

8 Points In Depth Interview of a PD Person for Advocacy

1. General opinion about the practice or the issue at hand.

Statement by the PD person clearly expressing his/her position regarding the issue at hand and the desired behavior

2. Personal experience of the practice (s).

Account of the PD personal history regarding the issue at hand

3. Specific factors which enable the PD to practice this unusual behavior

Including events leading to turning point, pivotal role of individuals, family members, groups or associations, media, religion etc.

4. Actions to overcome problems engendered by unusual behavior

Ways the PD person is able to deal with and overcome conflict with family members, decision makers, peers, community, etc.

5. Specific demonstrably successful (convincing) words, arguments and metaphors used by the PD person

6. Ideas for the community based actions for behavior change in the community.

Ideas and suggestions for dealing with the issue at hand.

7. The PD potential involvement regarding the issue and desired behavior i.e. becoming peer educator.

What the person thinks she/he can do or willingness to get involved to help promote the desired behavior she/he displays to other community members.

8. Identification of other PD persons

Willingness of the PD persons to lead the interview team to other PDs.