

Focus Group Discussion (FGD) Tool

1A. Target Group: Adults Community members > 30 years of age (Gender ratio 1:1)

A. General Introduction

1. Welcome participants; introduce facilitators (gender-matched if necessary).
 2. Explain **purpose**: “We want to learn about community life, habits, and health choices, especially regarding NCDs (diabetes, hypertension {if participants do not know terms like *diabetes* and *hypertension*, start with “sugar” and “pressure”}, lifestyle risks). Your opinions will help improve health programs in your community.” In addition, we want to explore the barriers that facilitators face to communicate about access to NCD preventive and treatment service
 3. Explain confidentiality, no right or wrong answers, speak freely, respect others’ opinions.
 4. Obtain written informed consent and collect background information
-

B. Section 1: Perceptions & Awareness of NCDs

Questions:

1. “Can you tell us about diseases like sugar (diabetes), high BP (blood pressure), cancer, or heart problems in the community?”

Probe: Local terms, anecdotes etc.

2. What do you think causes these diseases?

Probe: Tobacco, alcohol, stress, sugar and salt intake, red meat, fried foods, exercise

3. If any of your family member has any of these diseases in the community usually gets these illnesses? Do you feel it could happen to you or your family?

Probe: Perceived risk of disease, perceived seriousness of disease

4. What target groups do you think are more prone to get the illnesses?”

Follow up: “What makes you think it could happen or not happen to you?”

C. Section 2: Lifestyle Practices

Questions / Prompts:

1. What do you usually eat in a typical day?

Probe: Salt, sugar, oil, red meat, processed foods, vegetables, fruits

1. Do you or any of your family members consume alcohol or tobacco? If yes, how often do you or family members consume alcohol or tobacco?

Probe: Reasons, social pressure, habit.

2. What are your daily physical activities? If not active, what prevents you from being more physically active?

Probe: Work schedule, space, cultural norms.

D. Section 3: Health-Seeking Behavior & Service Utilization

Questions:

1. Have you or anyone in your household ever gone for health check-ups for high blood pressure, diabetes, or cancer? Describe the experience.

Probe: How often do you get your blood sugars and lipid profiles checked?

2. In your experience, what are the main reasons people in the community turn up/ don't go for regular health check-ups

Probe: Awareness, distance, cost, time constraints, trust in health system / health workers, fear or stigma, gender norms, FLW support, family support, decision making

3. What do you think about health system and frontline workers with respect to NCD detection and management. Share your experience.

Probe:

- Are you aware of services at Health and wellness centers / PHCs / Ayush / or other local health facilities? What do you know about them?
 - If any frontline worker has visited your home/s for measuring blood pressure?
 - Any screening health camps organized by the health system in the community?
4. What in your opinion would be better for early detection and treatment of the diseases?

Facilitator cues: Track knowledge gaps, perceived benefit and quality of services

E. Section 4: Motivational Hooks & Communication Channels

Questions / Prompts:

1. How do people in your community usually get information about health?

Probe: TV, radio, WhatsApp, village meetings, miking awareness, FLWs, AV.

2. What kind of health messages would make you listen, remember, and act?

Probe: Stories, visuals, role models

F. Closing

- Thank participants; explain how findings will inform local health programs. Take feedback. Anything they would like to share to improve the detection and management of NCDs
-

1.b. FGD Tool – Adolescent Groups

Target Group: Adolescents (boys and girls)

Objective: Explore adolescents' perceptions, behaviors, and influences related to NCD risk factors, prevention, and health-seeking behavior.

Section 1. Perceptions & Awareness of NCDs

"What do you know about diseases like sugar (diabetes), pressure, heart problems, or cancer? Have you seen someone with these diseases? How do you think people in your age group or community get these diseases?"

Probe: Diet, physical activity, tobacco, alcohol, stress, environmental factors.

Section 2. Lifestyle practices

"Can you describe your usual daily activities, including what you eat, how much you exercise, and any habits like smoking or alcohol use? What makes it easy or difficult to stay healthy?"

Probe: Access to healthy foods, space for physical activity, peer or family influence.

"Do you think the choices you or your friends make now can affect health later? What would motivate you to change a habit or try a healthier behavior?"

Probe: Family care, future aspirations, appearance, peer influence

Section 3. Health-Seeking Behavior & Service Utilization

"Are you aware of health services in your village or nearby centers, like screenings, check-ups, or counseling? Have you or your friends ever used them? If not, why?"

Probe: Knowledge of Ayush Centers, school health programs, access challenges, cultural or gender norms.

Section 4. Motivational Hooks & Communication Channels

"If there was a program or messages about staying healthy and staying away from diseases, how should it be shared so that you and your friends notice it, understand it, and act on it?"

Probe: Adolescent-focused socio behavioral change messaging such as stories, games, visuals, peer leaders, role models, media, social media (preference and usage).