health issues facing infants and children ages 0-2? When I mention this age group, are there any reasons why they deserve specific attention or focus? What is important about this age period?
4. What do you see as the challenges we face in ensuring that our young children have a healthy future? Probe about nutrition.
5. What do you think are the key nutrition issues in the country? Why?
6. Do you think there are solutions to these nutrition challenges? From your experience, how have nutritional challenges been addressed in the past?
7. What do you perceive as the impact of poor nutrition at a young age? Are there any long term consequences?
8. What do you think when you hear infant and young child feeding? What are the issues, challenges, or goals when it comes to assuring good nutrition for infants and children under the age of 2? How well is the country doing in meeting these challenges? What are some specific ways that IYCF is being addressed?
9. What do you see as the optimal way to feed an infant? How about children between the ages of 6 months and a year? How about children between the ages of 1 year and 24 months?
10. Where do you see infant and young child nutrition ranking amongst other health issues?
11. How long do you think children should be provided breast milk?
12. Are you familiar with the idea of exclusive breastfeeding? Probe here!
   a) In your opinion, what prevents women from breastfeeding exclusively for the first 6 months after birth as recommended? What are the main challenges / key issues?

IYCF – The Way Forward / Solutions

13. How is breastfeeding perceived culturally? Are there people in the country who are likely to encourage breastfeeding? Who? Are there people who are likely to discourage it? Who?
14. Are you aware of policies or programs that support infant and young child feeding? That support breastfeeding? What do you think of these policies or programs? Do they have the right goal? Are they effective? Which ones are good, and which ones are not so good?

IYCF Programs – Message Dissemination /Motivation and Messengers

15. Who do you see as influential in nutrition issues? In other health issues?
16. Who could be champions for this cause?
17. What organizations do you see as influential in health and nutrition issues?
18. How do you personally get information about nutrition issues? What or who are your most trusted or reliable sources of information?

19. How do media agencies prioritize stories about nutrition? What is proportion for IYCF content against other topics?

20. What would make nutritional messages more attractive and increase coverage?

21. How many times per week or month do you run messages or advertisements on IYCF practices? Who pays for these messages?

22. Do you know of any IYCF promotion activities going on now? (E.g. TV/radio programs, posters, campaigns, etc.)

23. How are information/messages evaluated and processed (from local authority to TV/radio)?

24. How are messages screened for TV broadcast?

25. What do you think are the challenges to using the media as a way of educating mothers on breastfeeding and child nutrition? How can these challenges be overcome?

26. How often does your [newspaper, magazine, TV station, etc.] run advertisements for breast milk substitutes? Are these messages screened in any way?

27. Have you heard of The National Code (National Decree on Marketing of Breast Milk substitutes)? If so, what do you know about it? (PROBE: at least 3 things)

28. How do you think the media can support nutrition programs to promote IYCF?

29. Do you have any suggestions on how to raise community support for recommended IYCF practices? (PROBE: Do you know of any local organizations that would support a child nutrition campaign?)
8. INTERVIEW GUIDE 8 – MANUFACTURERS

- Non-formula Manufacturers
- Formula Manufacturers (with focus on the National Code)

Awareness and Priorities: Nutrition / Child Nutrition

1. What health and development issues do you see as challenges in the country?
2. What do you think are the top five health issues in the country?
3. What do you think are the top five health issues facing infants and children ages 0-2? When I mention this age group, are there any reasons why they deserve specific attention or focus? What is important about this age period?
4. What do you see as the challenges we face in ensuring that our young children have a healthy future? Probe about nutrition.
5. What do you think are the key nutrition issues in the country? Why?
6. Do you think there are solutions to these nutrition challenges? From your experience, how have nutritional challenges been addressed in the past?
7. What do you perceive as the impact of poor nutrition at a young age? Are there any long term consequences?
8. What do you think when you hear infant and young child feeding? What are the issues, challenges, or goals when it comes to assuring good nutrition for infants and children under the age of 2? How well is the country doing in meeting these challenges? What are some specific ways that IYCF is being addressed?
9. What do you see as the optimal way to feed an infant? How about children between the ages of 6 months and a year? How about children between the ages of 1 year and 24 months?
10. Where do you see infant and young child nutrition ranking amongst other health issues?
11. How long do you think children should be provided breast milk?
12. Are you familiar with the idea of exclusive breastfeeding? Probe here!

IYCF – The Way Forward / Solutions

13. How is breastfeeding perceived culturally? Are there people in the country who are likely to encourage breastfeeding? Who? Are there people who are likely to discourage it? Who?
14. Are you aware of policies or programs that support infant and young child feeding? That support breastfeeding? What do you think of these policies or programs? Do they have the right goal? Are they effective? Which ones are good, and which ones are not so good?

IYCF Programs – Message Dissemination /Motivation and Messengers

15. Who do you see as influential in nutrition issues? In other health issues?
16. Who could be champions for this cause?
17. An important part of this initiative will be working closely with your leadership team. We are eager to learn how we support your efforts and how your company can be a champion for this issue. Please explain the best way to engage your management team. What’s the best way to communicate with them? How do you communicate with your employees?
18. How do you personally get information about nutrition issues? What or who are your most trusted or reliable sources of information?

19. What newspapers do you read regularly? Probe here about how they get their news.

**Company Demographics**

20. How many workers are there in your enterprise? How many or percentage of them are female?

21. How many or what percentage of them are raising children under 2?

22. What are the working hours of a typical worker? Working hours of a female worker who raise children under 1 year old?

**Policy Application**

23. What policies on maternal and child health, nutrition does your enterprise currently have / follow? Any challenges? In your opinion, how does your staff accept these policies?

24. What is the status of maternity leave taken in your company? Does staff take the full 4 months (as currently allowed by law)? Or do they return to work earlier than 4 months? In the event they take the full 4 months, does your company offer any supportive policy for their breastfeeding?

25. Does your company have any policies supporting mothers who must travel for work during the first 6 months after giving birth? Part-time in the first year after birth? Etc.

26. In case staff voluntarily back to work early, do your company have any support other than their normal salary / delivery package?

27. With regards to maternity leave, what challenges does your company face? What has your enterprise done (or is doing) to address the challenges? Would you share some of the solutions you have come up with?

28. Does your enterprise have any designated areas or work space specifically for mothers to bring children under 1 year old to work for breastfeeding? Place for diaper change? Any place for baby care?

29. Have you heard of or know of any enterprises that promote breastfeeding and complementary feeding to children under 2 in the country? Can that be applicable to your business? Why and Why not?

30. Would you consider your company a “baby friendly” place for both female workers and their young children? Why? Or why not?

**IYCF – Education**

31. Does your enterprise have any component to educate female workers of reproductive health, breastfeeding and complementary feeding, nutrition? How often? How it is organized? By whom and worker assessment of this component?

   a) If there is a project to educate your workers of nutrition and IYCF, is it be feasible to organize one workshop/training session (2 hours) a month while workers still receive full payment?

32. In your opinion, what are the best ways to communicate IYCF messages to workers?
For Formula Manufacturers

The questions focus on the National Code compliance:

1. What are your difficulties facing to The National Code?
2. How do you address those difficulties?
3. What do you do to make sure that your agencies comply with the regulations?
4. Other questions may same as to HR Manager (if possible to ask Compliance Officer/Director)