

Annex 6: Structure of a questionnaire

Types of the questions:

Open questions

How do you make sure that you always have enough water and soap at home to wash your hands?

.....

These are open-ended questions, and the respondent's answer is written down.

+ These types of question make it possible to record a full spectrum of answers.

- These types of question are more difficult to analyze and have to be coded.

Open questions with given answer categories (multiple response)

In general, why do you wash your hands with soap/ash/sand and water?

¹ ☐ Against bacteria

² ☐ To protect our children/baby

³ ☐ Against dirt/smell

⁴ ☐ Compliance/obligation

⁵ ☐ Against sickness

⁶ ☐ To protect health

⁷ ☐ Because of hygiene

⁸ ☐ Group behavior

⁹ ☐ Habit ⁻⁸⁸ ☐ Don't know

These are open-ended questions (not mentioning the categories), but the possible answers are already categorized.

+ Although they are open-ended, these types of question are easier to analyze afterwards.

- Some of the answers might not be found in the categories. A category "others" can be added, which will need to be coded afterwards.

Closed questions

How much do you like washing your hands with soap/ash/sand?

¹ ☐ Don't like it

² ☐ Like it a little

³ ☐ Like it ⁴ ☐ Quite like it

⁵ ☐ Like it a lot

The answers to the question are mentioned to the interviewer, and he/she must decide which answer fits best.

+ These questions are easy to analyze.

- Depending on the answer categories, it is not always easy for the respondent to choose.

Structure of the questionnaire:

The questionnaire is structured according to previous experience, but the order can be adapted to the specific needs. The number of questions indicated per section is seen as a maximum and can be reduced.

General recommendations

- The answer categories must be coded with numbers to simplify data entry and analysis. "Other" is usually given the code 99, and don't know 88.
- As far as possible, choose closed questions and keep open questions to a minimum to simplify and reduce the data analysis workload.
- If you use a mobile-based data collection tool (e.g. akvo), entering the answers to open questions is complicated. It makes sense to work with open questions with given answer categories.
- It is helpful to indicate for each question in the questionnaire if it is an open or closed question to guide the interviewer.

General information (up to 20 questions)

- Municipality
- Date
- Village
- Quarter/Zone? Applicable?
- First name, surname, age, marital status, education, ethnicity, religion
- Number of persons in a household
- Profession, main activities

Comment:

- Here you are free to add questions relevant to the project or which you will need for your monitoring purposes.
- If you want to evaluate the developed intervention in the future, it will be important that the information collected in this part allows you to identify the person you interviewed so that you can measure the changes at a later date.

Behavior (up to 30 questions depending on the complexity of the behavior)

- These questions are used to distinguish Doers from Non Doers of the defined behavior and to divide the data sample. We also add questions on the intention and the habit of performing a behavior, in case there are almost no Doers in the study zone
- Characteristic of behavior questions:
 - They are directly related to each element of the behavior.

- They are personal and about the person's own behavior.
 - They are specific and not theoretical (if this, then that).
 - They are often time-bounded (related to a specific time period or frequency).
 - They include an observation or an proxy indicator (e.g. availability of water and soap).
- Questions with “imagine”
These questions help to get the information indirectly, following the person as he/she performs the behavior in a typical situation, e.g.

(open) Imagine you come back from the market in your village and your neighbor invites you to eat with him. What do you do from the moment you are there until you start to eat?

⁰ ☐ HW not mentioned ¹ ☐ HW with WATER mentioned ² ☐ HW with SOAP mentioned

- Questions on identified special issue regarding the behavior
These questions are used if you have identified any special issues during the contextual analysis that have an impact on the behavior. This can be a special tradition, e.g. the tradition of people washing their hands in the same recipient before eating was identified in Mali, and therefore following question were asked:

(closed) Before eating, do you generally wash your hands in the same recipient and only with water? ¹ ☐ yes ⁰ ☐ No

¹ ☐ yes ⁰ ☐ No

(closed) How important is this tradition to you?

¹ ☐ Not important at all

² \square A little important

³ ☐ Medium important

⁴ ☐ Very important

⁵ ☐ Extremely important

- Approximative measures (“normally”, “in which situations”, “why”)
These questions are used to obtain more information about how the behavior is performed. It also helps to gather some information about the infrastructure used to perform the behavior and can then be crosschecked with the observation.

(open) What do you normally use to wash you hands?

¹ ☐ Only water ² ☐ Water and soap ³ ☐ Ashes ⁹⁹ ☐

Which recipient do you normally use to wash your hands?

¹ ☐ bucket ² ☐ tippy tap ⁹⁹ ☐ others.....

(open) In which situation do you wash your hand only with water? Multiple answers

⁰ ☐ Never use only water ¹ ☐ After defecating
² ☐ After cleaning the baby's bottom ³ ☐ After other contact with feces
⁴ ☐ Before feeding a child ⁵ ☐ Before preparing food
⁶ ☐ Before handling drinking water ⁷ ☐ Before eating
⁹⁹ ☐ Others.....

- Demonstration and observation of the behavior
These questions and observations help to crosscheck if the self-reported behavior is really performed. Not all behavior can be demonstrated, as it might be too sensitive, so we also have to work with proxi-indicators.

Can you show me how you normally wash your hands?

Observation:

How did the person wash her hands?

¹ ☐ Rinsed on hand with water ² ☐ Rinsed both hands with water
³ ☐ Washed one hand with soap ⁴ ☐ Washed both hands with soap
⁵ ☐ Washed both hands with soapy water

Where did the water come from?

¹ ☐ Bucket ² ☐ Tap ⁹⁹ ☐ other.....

Which type of soap did she use ?

⁰ ☐ No soap ¹ ☐ Traditional soap ² ☐ Industrial soap ³ ☐ Ashes ⁹⁹ ☐ others.....

How did she dry her hands?

¹ ☐ With a clean cloth ² ☐ In the air ³ ☐ On her clothes ⁹⁹ ☐ Others.....

- Explicit report (“yesterday”, “how often”)
These questions make it possible to get information about the frequency and to what degree the behavior is already a habit.

(Closed) Did you wash your hands with water and soap yesterday?¹ ☐ Yes ⁰ ☐ No

If yes, how many times?

(closed) Before eating, how often do you wash your hands with water and soap?

¹ ☐ Never ² ☐ Sometimes ³ ☐ Half the time ⁴ ☐ Often ⁵ ☐ Always

- Question about Intention and habit
We also add questions about intentions and habits of performing a behavior, when there are almost no doers in the study zone.

Intention

(closed) How strongly do you intend to always wash your hands?

¹ ☐ Not at all strongly ² ☐ A little strongly ³ ☐ Medium strongly ⁴ ☐ Very strongly
⁵ ☐ Extremely strongly

Habit

(closed) How automatically do you feel that you wash your hands?

¹ ☐ Not at all ² ☐ A little ³ ☐ Medium ⁴ ☐ Very ⁵ ☐ Extremely

Comment:

- This part of the questionnaire is very important for gathering information that distinguishes between doers and non-doers of the behavior by forming an indicator.
- There should be a good mix of questions about self-reported behavior approximate measures and observation.
- It is useful to form a possible indicator for doers and non-doers to see if you have defined enough questions to divide doers from non-doers (see the example below).
- If you are not sure that the behavior is already performed in your sample, you can also add a question about people’s intention to perform a behavior and use it as a criterion to divide the group into doers and non-doers.

Example behavior questions	Doers	Score Doers	Non-doers	Score Non-doers
4 questions with "Imagine different hand washing situations"	Handwashing with soap is mentioned 4 times	1	Handwashing with soap is mentioned 0-3 times	0
How often do you wash your hands with soap?	Answer category 5 always	1	Answer category 1 (never), 2 (seldom), 3 (sometimes) and 4 (often)	0
How many times did you wash your hands yesterday?	Define a minimum number, e.g. 5 times per day	1	Less than 5	0
Observation: Water and soap available	Yes	1	no	0
Total score		4		0

→ In this example we use several measures to divide the sample into doers and non-doers. Only if a participant is **above the cut-off point for all measures is he/she a doer**. In all other cases, the person is classified as a non-doer.

Attitude factors (up to 10 questions)

- Questions on feelings/emotions
This is all about positive and negative feelings regarding the behavior, such as the taste, odor, shame, disgust, convenience, security, intimacy, comfort, modernity etc.

(closed) How much do you like or dislike washing your hands with soap?

¹ ☐ Dislike it a lot ² ☐ Dislike it ³ ☐ Quite dislike it

⁴ ☐ Like it ⁵ ☐ Like it a lot

(closed) How disgusting is it to clean a latrine?

¹ ☐ Extremely disgusting ² ☐ Very disgusting ³ ☐ Quite disgusting

⁴ ☐ A little disgusting ⁵ ☐ Not at all disgusting

- Questions regarding beliefs about costs and benefits

Here it is important to note that costs and benefits refer not only to money, but also to time, esteem, status symbol, power, effort, etc.

(closed) How costly do you think it is to treat your water with chlorine?

¹ ☐ Not costly ² ☐ A little costly ³ ☐ Quite costly ⁴ ☐ Costly ⁵ ☐ Very costly

(closed) How time-consuming is it to treat your water with chlorine?

¹ ☐ Not time-consuming ² ☐ A little time-consuming ³ ☐ Quite time consuming ⁴ ☐ Time-consuming ⁵ ☐ Very time-consuming

Comment:

- Make sure to have a good mix of the two categories as well as positive and negative aspects.

Norm factors (up to 8 questions)

- Others' behavior

This question examines how the person perceives behavior within their community or social environment (family, peer group).

(closed) How many people in your community separate their waste?

¹ ☐ Nobody (0%) ² ☐ Less than half (25%) ³ ☐ Half (50%)

⁴ ☐ More than half (75%) ⁵ ☐ Everybody (100%)

(closed) How many people in your family separate their waste?

¹ ☐ Nobody (0%) ² ☐ Less than half (25%) ³ ☐ Half (50%)

⁴ ☐ More than half (75%) ⁵ ☐ Everybody (100%)

- Others' (dis)approval

This question examines social pressure through approval, encouragement, motivation or importance, etc, also in the negative attitudes of important people. These people may be very different depending on the context e.g. parents, teacher, village chief, influential groups etc.

(closed) How much do people who are important to you encourage you, or not, to separate your waste?

¹ ☐ They encourage it a lot ² ☐ They encourage it ☐ They either encourage it or not

⁴ ☐ They do not encourage it ⁵ ☐ They do not encourage it at all

- Personal importance

This factor is rather difficult and can be left out if there is no special evidence for the behavior. It may be considered in the self-regulation part under commitment.

(closed) How strongly do you feel personally obliged to chlorinate all your drinking water?

¹ ☐ Not obliged ² ☐ A little obliged ³ ☐ Quite obliged

⁴ ☐ Obligated ⁵ ☐ Very obliged

Comment:

- These questions are quite important, because we often forget to ask about the influence of norms and social pressure.
- Here, we want to find out the person's perception and not how things are in reality.

Ability factors (up to 12 questions)

- How-to-do knowledge (handwashing steps, critical situations)

The emphasis here is on how-to-do and whether there is enough knowledge around to perform the behavior.

(open) What are the critical situations for handwashing with soap? Multiple answers

¹ ☐ After defecating

² ☐ After cleaning a child's bottom

³ ☐ After contact with feces

⁴ ☐ Before feeding a child

⁵ ☐ Before preparing food

⁶ ☐ before handling with drinking water

⁷ ☐ Before eating

⁻⁸⁸ ☐ Don't know

⁹⁹ ☐ Other.....

- Confidence in performance (to feel able to do the behavior)

We use this type of question to find out how capable/confident the person is of organizing the necessary infrastructure, products and other means such as time, money, etc. to perform the behavior.

(closed) How confident do you feel that you will have enough time to always treat the drinking water?

¹ ☐ Not at all confident ² ☐ A bit confident ³ ☐ Quite confident

⁴ ☐ Confident ⁵ ☐ Very confident

- Confidence in continuation (feeling capable of maintaining a behavior)
Here, the accent is more on maintaining the behavior even though you have to invest or do not see the immediate profit, etc.

(closed) How confident do you feel that you will continue to wash your hands even though you have to spend money on the soap?

¹ ☐ Not at all confident ² ☐ A bit confident ³ ☐ Quite confident

⁴ ☐ Confident ⁵ ☐ Very confident

- Confidence in recovering (feeling capable of restarting the behavior after a disruption)
Here, we would like to find out if the person will be able to restart the good behavior although he/she has stopped because of obstacles (non-availability of product, money), changing environment (season etc.)

(closed) Imagine you stopped chlorinating your drinking water for several days, for example because there was no chlorine available. How confident or unconfident are you that you will start continuously chlorinating all your drinking water again?

¹ ☐ Not at all confident ² ☐ A bit confident ³ ☐ Quite confident ⁴ ☐ Confident ⁵ ☐ Very confident

Self-regulation factors (up to 10 questions)

- Action planning (concerning time, money, etc.)
This type of questions give you information about whether the person already anticipates having all the items they need to be able to perform the behavior and integrating it into their daily routine.

(Closed) Do you plan a quantity of water for handwashing when you fetch water? ¹ ☐ yes ⁰ ☐ No

(open) What do you do to make sure that you always have enough water for handwashing?
The plan is..... ⁰ ☐ I do nothing

(Here, you could also already define possible options for plans to make it easier to analyze the answers.)

- Action control (detailed plan)

(closed) How strongly do you try to chlorinate all your drinking water?

¹ ☐ Not at all ² ☐ A little ³ ☐ Quite a lot ⁴ ☐ A lot ⁵ ☐ A great deal

- Barrier planning (anticipation of barriers)

Here, the idea is to find out if there is a plan B if there are obstacles that help to maintain the barrier and avoid disruption.

(closed) Do you have a plan to wash your hands if there is no water and no soap at home?
☐ yes ⁰ ☐ No
(open) The plan is..... ⁰ ☐ I do nothing
(Here, you could also already define possible options for plans to make it easier to analyze the answers.)

- Remembering

(closed) How often do you intend to chlorinate your drinking water but then forget to do it?
¹ ☐ Never ² ☐ Seldom ³ ☐ Sometimes ⁴ ☐ Often ⁵ ☐ Always
(open) Do you have any tricks to remember to chlorinate your water? ☐ Yes ⁰ ☐ No
If yes, which one:.....

- Commitment (feeling of obligation)

(closed) How engaged/committed are you to always use the latrine?
¹ ☐ Not at all committed ² ☐ A bit committed
³ ☐ Quite committed ⁴ ☐ Committed
⁵ ☐ Very committed

Comment:

- The questions in this factor block are the most difficult ones to find and are not so usual. It makes sense to discuss them intensively within the team.
- The experience has shown that leaving the answer completely open for all the planned questions generates a lot of preparatory work for the analysis. It can make sense to already formulate some possible plans and leave “others” as an option.

Risk factors (up to 10 questions)

- Health knowledge / factual knowledge

Here, we would like to know if the person is aware of causes and prevention measures related to the behavior. For Wash it is usually the health risk.

(Closed) “I will present some potential causes of diarrhea. Could you please tell me for each whether it is a cause of diarrhea or not?”

Eat contaminated food ⁰ ☐ No ¹ ☐ Yes ⁹⁹ ☐ Don't know

Mosquito bite ¹ ☐ No ⁰ ☐ Yes ⁹⁹ ☐ Don't know

Walk in the sun for a long distance ¹ ☐ No ⁰ ☐ Yes ⁹⁹ ☐ Don't know

Drink contaminated water ⁰ ☐ No ¹ ☐ Yes ⁹⁹ ☐ Don't know

- Vulnerability

The information collected here is an indication of the person's feeling of risk, regardless of whether that risk is actually present or not.

(closed) Considering your handwashing practices before handling food, how high do you feel is the risk that you may contract diarrhea?

¹ ☐ Not at all high ² ☐ A bit high ³ ☐ Quite high ⁴ ☐ High ⁵ ☐ Very high

- Severity

Here, the questions show if the person's perception of the consequences of the risk/bad behavior has a big influence on their well-being.

(closed) Imagine if you contracted diarrhea. How severe would be the impact on your daily life?

¹ ☐ Not severe ² ☐ A bit severe ³ ☐ Quite severe ⁴ ☐ Severe ⁵ ☐ Very severe

Comments

- It is advisable to put the risk factor question at the end of the questionnaire so that it influences the answers to the previous questions less.
- It is important to know that the question about vulnerability and severity reflects the perception of the person and not the reality.

Socio-economic information (up to 20 questions)

Income, expenses, possessions, housing, etc.

Comments:

- Here, you can use the typical questions that you usually use.