**PURPOSE**

The discussion guide is used to guide conversations with men and influencers after simulations to understand an intervention’s impact on the intensity of a specific barrier, the effectiveness of each component, and how to direct the improvement of each component. Note that the resources component is not included in this guide since that is in organizational evaluation – reference the instructions for this component.

**HOW TO USE**

The discussion guide is split into 2 sections:

1. Questions to ask men
2. Questions to ask influencers

Within each section are components that align to the Intervention Improvement Card. Within each component are a series of questions to ask men / influencers.

It will be necessary to customize some of questions to ask men, as outlined in red below, based on the specific barrier your intervention intends to resolve. To customize the barrier intensity component, reference the testing screener. It may be useful to cut the appropriate question(s) from the testing screener, paste them into a version of this document, and then print once fully customized.

Once printed, use the guide as described in the instructions.

**QUESTIONS TO ASK MEN**

**BARRIER INTENSITY**

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| --- | --- |
| *Who to interview*MAN | *What to ask them*1. Assume the man in this story went through the same experience you just did… (Moderator to show man the picture and ask the 10-point question used in screening)
2. (moderator to note change between screening score and this score) Why this change? Why would he be less/more concerned about this now that he’s been through this experience?
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**EXPERIENCE**

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| --- | --- |
| *Who to interview*MAN | *What to ask them*1. On a scale of 1-10 how would you rate this experience?
2. Why this score? What did / didn’t you like about the experience? Did any of the people involved make you uncomfortable? If so, why? Did the environment make you uncomfortable? If so why? Were any of the steps in the experience confusing or seem like a waste of time? If so, which and why? What could be done to improve this experience?
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**CALL TO ACTION**

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| *Who to interview*MAN | *What to ask them*1. How would you best describe your VMMC status out of these options?
	1. You do not believe in the benefits
	2. You believe in the benefits but are not committed
	3. You are committed but have not scheduled the procedure
	4. You have scheduled but have not been circumcised
	5. You have been circumcised but are not advocating
2. On a scale of 1-10 how likely are you to take the “next step” in this progression?
3. What is preventing from taking the next step? What might help you take the next step?
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**CONTENT**

|  |  |
| --- | --- |
| *Who to interview*MAN | *What to ask them*1. On a scale of 1-10, how well did the topics, information and subject matter discussed address the (moderator to reference specific barrier intervention is intended to resolve)?
2. Why this score? Why did or didn’t the subject matter address the (moderator to reference specific barrier intervention is intended to resolve)? Was there any subject matter that didn’t relate or connect with you? If so, what and why? Was any of the subject matter confusing or not understandable? If so what and why? What information might be more useful?
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**DELIVERY**

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| --- | --- |
| *Who to interview*MAN | *What to ask them*1. On a scale of 1-10, how engaging and usable were the materials and people you interacted with (moderator to reference materials used in the test – for example: brochures, videos, flip charts, community worker, healthcare worker, influencer, etc)?
2. Why this score? Why were / weren’t they engaging or usable? What could be improved? Were any of the materials difficult to interact with or understand? If so, why? What might be more useful and engaging?
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**ROLE**

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| --- | --- |
| *Who to interview*MAN | *What to ask them*1. On a scale of 1-10, how much did “the influencer” change your perception of the (moderator to reference specific barrier intervention is intended to resolve)?
2. Why this score? Why were / weren’t they persuasive? How could they be more persuasive? Who might be more persuasive?
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**QUESTIONS TO ASK INFLUENCERS**

**EMPOWERMENT**

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| --- | --- |
| *Who to interview*TARGET INFLUENCER | *What to ask them*1. On a scale of 1-10, how prepared were you to engage with men in this role?
2. Why this score? What was challenging about playing this role? What information, materials or guidance would help you feel more prepared?
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**MOTIVATION**

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| --- | --- |
| *Who to interview*TARGET INFLUENCER | *What to ask them*1. On a scale of 1-10, how likely are you to regularly talk and interact with men in this way?
2. Why this score? What’s preventing you from interacting with men in this way? What would motivate you to talk and interact with men in this way more frequently?
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