



Develop assessment questionnaires

The main aim of a good survey instrument is to minimize the number of errors that are made when obtaining the desired information. Surveyors can obtain answers that are both valid

and reliable only if they are using well-designed questionnaires. **ITN campaign assessment questionnaire templates** are available in [Annex 14](#).

7.1. Draft the questionnaires

After reviewing the ITN campaign assessment questionnaire template, the M&E sub-committee and/or assessment TWG should develop draft questionnaires. Questionnaires should include sections that capture:

- Geographic information, for example the region, district, health area, name of the village or neighbourhood
- Name(s) of surveyor(s) and assessment supervisor(s), contact information, signatures
- Instructions for the surveyor(s)
- Introductory text regarding the assessment, informed consent and confidentiality, voluntary nature of the survey, and other key information which each surveyor should share with the HH
- Numbered questions with clear coding for responses, for example Y or 1=Yes; N or 0=No; numbers of vouchers received, number of people or sleeping spaces counted
- Columns or other clearly indicated space to mark responses for each HH responding to the questionnaires
- Skip patterns where relevant for responses to questions which may render other questions unnecessary (e.g. if a HH did not participate in the distribution, the respondent would not need to reply to questions regarding the number of ITNs received during the distribution)
- A place for surveyors to include additional notes or observations
- Summary calculations and compiled responses, where information from more than one HH is collected on paper-based forms

These key elements of the questionnaires should be considered for both paper-based and digital data collection. It is also important to include a comments section in the questionnaires. This allows description of any issues with selecting HHs, which will be important for analysis of the results and evaluating the survey method for future applications.

The model questionnaire forms found in [Annex 14](#) contain questions/variables about the campaign process and ITN use. The in-process

questionnaire concentrates on receipt of the correct number of ITNs for each HH, reasons for not receiving the correct number of ITNs, and campaign media or messaging exposure. The in-process form does not have information about hanging and use. In contrast, the end-process questionnaire has questions about hanging and use and reasons for not using ITNs during the previous night. The questionnaires can be added to or modified based on the needs identified by national malaria programmes.

7.2. Prioritize questions to inform the assessment objective and indicators

In line with the recommendation in Step two to choose simple action-oriented indicators, it will be critical in developing the questionnaire to prioritize the questions which will best inform the assessment objective and key indicators selected. For example, for the recommended priority indicators noted in Step two, example questions are included in the table below.

Table 6: Example cLQAS questionnaire questions

Registration indicators	Example questions
<ul style="list-style-type: none"> ● Percentage of HHs registered ● Percentage of HHs that received vouchers ● Percentage of HHs that know the correct location of their ITN distribution point 	<ul style="list-style-type: none"> ● Did you receive a visit from a HHR team in your HH? (yes/no) <ul style="list-style-type: none"> ▶ If you did not receive a visit from a HHR team, why not? (e.g. absent when the team visited; team did not visit; other) ● If a HHR team visited, did you receive a voucher? (no/yes, available to view/not available to view) <ul style="list-style-type: none"> ▶ If yes, what is the number of ITNs written on the voucher for your HH to receive/how many vouchers did you receive? Write the number. Yes, available to view, yes, not available to view ▶ If no, why not? (absent; refused to receive a voucher; not informed; stock-out; did not register; other reason) ● How many people slept in your HH last night? Write the number. ● How many people or sleeping places were included in the HHR process? Write the number.
Distribution and use indicators	Example questions
<ul style="list-style-type: none"> ● Percentage of HHs that received any ITN during the distribution ● Percentage of HHs that received the correct number of ITNs according to ITN campaign allocation rules ● Percentage of ITN use, by children, pregnant women, and total population ● Percentage of HHs that received information about how to hang and use the ITNs 	<ul style="list-style-type: none"> ● Did the distribution team have adequate ITNs to cover the needs for your HH? (yes/no, if no, why not?) ● How many people are in your HH? Write the number. ● How many people or sleeping spaces were written on the ITN campaign voucher or how many vouchers did you receive (depending on voucher allocation decisions)? Write the number. ● How many ITNs did the distribution team provide to your HH during distribution? ● Did you encounter any challenges in collecting your ITNs from the distribution point? <ul style="list-style-type: none"> ▶ If yes, indicate the challenge (e.g. did not receive ITNs; incorrect number of ITNs provided relative to number indicated on voucher; distribution agents not clearly identified; security or crowd control issues during distribution; unclear information from distribution team members; culturally inappropriate actions of distribution team members [list]) ● Where are the ITNs you received currently? (In the home? Hanging? If not hanging, where are they?) ● Did you encounter any challenges in hanging your new campaign ITN? (storing new campaign ITN and not using right away; still airing out; ITNs too few for sleeping space; lack of nails or rope; do not know how to hang; sleeping space is small for ITN) ● Did you encounter any challenges in using your campaign ITN last night? (too hot; dislike fabric; caused itchiness or other discomfort [list]; other family member used)

Distribution and use indicators	Example questions
<ul style="list-style-type: none"> Percentage of HHs that received any information about the ITN campaign 	<ul style="list-style-type: none"> Did the HHR and distribution teams provide HH members messages about ITN use? (yes/no) <ul style="list-style-type: none"> If no, why not? If yes, what messages did they provide? (e.g. date, time, location, and other details for the ITN distribution at the distribution point; air, hang, care for the ITNs received)? Were the messages understandable? If HH received information, percentage who heard about the campaign by source (volunteer, town crier, religious leader, health facility worker, CHW, neighbour, friend, radio, other media, and/or other)

7.3. Share the draft questionnaires with key ITN campaign partners for inputs

Once a draft questionnaire has been developed, reviewed and refined by the M&E sub-committee and/or assessment TWG, it should be shared for feedback. The national malaria programme leadership can identify a list of stakeholders that should receive a copy of the draft questionnaires. The draft questionnaires can be shared via email, with instructions to guide reviewers and a deadline for receipt of comments and tracked edits in the text.

Additionally, or alternatively, a questionnaire review meeting may be organized to capture inputs, update and finalize the questionnaires.

After stakeholder inputs are compiled and the questionnaires are updated, they should be shared with the director of the national malaria programme for final edits and validation, before proceeding with the pre-testing.

7.4. Translate final validated questionnaires

For validity and reliability, assessment questionnaires should be translated into all major languages in which interviews will take place. “As translation is not an easy task and requires both strong linguistic skills as well as an understanding of terms and expressions used in the questionnaires, the recommended approach is that someone who

understands both the technical terms as well as the appropriate language(s) translates the questions into the required local language(s)”²⁶. Following translation by qualified translator(s) the translated questionnaires should be further reviewed and updated for technical quality and comprehension by malaria partners fluent in the language of the translation.

7.5. Pre-test and finalize the questionnaires

Pre-testing and finalizing the assessment questionnaires is a critical means of testing survey processes. Pre-testing can be conducted prior to and in tandem with the training of surveyors, provided there is a system in place to capture and share findings of the pre-test to guide the finalization of questionnaires and assessment manuals.

Sufficient time should be allowed after the pre-test to update questionnaires, translations and manuals prior to photocopying of paper-based or programming of digital data collection tools. Further testing of digital questionnaires should be completed to ensure that coded responses are accurately captured and skip patterns are working correctly.

26. ICF International (2012). Survey Organization Manual for Demographic and Health Surveys (DHS).