**Guidelines for Data Collection for BPMI Project**

1. **Questionnaire for Individual Interview of Key Informants at Central level**

**Greet and introduce yourself.**

I am ……………………………………………………..from……………………………………….

We are interviewing stakeholders and others in the area of public health specially on use of medicines to work out a strategy for consumer advocacy and marketing of BPMI project.

**INFORMED CONSENT [*Read Out*]**

We are working with ------------------------------ to conduct a survey on private retail drug stores, services provided and existing practice in Bangladesh. If you agree to be in this survey, you will be asked questions that will be used to improve access to health care and proper use of medicines with the right way of dispensing of drug by a qualified/trained person. The survey will take about 30 to 40 minutes. All of the information you provide will be kept private.

**Would you like to participate in the survey? [*Have the person sign on the appropriate line.*]**

**Yes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Name of Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of Interview: \_\_\_\_ /\_\_\_ /\_\_\_\_**  **Section I: Profile of Respondent** |
| 1. Name: |
|  |
| 2 Sex: |
|  |
| 3. Organization: |
| 4. Position held: |
| 5. Years of experience in this field:  **Section II: Medicine Availability and Quality in Communities (Consumer related)**  6. What are the common sources of medicine in the communities in Bangladesh?  7. What are the main problems consumers face while buying medicines from retail drug shops in Bangladesh? [Probe: quality and availability]  8. What are the main problems consumers face while using the bought medicines? (Probe: no clear instructions on medicine intake, duration, side effects etc.)  9. According to you, How can these problems be solved or addressed to benefit the consumers?  10. Why do people use traditional healers’ services? (Probe: low cost, family tradition etc.)  **Section III: Stakeholder Perception of the Quality of Local Medicine Store, Products, Legal Status, Services and Monitoring (Dispenser related)**  11. What information should consumers receive from the dispensers while buying medicines? [Probe: dosage, duration, side effects etc.)  12. Do you think dispensing of expired, fake and sub-standard medicines are problems in our community. If yes, what should be done to solve this?  13. What are the barriers/obstacles from dispensers to provide quality services to the consumers? (Probe: unnecessary antibiotics, rational use of medicines etc.)  14. Do you think all retailer drug shops should have proper registration/license?  15. What is your view on ‘Presence of qualified/trained dispenser (minimum grade-C) during dispensing of drug in each drug store’?  16. What needs to be done to ensure the improvement of quality and services being provided by retail drug stores? (Probe: become Accredited Drug Store, closer monitoring etc.)  17. Do you think regular monitoring and supervision of pharmacy compliance is important? Is it now in place?  **Section IV: Stakeholders’ Attitude/Practice to Support the Program**  18. Based on your experience , what are the things that need to be improved in retail pharmacies to implement BPMI program?  19. Which organizations could be involved in BPMI program implementation at central and local level?  20. How consumers could be engaged in the BPMI?  21. How consumers could be benefited from the proposed BPMI? |

22. What are your suggestions for the sustainability and replication of the BPMI program across the country? [Probe for quality maintenance, qualified dispensers and supervision etc.)

**Section V: Communication Preference, Branding and Capacity Building**

23. What would make BPMI most recognizable in Bangladesh? [Probe: motto/slogan, logo, and color]

24. Do you support multi-media campaign to increase awareness of consumers and dispensers? Suggest suitable ones for Bangladesh. (Probe: seminars, campaign, local and community radio, TV ad, radio ad)

25. Do you think display of Logo, Certificates of trained dispenser and Registration (updated) in the medicine shops is necessary and will increase credibility?

26. Do you feel Training/Orientation is needed for dispensers and shop owners to properly implement BPMI program? (Probe: inclusion as ADS, receiving incentives and other support)

**Section VI: Other Suggestions**

28. Do you have any other comment/suggestions on ensuring quality of medicines and services in retail drug shops in the community? If yes, please mention.

End the Interview thanking the participant for giving his/her valuable time.

1. **Questionnaire for Individual Interview of Key Informants at District level**

**Greet and introduce yourself.**

I am ……………………………………………………..from……………………………………….

We are interviewing stakeholders and others in the area of public health specially on use of medicines to work out a strategy for consumer advocacy and marketing of BPMI project.

**INFORMED CONSENT [*Read Out*]**

We are working with ------------------------------ to conduct a survey on private retail drug stores, services provided and existing practice in Bangladesh. If you agree to be in this survey, you will be asked questions that will be used to improve access to health care and proper use of medicines with the right way of dispensing of drug by a qualified/trained person. The survey will take about 30 to 40 minutes. All of the information you provide will be kept private.

**Would you like to participate in the survey? [*Have the person sign on the appropriate line.*]**

**Yes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Name of Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of Interview: \_\_\_\_ /\_\_\_ /\_\_\_\_**  **Section I: Profile of Respondent** |
| 1. Name: |
|  |
| 2 Sex: |
|  |
| 3. Organization: |
| 4. Position held: |
| 5. Years of experience in this field:  **Section II: Medicine Availability and Quality in Communities (Consumer related)**  6. What are the common sources of medicine in the communities of this district?  7. What are the main problems consumers face while buying medicines from retail drug shops? [Probe: quality and availability]  8. What are the main problems consumers face while using the bought medicines? (Probe: no clear instructions on medicine intake, duration, side effects etc.)  9. According to you, How can these problems be solved or addressed to benefit the consumers?  10. Why do people use traditional healers’ services? (Probe: low cost, family tradition etc.)  **Section III: Perception of the Quality of Medicine Shops, Products, Legal Status, Services and Monitoring (Dispensing related)**  11. What information should consumers receive from the dispensers while buying medicines?  [Probe: dosage, duration, side effects etc.)  12. Do you think dispensing of expired, fake and sub-standard medicines are problems in our community. If yes, what should be done to solve this?  13. What are the barriers/obstacles from dispensers to provide quality services to the consumers? (Probe: unnecessary antibiotics, rational use of medicines etc.)  14. Do you think all retailer drug shops should have proper registration/license?  15. What is your view on ‘Presence of qualified/trained dispenser (minimum grade-C) during dispensing of drug in each drug store’?  16. What needs to be done to ensure the improvement of quality and services being provided by retail drug stores? (Probe: become Accredited Drug Store, closer monitoring etc.)  17. Do you think regular monitoring and supervision of pharmacy compliance is important? Is it now in place?  **Section IV: Stakeholders’ Attitude/Practice to Support the Program**  18. Based on your experience , what are the things that need to be improved in retail pharmacies to implement BPMI program?  19. Which organizations could be involved in BPMI program implementation at local level?  20. How consumers could be engaged in the BPMI?  21. How consumers could be benefited from the proposed BPMI? |

22. What are your suggestions for the sustainability and replication of the BPMI program across the country? [Probe for quality maintenance, qualified dispensers and supervision etc.)

**Section V: Communication Preference, Branding and Capacity Building**

23. What would make BPMI most recognizable in your area? [Probe: motto/slogan, logo, and color]

24. Do you support multi-media campaign to increase awareness of consumers and dispensers? Suggest suitable ones for Bangladesh. (Probe: seminars, campaign, local and community radio, TV ad, radio ad)

25. Do you think display of Logo, Certificates of trained dispenser and Registration (updated) in the medicine shops is necessary and will increase credibility?

26. Do you feel Training/Orientation is needed for dispensers and shop owners to properly implement BPMI program? (Probe: inclusion as ADS, receiving incentives and other support)

**Section VI: Other Suggestions**

28. Do you have any other comment/suggestions on ensuring quality of medicines and services in retail drug shops in the community? If yes, please mention.

***End the Interview thanking the participant for giving his/her valuable time.***

1. **Questionnaire for Individual Interview of Key Informants at Upazilla level**

**Greet and introduce yourself.**

I am ……………………………………………………..from……………………………………….

We are interviewing stakeholders and others in the area of public health specially on use of medicines to work out a strategy for consumer advocacy and marketing of BPMI project.

**INFORMED CONSENT [*Read Out*]**

We are working with ------------------------------ to conduct a survey on private retail drug stores, services provided and existing practice in Bangladesh. If you agree to be in this survey, you will be asked questions that will be used to improve access to health care and proper use of medicines with the right way of dispensing of drug by a qualified/trained person. The survey will take about 30 to 40 minutes. All of the information you provide will be kept private.

**Would you like to participate in the survey? [*Have the person sign on the appropriate line.*]**

**Yes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Name of Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of Interview: \_\_\_\_ /\_\_\_ /\_\_\_\_**  **Section I: Profile of Respondent** |
| 1. Name: |
|  |
| 2 Sex: |
|  |
| 3. Organization: |
| 4. Position held: |
| 5. Years of experience in this field:  **Section II: Medicine Availability and Quality in Communities (Consumer related)**  6. What are the common sources of medicine in the communities of this upazilla?  7. What are the main problems consumers face while buying medicines from retail drug shops? [Probe: quality and availability]  8. What are the main problems consumers face while using the bought medicines? (Probe: no clear instructions on medicine intake, duration, side effects etc.)  9. According to you, How can these problems be solved or addressed to benefit the consumers?  10. Why do people use traditional healers’ services? (Probe: low cost, family tradition etc.)  **Section III: Stakeholder Perception of the Quality of Local Medicine Shops, Products, Legal Status, Services and Monitoring (Dispensing related)**  11. What information should consumers receive from the dispensers while buying medicines?  [Probe: dosage, duration, side effects etc.)  12. Do you think dispensing of expired, fake and sub-standard medicines are problems in retailer drug shops in your upazilla? If yes, what should be done to solve this?  13. What are the barriers/obstacles from dispensers to provide quality services to the consumers? (Probe: unnecessary antibiotics, rational use of medicines etc.)  14. Do you think all retailer drug shops should have proper registration/license?  15. What is your view on ‘Presence of qualified/trained dispenser (minimum grade-C) during dispensing of drug in each retailer drug shop’?  16. What needs to be done to ensure the improvement of quality and services being provided by retail drug shops? (Probe: become Accredited Drug Store, closer monitoring etc.)  17. Do you think regular monitoring and supervision of pharmacy compliance is important? Is it now in place?  **Section IV: Stakeholders’ Attitude/Practice to Support the Program**  18. Based on your experience , what are the things that need to be improved in retailer drug shops to implement BPMI program?  19. Which organizations could be involved in BPMI program implementation at local level?  20. How consumers could be engaged in the BPMI?  21. How consumers could be benefited from the proposed BPMI? |

22. What are your suggestions for the sustainability and replication of the BPMI program across the country? [Probe for quality maintenance, qualified dispensers and supervision etc.)

**Section V: Communication Preference, Branding and Capacity Building**

23. What would make BPMI most recognizable in your area? [Probe: motto/slogan, logo, and color]

24. Do you support multi-media campaign to increase awareness of consumers and dispensers? Suggest suitable ones for Bangladesh. (Probe: seminars, campaign, local and community radio, TV ad, radio ad)

25. Do you think display of Logo, Certificates of trained dispenser and Registration (updated) in the medicine shops is necessary and will increase credibility?

26. Do you feel Training/Orientation is needed for dispensers and shop owners to properly implement BPMI program? (Probe: inclusion as ADS, receiving incentives and other support)

**Section VI: Other Suggestions**

28. Do you have any other comment/suggestions on ensuring quality of medicines and services in retail drug shops in the community? If yes, please mention.

***End the Interview thanking the participant for giving his/her valuable time.***

1. **In-Depth Interview Questionnaire for Dispensers/ Medicine Sellers**

**Greet and introduce yourself.**

I am ……………………………………………………..from……………………………………….

We are interviewing stakeholders, consumers, dispensers, drug shop owners and others in the area of public health specially on use of medicines to work out a strategy for consumer advocacy and marketing of BPMI project.

**INFORMED CONSENT [*Read Out*]**

We are working with ------------------------------ to conduct a survey on private retail drug stores, services provided and existing practice in Bangladesh. If you agree to be in this survey, you will be asked questions that will be used to improve access to health care and proper use of medicines with the right way of dispensing of drug by a qualified/trained person. The survey will take about 30 to 40 minutes. All of the information you provide will be kept private.

**Would you like to participate in the survey? [*Have the person sign on the appropriate line.*]**

**Yes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Name of Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of Interview: \_\_\_\_ /\_\_\_ /\_\_\_\_**  **Section I: Profile of Respondent** |

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| --- |
| 1. Name: |
| 2. Age: |
| 3. Sex: |
| 4. Education level attained: |
| 5. Name of the drug shop address where you work: |
| 6. Position:  7. Years of experience: |

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| **Section II: Present Knowledge and Awareness level on medicine availability and quality**  8. What are the common health problems in this locality for which consumers come to you?  9. Do you think quality medicines and quality service provided by drug shops are necessary for patients’ health and quick recovery? If yes, why?  10. According to you what are the conditions of quality medicine/pharmaceutical products? (Probe: good company, not expired, standard quantity of ingredient etc.)  11. What do you think about medicines and services that are being provided by you and the drug shop where you work? [Probe: quality]  12. What are the main problems you face to dispense medicines to consumers?  [Probe: quality and availability, pressure from companies, consumer asking for antibiotics etc.)]  13. What actions could be taken to address these problems in this drug shop/pharmacy?  **Section III: Present Practices, Legal Status and Barriers faced by Dispensers**  14. Mention average number of consumers you serve every day.  [  15.Does this Pharmacy have a valid Registration Certificate from DGDA and Trade License? If yes, please show.  16. Does any authority (Drug Superintendent) come to check it? If yes, when was it last?  17. Have you completed your training course (Grade C) as dispenser of medicine by PCB? If yes, please show the certificate.  18. Have you renewed your certificate according to PCB rules? If yes, when?  19. How long do you work in this Pharmacy? For how many days a week? (Mention working hours)  20. Name some of the pharmaceutical companies whose medicines are available here.  21. Do you counsel the consumer about dose, side effects, precautions etc. during dispensing of medicines? Please tell us the procedure.  22. What is your view on ‘Presence of qualified/trained dispenser (minimum grade-C) during dispensing of medicines in each drug store’?  23. Do you sometimes knowingly dispense sub-quality medicines for more profit?  24. Are you only responsible to dispense medicine or also pushing injections and providing first aid? If yes, have you any training/certificate to do so?  25. What are the barriers/obstacles you usually face to provide quality medicines as well as quality service?  (Probe: consumers asking for low cost, requesting unnecessary antibiotics, asking for less medicine than full course etc.)  26. Do you have customers who buy medicines bringing prescriptions from registered physician? What is its percentage compared to OTC (Over The Counter sale)?  27. Are serious patients referred to nearby hospitals or clinics, diagnostic centers or you continue treatment yourself?  **Section IV: Dispensers’ Need/Expectations to support the program**  28. Have you heard about the Accredited Drug Seller (ADS) for BPMI program in BD? Yes / No  [If the answer is ‘No’, please give some idea to the respondent)    29. To what extent is this retailer drug shop/ you are willing to participate in initiating the ADS program?  30. How do you think this program will contribute to improve the health-care delivery system, specifically dispensing of quality medicines by qualified/trained (Grade C) dispenser? |

31. What are your needs to upgrade this drug shop at district/upazilla/central level Pharmacy and participate in ADS program? [Probe for quality service and product, financial support, equipments, training and others)

**Section V: Communication Preference, Branding and Capacity Building**

32. Do you think branding should be done to popularize your drug shop and yourself after upgrading is done? [Probe: motto/slogan, logo, images, color, coat, T-shirt, hat etc.]

33. Do you think multi-media campaign (Electronic, print, outdoor etc.) are needed to increase awareness of consumers, dispensers and drug shop owners, updating of drug license and others?

34. Which interventions would be suitable for increasing awareness on BPMI in Bangladesh?

(Probe: seminars, workshops, local and community radio, TV ad, radio ad etc.)

35. Do you think display of Logo, Certificates of qualified/trained dispenser and Drug license in the drug shops necessary and will increase credibility?

36. Do you feel Training/Orientation is needed for your capacity building to serve the consumers better?

**Section VI: Other Suggestions**

37. Do you have any other suggestions to improve supply of quality medicines, services and capacity building in upazilla/district/central level drug shop? If yes, please mention.

***End the Interview thanking the participant for giving his/her valuable time.***

1. **In-Depth Interview Questionnaire for Drug Shop Owners**

**Greet and introduce yourself.**

I am ……………………………………………………..from……………………………………….

We are interviewing stakeholders, consumers, dispensers, drug shop owners and others in the area of public health specially on use of medicines to work out a strategy for consumer advocacy and marketing of BPMI project.

**INFORMED CONSENT [*Read Out*]**

We are working with ------------------------------ to conduct a survey on private retail drug stores, services provided and existing practice in Bangladesh. If you agree to be in this survey, you will be asked questions that will be used to improve access to health care and proper use of medicines with the right way of dispensing of drug by a qualified/trained person. The survey will take about 30 to 40 minutes. All of the information you provide will be kept private.

**Would you like to participate in the survey? [*Have the person sign on the appropriate line.*]**

**Yes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Name of Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of Interview: \_\_\_\_ /\_\_\_ /\_\_\_\_**  **Section I: Profile of Respondent** |

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| --- |
| 1. Name: |
| 2. Age: |
| 3. Sex: |
| 4. Education level attained: |
| 5. Name of your Drug Shop and Address: |
| 6. Years of establishment of this shop: |

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| --- |
| **Section II: Present Knowledge and Awareness level on medicine availability and quality**  8. What are the common health problems in this locality for which consumers come to your drug store?  9. Do you know medicine business is a regulated business? It is not general business like grocery business.  10. Do you think quality medicines and quality service provided by drug shops are necessary for patients’ health and quick recovery? If yes, why?  11. According to you what are the conditions of quality medicine/pharmaceutical products? (Probe: good company, not expired, standard quantity of ingredient etc.)  12. What do you think about medicines and services that are being provided in your drug shop that you own? [Probe: quality]  13. What are the main problems you face to dispense medicines to consumers?  [Probe: quality and availability, pressure from companies, consumer asking for antibiotics etc.)]  14. What actions could be taken to address these problems in this drug shop/pharmacy?  **Section III: Present Practices, Legal Status and Barriers faced by Shop Owners**  15. Mention average number of consumers served every day in your drug shop.  16. Are consumers counseled when buying medicines? (Probe: informed on dosage, side effects, course completion etc>)  17. Does this drug shop have a valid Registration Certificate from DGDA and Trade License? If yes, please show.  18. Does any authority (Drug Superintendent) come to check it? If yes, when was it last?  19. Have your dispenser completed the training course (Grade C) as dispenser of medicine by PCB? If yes, please show the certificate.  20. Have you renewed your certificate according to PCB rules? If yes, when?  21. How long the drug shop is kept open? For how many days a week? (Mention working hours)  22. Name some of the pharmaceutical companies whose medicines are available here.  23. What do you do with expired medicines/product? (sell/return/dispose?), If dispose, how?  24. What is your view on ‘Presence of qualified/trained dispenser (minimum grade-C) during dispensing of medicines in each drug store’?  25. Is your dispenser/you are only responsible to dispense medicine or also pushing injections and providing first aid? If yes, have dispenser/you any training/certificate to do so?  26. What are the barriers/obstacles you usually face to provide quality medicines as well as quality service?  (Probe: consumers asking for low cost, requesting unnecessary antibiotics, asking for less medicine than full course etc.)  27. Do you have customers who buy medicines bringing prescriptions from registered physician? What is its percentage compared to OTC (Over The Counter sale)?  28. Are critical patients referred to nearby hospitals or clinics, diagnostic centers or dispenser/you continue treatment yourself?  **Section IV: Drug Shop Owner’s Need/Expectations to support BPMI program**  29. Have you heard about the Accredited Drug Seller (ADS) for BPMI program in BD? Yes / No  [If the answer is ‘No’, please give some idea to the respondent)    30. To what extent is this retailer drug shop and you are willing to participate in initiating and continuing the ADS program?  31. How do you think this program will contribute to improve the health-care delivery system, specifically providing of quality medicines and service by qualified/trained (Grade C) dispenser? |

32. What are your needs to upgrade this drug shop at district/upazilla/central level Pharmacy and participate in ADS program? [Probe for quality service and product, financial support, equipments, training and others)

**Section V: Communication Preference, Branding and Capacity Building**

33. Do you think branding should be done to popularize your drug shop and yourself after upgrading is done? [Probe: motto/slogan, logo, images, color, coat, T-shirt, hat etc.]

34. Do you think multi-media campaign (Electronic, print, outdoor etc.) are needed to increase awareness of consumers, dispensers and drug shop owners, updating of drug license and others?

34. Which interventions would be suitable for increasing awareness on BPMI in Bangladesh?

(Probe: seminars, workshops, local and community radio, TV ad, radio ad etc.)

35. Do you think display of Logo, Certificates of qualified/trained dispenser and valid Drug license in the drug shops necessary and will increase credibility?

36. Do you feel inclusive raining/Orientation is needed for your capacity building to serve the consumers better?

**Section VI: Other Suggestions**

37. Do you have any other suggestions to improve supply of quality medicines, services and capacity building in upazilla/district/central level drug shop? If yes, please mention.

***End the Interview thanking the participant for giving his/her valuable time.***

1. **In-Depth Interview Questionnaire for Medicine Consumers (Exit Interview)**

**Greet and introduce yourself.**

I am ……………………………………………………..from……………………………………….

We are interviewing stakeholders, consumers, dispensers, drug shop owners and others in the area of public health specially on use of medicines to work out a strategy for consumer advocacy and marketing of BPMI project.

**INFORMED CONSENT [*Read Out*]**

We are working with ------------------------------ to conduct a survey on private retail drug stores, services provided and existing practice in Bangladesh. If you agree to be in this survey, you will be asked questions that will be used to improve access to health care and proper use of medicines with the right way of dispensing of drug by a qualified/trained person. The survey will take about 30 to 40 minutes. All of the information you provide will be kept private.

**Would you like to participate in the survey? [*Have the person sign on the appropriate line.*]**

**Yes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Name of Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of Interview: \_\_\_\_ /\_\_\_ /\_\_\_\_**  **Section I: Profile of Respondent** |

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| --- |
| 1. Name: 2. Age: |
| 3. Sex: 4. Education level attained: |
| 5. Address: 6. Profession: |
| 7. Marital status: 8.No. of children: |
| **Section II: Present Knowledge and Awareness level of Consumers on Medicines**  9. What type of health problems (symptoms) are common in this locality?  10. Do you think quality medicines and service provided by a qualified /trained dispenser are necessary quick recovery from illness?  11. According to you what are the conditions of quality medicine/pharmaceutical products?  12. What do you think about medicines and counseling services provided by the drug shop where you go? [Probe: medicine quality, instructions given]  13. Do you know whether the drug shop/ pharmacy you go has a valid drug license?  14. Do you know whether the drug shop/pharmacy you go has a qualified/trained (minimum Grade C) dispenser?  15. According to you, what are the main problems with dispensing of medicines from local drug shops? (Probe: pushing sell, not listening properly, dispenser not enough qualified, opening hours etc.)    **Section III: Present Practices and Barriers faced by Consumers**  16. When you or your family members are sick where do you initially go for treatment? (Probe: nearby drug shop, RMP, registered doctor, hospital)  17. How many times you went to nearby drug shop during last 2 weeks for buying medicines?  18.` Presence of qualified/trained dispenser must be ensured by each drug shop’. What is your view on it?  19. During buying medicines do your dispenser counsel you about dosage, side effects, completion of course etc.? (Probe: is it necessary or not. If yes, why?)  20. Do you know drug must be dispensed by a minimum C grade pharmacist? If yes, have you verified this by asking the dispenser?  21. Do you check expiry date of medicines during purchasing?    22. Do you usually ask for required medicine and treatment directly from dispensers?  23. Do you feel given medicines are too many than you really require? If yes, then what do you do?  24. Name some of the pharmaceutical companies whose medicines are common.  25. Do you have the feeling that sometimes the dispenser gives you fake, unknown company’s and date expired medicines for more profit?  26. What are the barriers/obstacles to get proper medicine and treatment from local rug shops?  27. According to your observation are critical patients referred to nearby hospitals or dispensers continue treatment?  **Section IV: Consumers’ Need/Expectations to support the BPMI program**  28. Do you think some actions are needed to change the situation in medicine supply to ensure quality medicine and service provided by private drug shops?  29. Do you know about the Accredited Drug Seller (ADS) program in BD? Yes / No. (If no, please explain it to the respondent)  30. Do you feel Categorization of drug shops according to quality and types of services will be helpful to you? (Probe: categorizing as Level- I and II Pharmacy under ADS/BPMI program)  31. How do you think ADS/BPMI program will help to improve dispensing of quality medicines at district/upazilla/central level by qualified/trained (minimum Grade-C Pharmacist) dispenser?  32. How consumers can be engaged in the BPMI?  33. How consumers can be benefited from the proposed BPMI? |

34. What according to you could be done to upgrade the local drug shops and ensure supply of quality medicines and service? [Probe for quality control, financial support, equipments, training and others)

**Section V: Communication Preference, Branding and Capacity Building**

35. Do you think branding should be done to make upgraded drug shops more visible to medicine buyers/consumers? [Probe: motto/slogan, logo, images, and color etc.]

36. Do you support multi-media campaign to increase awareness of consumers and dispensers? Suggest suitable ones for Bangladesh. (Probe: seminars, campaign, local and community radio, TV ad, radio ad)

37. Do you think display of Logo, Certificates of trained dispenser and Registration (updated) in the medicine shops is necessary and will increase credibility and popularity to the consumers?

38. Do you feel Training/Orientation is needed for dispensers and shop owners to properly implement BPMI program? (Probe: inclusion as ADS, receiving incentives and other support)

**Section VI: Other Suggestions**

39. Do you have any other comment/suggestions on ensuring quality of medicines and services in retail drug shops in the community? If yes, please mention.

***End the Interview thanking the participant for giving his/her valuable time.***

1. **Focus Group Discussion Guideline for Potential Consumers**

**Greet and introduce yourself.**

I am ……………………………………………………..from……………………………………….

We are interviewing stakeholders, consumers, dispensers, drug shop owners and others in the area of public health specially on use of medicines to work out a strategy for consumer advocacy and marketing of BPMI project.

**INFORMED CONSENT [*Read Out*]**

We are working with ------------------------------ to conduct a survey on private retail drug stores, services provided and existing practice in Bangladesh. If you agree to be in this survey, you will be asked questions that will be used to improve access to health care and proper use of medicines with the right way of dispensing of drug by a qualified/trained person. The survey will take about 30 to 40 minutes. All of the information you provide will be kept private.

**Would you like to participate in the survey? [*Have the person sign on the appropriate line.*]**

**Yes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Name of Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of Interview: \_\_\_\_ /\_\_\_ /\_\_\_\_**  **Section I: Profile of FGD Participants** |

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| Sl No. | Name, Age & Sex | Address | Education | Profession | Marital status& no. of children | Remarks/  Signature |
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| |  | | --- | | **Section II: Present Knowledge and Awareness level of Consumers on Medicines**  9. What type of health problems (symptoms) are common in this locality?  10. Do you think quality medicines and service provided by a qualified /trained dispenser are necessary quick recovery from illness?  11. According to you what are the conditions of quality medicine/pharmaceutical products? (Probe: efficacy, less side effects, cost effective etc)  12. What do you think about medicines and counseling services provided by the drug shop where you go? [Probe: medicine quality, instructions given]  13. Do you know whether the drug shop/ pharmacy you go has a valid drug license?  14. Do you know whether the drug shop/pharmacy you go has a qualified/trained (minimum Grade C) dispenser?  15. What are the main problems with dispensing of medicines from local drug shops? (Probe: pushing sell, not listening properly, dispenser not enough qualified, opening hours etc.)    **Section III: Present Practices and Barriers faced by Consumers**  16. When you or your family members are sick where do you initially go for treatment? (Probe: nearby drug shop, RMP, registered doctor, hospital)  17 .` Presence of qualified/trained dispenser must be ensured by each drug shop’. What is your view on it?  18. During buying medicines do your dispenser counsel you about dosage, side effects, completion of course etc.? (Probe: is it necessary or not. If yes, why?)  19. Do you know drug must be dispensed by a minimum C grade pharmacist? If yes, have you verified this by asking the dispenser?  20. Do you check expiry date of medicines during purchasing?    21. Do you feel given medicines are too many than you really require? If yes, then what do you do?  22. Do you have the feeling that sometimes the dispenser gives you fake, unknown company’s and date expired medicines for more profit?  23. What are the barriers/obstacles to get proper medicine and treatment from local rug shops?  24. According to your observation are critical patients referred to nearby hospitals or dispensers continue treatment?  **Section IV: Consumers’ Need/Expectations to support the BPMI program**  25. Do you think some actions are needed to change the situation in medicine supply to ensure quality medicine and service provided by private drug shops?  26. Do you know about the Accredited Drug Seller (ADS) program in BD? Yes / No. (If no, please explain it to the respondent)  27. Do you feel Categorization of drug shops according to quality and types of services will be helpful to you? (Probe: categorizing as Level- I and II Pharmacy under ADS/BPMI program)  28. How do you think ADS/BPMI program will help to improve dispensing of quality medicines at district/upazilla/central level by qualified/trained (minimum Grade-C Pharmacist) dispenser? |   29. What according to you could be done to upgrade the local drug shops and ensure supply of quality medicines and service? [Probe for quality control, financial support, equipments, training and others)  **Section V: Communication Preference, Branding and Capacity Building**  30. Do you think branding should be done to make upgraded drug shops more visible to medicine buyers/consumers? [Probe: motto/slogan, logo, images, and color etc.]  31. Do you support multi-media campaign to increase awareness of consumers and dispensers? Suggest suitable ones for Bangladesh. (Probe: seminars, campaign, local and community radio, TV ad, radio ad)  32. Do you think display of Logo, Certificates of trained dispenser and Registration (updated) in the medicine shops is necessary and will increase credibility and popularity to the consumers?  33. Do you feel Training/Orientation is needed for dispensers and shop owners to properly implement BPMI program? (Probe: inclusion as ADS, receiving incentives and other support)  **Section VI: Other Suggestions**  39. Do you have any other comment/suggestions on ensuring quality of medicines and services in retail drug shops in the community? If yes, please mention. |

***End the FGD thanking all participants for giving their valuable time.***