

**FOCUS GROUP GUIDE: CONSUMERS**  
**SEAM Improved Duka la Dawa Program**

**Date:** \_\_\_\_\_ **Time Started:** \_\_\_\_\_ **Time Ended:** \_\_\_\_\_  
**Moderator:** \_\_\_\_\_ **Note taker:** \_\_\_\_\_

**Preparations:** Before you start the FGD, the following should be recorded in the tape recorder.

Date  
Place where discussion is held (village, street, ward, district)  
Participants (group, gender, age)  
Name of the moderator/facilitator  
Name of the note taker/rapporteur

**Introduction:**

Hello. My name is \_\_\_\_\_ and I'm the moderator for today's one to two hour group discussion. \_\_\_\_\_ will be taking notes.

**SELF-INTROS:** Please introduce yourself to the group and tell us:

- Your name and village/hamlet/street

Our purpose today is to:

*Understand how you decide to purchase drugs and what you think about the quality of drugs and services in duka la dawas that you have visited. We would also like to hear what you would like to see done to improve the services you receive.*

This discussion is one of several we will be holding in Songea and Mbinga. These discussions are being coordinated by the Pharmacy Board of the MOH, in collaboration with the SEAM Program, and Healthscope in Dar es Salaam.

Feel free to make any negative or positive comments about any of the things we will be discussing today. This is a free flowing discussion and there are no right or wrong answers. Your ideas are being appreciated and valued.

The system for our discussion shall be as follows:

1. Everything that you say here will be kept strictly confidential. Nothing said in this group will ever be associated with any individual by name.
2. Your participation in this group is entirely voluntary. You may stop participating at any time. You do not have to answer any questions that you do not wish to answer.
3. This session is being audio taped so that we can write an accurate report and nothing will be reported by name. The tapes will be destroyed when we are done.
4. Please talk one at a time in a voice as loud as mine.

5. We need to hear from everyone but you don't have to answer every question.
6. Feel free to respond directly to someone who has made a point. You don't have to address your comments to me.

**1. What are the most common illnesses that people in your community experience?**

**Probe: Any other common illnesses?**

**2. Thinking back to the last time someone you knew was ill, where did he or she go for services?**

**Probe: Any other places?**

**Probe: When they go to these places, what kinds of things do they get for treatment?**

**Probe: Was there any other place they would have preferred to go for treatment?**

**3. Where do members from this community usually get drugs?**

**Probe: Any other places?**

**Probe: Of the places you have mentioned, where do you prefer to go?**

**Probe: What are the most important reasons you go to these places?**

**Probe: What do you like about the drugs you get at these places?**

**Probe: What problems have you had when you have gone to these places?**

**Probe: Which of these problems were the most difficult for you?**

**4. Where do you get information about drugs?**

**Probe: Any other source?**

**Probe: Which of these sources do you find the most trustworthy?**

**Probe: Which of these sources do you use the most often?**

**5. Where do you get information about duka la dawas?**

**Probe: Any other sources of information?**

**Probe: Which of these sources do you find the most trustworthy?**

**Probe: Which of these sources do you use the most often?**

6. [Let's talk more about the duka la dawas in your communities.] Tell me about what happens when you visit a duka la dawa.

Probe: What services do you get?

7. What do you think about these services?

Probe: What makes these services good?

Probe: Among these services which are the most important?

Probe: What do you suggest be changed about services in the duka la dawa?

8. When someone goes to a duka la dawa, what does the seller do?

Probe: What else?

Probe: What has been your best experience with a seller?

Probe: What has been your worst experience with a seller?

Probe: What changes could you recommend for sellers to best meet your expectations?

9. What do you think about the drugs that are sold by the duka la dawa?

Probe: What makes a duka la dawa good?

Probe: In your opinion, what makes a drug from a duka la dawa good?

Probe: What do you suggest be changed about drugs in the duka la dawa?

10. What happens after purchasing your drugs from the duka la dawa?

Probe: How did you use the advice of the seller?

Probe: Where else did you seek professional advice?

Probe: How did your illness progress?

Probe: For those who were not treated, what did you do?

[Let us take the opportunity to tell you what the government plans to do in order to improve the availability of drugs through improvement of duka la dawas. Distribute the cue card and ask one of the participants to volunteer reading it on behalf of his/her fellow participants.]

**11. What do you think about the idea of having Improved Duka la Dawas here?**

**Probe: What concerns do you have?**

**Probe: What suggestions do you have for making it work?**

**12. What do you think are the most important products and services an Improved Duka la Dawa should provide to communities?**

**Probe: How should the Improved Duka la Dawas be different than what you are now getting from the duka la dawa?**

**Probe: What would you expect from the Improved Duka la Dawa to make you willing to return the next time you are ill?**

**Probe: Any other services you would expect?**

**13. Let's summarize the key points of our discussion. Refer to discussion proceedings including:**

- + standards of duka la dawas,**
- + interaction between sellers and consumers,**
- + expectations of Improved Duka la Dawas**

**Probe: Does this summary sound complete?**

**Probe: Do you have anything to add or change?**

**14. Do you have any other advice for us for working with duka la dawas to become Improved Duka la Dawas?**

I would like to thank you for your active participation and contribution of constructive ideas.