**Supplementary Material**

**Supplementary Material 1: Focus Group Guide**

**\*All instruments will be revised based on feedback from the pilot data collection**

Before Beginning the Interview:

* Welcome participant and introduce yourself

Hello, and thank you for coming today. My name is \_\_\_\_\_\_ and I am a (your role) at \_\_\_\_\_\_. I am conducting a research study to understand the attitudes and beliefs that effect IFA tablet use in \_\_\_\_\_(selected county)\_\_\_\_.

Thank you so much for agreeing to participate and taking time out of your day.

**Warm-up Questions**

I’m new to this community, [name District], can you tell me a little bit about it? For example, what kind of food do people eat here? And what do people do to earn money?

**Anemia and IFA Knowledge**

Can someone describe what you know about anemia to me? (If people do not know what anemia is, describe it briefly, ask if there is a local term for it and then use the local term in the questions below)

What do you think causes anemia? (probe: Not eating enough iron rich foods?)

What are the negative impacts of anemia on health? (does it affect your strength? Your cognitive functioning? does it affect your baby if you have anemia during pregnancy?)

What do you think makes it go away? Can IFA tablets help? How about changing your diet? What kind of foods might help it go away?

**Anemia Related Behavior**

Ok, now we’re going to make up a character. She is a female aged 23 years old. She just got married and is 3 months pregnant with her first child. Her doctor just told her she has anemia. What should we call her? (Ask for suggestions and decide on a name together).

* Now that (name) knows she has anemia, will she do anything differently? (Probe: will she change her diet? Take iron supplements? Will her family or friends treat her differently?)
* Are there certain things that (woman’s name) cannot do because she has anemia? (probe: for example less physical activity? Work? )
* What if (woman’s name) wasn’t pregnant? What would she do if she was told she had anemia?

**Current IFA use**

(Show an IFA tablet and liquid IFA)

Can someone tell me what this is? (probe: What does it do?)

* If (same woman’s name) wanted to get IFA tablets, where could she get them? How difficult is it to *get* IFA tablets?
* How difficult is it to *tak*e IFA tablets?
* How difficult is it to *continue to take* IFA tablets regularly? How about taking them every day?
* What are the difficulties (woman’s name) faces when taking IFA tablets? (probe: what are some of the potential side effects of the tablets? Who might make it difficult for her to take IFA tablets?
* Which of these difficulties can she overcome? How can she overcome these difficulties? Probe: who might help her take IFA tablets?
* What about for a woman like (name) who is not pregnant? How is it *getting* or *taking* IFA tablets regularly different for her?

**IFA Attitudes**

* How do you think (name) feels about taking IFA tablets? How motivated is she to take IFA?
* What does her husband think about her taking IFA tablets?
* How about her mother in law?
* Her doctor?
* If she’s in a self-help group, what does her SHG leader think about her taking them?

**IFA Norms**

* Is there anyone in (woman’s name) family (or her husband’s family) that she can talk to about taking IFA tablets? How much do you think she’ll listen to what they have to say about IFA tablets?
* If (woman’s name) takes IFA tablets regularly, what will others think about her? What about if she does not take IFA tablets regularly? Then, what will others think of her?
* What about for a woman like (name) who is not pregnant? How is it the pressure to take IFA tablets different for her? How about expectations from others?
* In general, who is typically expected to take IFA tablets? (Should women take them to prevent anemia or just when they are told by a doctor that they have anemia? What time of day should they take them? Before or after meals?)
* Please think about most women like (name) who live in this community. How many of them take IFA tablets? Some? Few? Most?
* How about men, parents, in-laws and children. How many of them take IFA tablets? Some? Few? Most?
* In general, how much of a problem is anemia in this community? Why? How do people in this community cope (or deal) with anemia? How often do they discuss anemia or IFA tablets?

**Information Sources**

Imagine another woman who is not pregnant but interested in learning more about her health. What should we call her? (Ask for suggestions and decide on a name together). Where can she get information about pregnancy, anemia, and IFA tablets from?

* How easy is it for her to get information about pregnancy, anemia, and/or IFA tablets? What difficulties would come up when trying to get this information?
* Where do you go for information about health related matters?
* Have you ever had discussions about anemia? If yes, what kinds of things do they (the person who gives information) tell you about anemia and IFA tablets?
* For those of you that participate in self-help groups, can you tell me about whether or not you discuss anemia or IFA and what you cover?
* How about malaria or hookworm? How big of a problem are these in this community?

**Miscellaneous**

Last question - how accessible are toilets in this community? (probe: how does accessibility change depending on whether a woman is close to home or out for the day?)

**Closing**

That is the end of the questions I have for you, but do you have anything else you’d like to add to the discussion?

As a reminder, please do not share anything we spoke about today with anyone outside of this group.

Any questions? Thank you for your time.

**Supplementary Material 2: Key Informant Interview Guide**

Before Beginning the Interview:

* Welcome participant and introduce yourself

Hello, and thank you for speaking with me today. My name is \_\_\_\_\_\_ and I am a (your role) at \_\_\_\_\_\_. I am conducting a research study to understand the attitudes and beliefs that effect IFA tablet use in \_\_\_\_\_(selected county)\_\_\_\_.

Thank you so much for agreeing to participate and taking time out of your day.

**Warm-up Questions**

Can you tell me about your role? I’m new to this community [name district], can you tell me a little bit about it? Like what do people do to earn money? What types of jobs are normal for women to have? How often do people move in and out of the town? What do people eat here?

**Anemia Prevalence**

How prevalent is anemia in Odisha? Is it seen as a state priority?

How does the diet in Odisha affect anemia rates?

**Knowledge & Awareness**

How aware are residents in Odisha of the prevalence of anemia? How familiar are they with the health risks of anemia?

**IFA Distribution (supply side)**

Are you familiar with IFA tablets? How about IFA syrup?

Can you tell me who distributes the tablets and how? (probe: Are they private or government distributors?)

**Perceived Barriers**

How widely distributed are the IFA tablets? In your opinion, how easy is it for the average resident of [say village] to get IFA tablets?

Typically, how much do IFA tablets cost? Is this cost seen as burdensome or a barrier to use to people in the community? How many tablets does a person get at a time?

If a woman wanted to get IFA tablets, where could she get them? How difficult is it to *get* IFA tablets?

How difficult is it to *tak*e IFA tablets?

How difficult is it to *continue to take* IFA tablets regularly? How about taking them every day?

**Self-efficacy and/or perceived barriers**

How can women in Odisha overcome these barriers? What would help?

**Prior Interventions**

What programs exist or existed to improve anemia or IFA tablet use? Can you describe these programs to me? How well received were they? What worked well for the programs and what didn’t?

What, if at all, was the relationship between the other programs on anemia and IFA use and the self-help groups?

**Barriers and Facilitators to IFA use**

**Perceived Benefits**

What do people in the community know about the benefits of taking IFA tablets regularly? (probe: do most people in this community know about the connection between IFA tablets and anemia?)

**Perceived risk**

What do people think are the drawbacks of taking IFA tablets? (probe: what are some of the potential side effects of the tablets? How do they feel about these side effects?)

**IFA Norms**

**Descriptive Norms around IFA**

Who is typically expected to take IFA tablets? (probe: men, all women, only pregnant women? how regularly? When do they take them? Morning, after a meal, bedtime?)

Please think about most women who live in this community. How many of them take IFA tablets? Some? Few? Most? Are they motivated to take IFA? To what extent?

Please think about most men and children who live in this community. How many of them take IFA tablets? Some? Few? Most? Are they motivated to take IFA? To what extent?

**Injunctive Norms around IFA**

Is there any pressure to take IFA? How much pressure exists to take IFA tablets? Where doesthis pressure come from? (probe: family, friends, health systems, etc.)

**ANC/Anemia Care System**

What are some additional anemia reduction strategies other than IFA tablets?

What are the common screening and treatment practices for anemia?

**Role of Aganwadi worker, ANM and ASHA**

Can you tell us a little bit about the Aganwadi workers, the ANMs and the ASHA? What is their relationship with each other?

What is their relationship with the self-help groups?

**Self Help Groups**

Are there any SHGs in this village? What are they expected to do? (probe: what kinds of things do they discuss? What type of women join? Why do they join?)

What are the attitudes within the self-help groups? (probe: do people view it as helpful? In what ways do you think it is helpful?)

What is the SHGs relationship with other departments like? (Probe: how do they interact with the ministry of health or local NGO’s?)

**Healthcare access**

Where can someone get information about health? (Probe: health clinic, from family members)

Where can someone receive information specifically about anemia, and IFA tablets? How often do women engage with these sources?

How easy is it to get information about anemia, and/or IFA tablets? Does the amount of information that women get about anemia or IFA change during pregnancy?

Are traditional healers or doctors more commonly used? (Probe: why is one is better than the other?)

Are private or government run health clinics more commonly used? (Probe: why is one is better than the other?)

**Closing**

That is the end of the questions I have for you, but do you have anything else you’d like to add to the discussion?

Any questions?

Thank you for your time.

**Supplementary Material 3: Structured Observation Check Lists**

**ANC Clinics & Kiosks/IFA dispensaries:**

* Describe the general conditions of the clinic (cleanliness, crowding, wait-time, etc.).
* How easy/difficult is it to travel to the clinic?
* Are IFA tablets available at the clinic? What is the cost?
* How are they stocked?
* How are IFA tablets, anti-malaria medications, and deworming medications dispensed? Describe the process.
* If possible to observe , how often are they provided to pregnant women and to non-pregnant women of reproductive age?
* Are there educational materials about anemia or IFA tablets in the clinic?

**Self-help Groups:**

* Where do the self-help groups meet? What type of area are they in? What is the composition of members (age/caste)
* Describe the type of information given to group participants
* Describe the activities conducted.
  + What is the nature of the activity?
  + Who participates?
  + Who leads the activity?
  + What information is exchanged during the activity? Is there anything related to anemia or IFA tablets?
* Describe any interactions related to anemia or IFA.
  + What is the nature of the interaction?
  + Who is included in these interactions?
  + What do people say about anemia or IFA tablets?
  + How knowledgeable are the SHG leaders about anemia/IFA tablets?
  + How knowledgeable are the SHG participants about anemia/IFA tablets?
* How well functioning does the group appear? What is the overall sentiment from participants and leaders?

**Public venues and stores (e.g. food markets, watering holes or other places where people gather)**:

* Describe all anemia or IFA related media content. Where were these found?
* Describe the engagement in physical activity.
  + What types of physical activity occurs in daily life?
  + How often do women walk? What is the speed? How often do they sit versus stand?
* Describe the food that is purchased or eaten. What is the quantity? Variety?

**Supplementary Material 4: Perceptual Mapping Questionnaire**

Thank you for participating in this study. I want to remind you that there are no right or wrong answers to these questions. We just want to know what your opinions are. Before we ask for your opinions, please tell us a few things about yourself.

**Section 1**

I am now going to show you two cards at a time. One card has the picture of one object and the second card has the picture of a second object. Please tell me how similar the second card is to the first. To make this a bit easier, I will show you the second card and first ask you whether it is similar or different. If you say “similar,” then I will ask you whether it is somewhat similar or very similar; if you say “different,” then I will ask you whether it is somewhat different or very different.

[Show respondent each card pair: 1 versus 2, 3, 4,….. 16; 2 versus 3, 4, 5, ….. 16; etc.]

1. IFA Pill
2. Clinic
3. Kiosk
4. Self-help group
5. Traditional healer
6. Physician
7. Fatigue
8. Prenatal care
9. Green vegetables
10. Meat
11. Money
12. Nausea/diarrhea

[For each pair, first ask: Is XXXX similar or different from YYYY.

If Respondent says, “similar,” then ask: Would you say just a bit similar or very similar?

If Respondent says, “different,” then ask: Would you say just a bit different or very different?]

|  |  |  |
| --- | --- | --- |
| Card 1 | Card 2 | 1 = very different  2 = somewhat different  3 = somewhat similar  4 = very similar |
| 1. IFA pill | 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |
| 11 |  |
| 12 |  |
| 2. Clinic | 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |
| 11 |  |
| 12 |  |

|  |  |  |
| --- | --- | --- |
| Card 1 | Card 2 | 1 = very different  2 = somewhat different  3 = somewhat similar  4 = very similar |
| 3. Kiosk | 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |
| 11 |  |
| 12 |  |
| 4. SHG | 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |
| 11 |  |
| 12 |  |

|  |  |  |
| --- | --- | --- |
| Card 1 | Card 2 | 1 = very different  2 = somewhat different  3 = somewhat similar  4 = very similar |
| 5. Traditional healer | 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |
| 11 |  |
| 12 |  |
| 6. Physician | 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |
| 11 |  |
| 12 |  |
| 7. Fatigue | 8 |  |
| 9 |  |
| 10 |  |
| 11 |  |
| 12 |  |

|  |  |  |
| --- | --- | --- |
| Card 1 | Card 2 | 1 = very different  2 = somewhat different  3 = somewhat similar  4 = very similar |
| 8. Prenatal care | 9 |  |
| 10 |  |
| 11 |  |
| 12 |  |
| 9. Green vegetables | 10 |  |
| 11 |  |
| 12 |  |
| 10. Meat | 11 |  |
| 12 |  |
| 11. Money | 12 |  |

**Section 2**

Importance for Health and Well-Being

I will now show you the same 12 cards. Please put these cards in three different piles. In the first pile, put all the cards that you think are very important for your health and well-being. In the second pile, put all the cards that you think are just a little bit important for your health and well-being. In the third pile, put all the cards that you think are not important at all for your health and well-being. [Do the exercise and write response in the first table. Then shuffle the cards.]

Easy

This time please think about how easy it is to get (or to use or to do) each item shown in the card. If you think the item is very easy to get (or to use or to do), put it in the first pile. If you think the item is sometimes easy and sometimes difficult to get (or to use or to do), put it in the second pile. If you think it is very hard to get (or to use or to do), put it in the third pile. [Write response in the second table. Then shuffle.]

Like

Finally, we will now sort these into three piles according to how much you like each card. If you like it a lot, put it in the first pile. If you like it just a bit or dislike it just a bit, put it in the second pile. And, if you dislike it a lot, put it in the third pile. [Record in the third table]

Write the card number in each column.

|  |  |  |
| --- | --- | --- |
| **PILE 1:**  **Very important** | **PILE2:**  **Somewhat important** | **PILE 3:**  **Unimportant** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| **PILE 1:**  **Very easy to get** | **PILE 2:**  **Somewhat easy** | **PILE 3:**  **Very hard to get** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| **PILE 1:**  **Like a lot** | **PILE 2:**  **Like somewhat** | **PILE 3:**  **Dislike** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |