

## Enhanced assessment of knowledge, attitudes and practices; and, intervention (KAP+) on antimicrobial resistance and antimicrobial use

INTERVIEWEE IDENTIFICATION			
INTERVIEW EE NUMBER:	HOUSEHOLD NUMBER:	DATE OF VISIT:	
INTERVIEW ER'S NAME:		TIME OF VISIT:	
RECORD TIME AT THE BEGINNING OF INTERVIEW:		RECORD TIME AT THE END OF THE INTERVIEW:	
RESULTS: _____ _____ _____	RESULTS CODE: 1 = completed 2 = not at home 3 = postponed	4 = refused 5 = partially completed 6 = no eligible person	7 = dropped out 8 = other (specify)

### PRIORITY DEMOGRAPHIC

#	Question	Answers with choices	Code	
SD1	What is your highest education level attained?	__ Finished Post-Graduate Studies __ Finished Graduate Studies __ Finished College/Bachelor __ Finished Certificate/Polytechnic/Technical __ Finished High School __ Finished Elementary __ Some schooling but did not finish elementary __ Did not go to school	_post-graduate _graduate _college _technical _high school _elementary _some schooling _none	...7 ...6 ...5 ...4 ...3 ...2 ...1 ...0
SD2	What profession do you consider yourself in?	__ Proprietor/business owner __ Company sales representative __ In-store salesperson/staff __ Veterinary pharmacists (employee) __ Others (Please specify): _____	_proprietor _rep _staff _vet pharm *_input*	...0 ...1 ...2 ...3 ...4
SD3	Age	_____	*input age*	
SD4	How many years of experience do you have in your work?	__ Less than 1 year __ 1 year to 2 years __ More than 2 years to 5 years __ More than 5 years to 10 years __ Over 10 years	_less than 1 yr _1-2 yrs _2-5 yrs _5-10 yrs _10+ yrs	...0 ...1 ...2 ...3 ...4
SD5	As (please refer to how the respondent classified himself/herself professionally),	__ large-scale business __ medium-scale business __ small-scale business	_large-scale _medium_scale _small-scale	...2 ...1 ...0

	how would you classify your store/company?			
SD6	According to your experience, how does one apply a permit to operate as an agricultural supplier/store?	__ a _____ __ I don't know, I was not the in-charge of its application ( <b>skip the next question</b> ) __ I don't know, I/we did not apply for one ( <b>skip the next question</b> )	__*input answer* __not in charge __did not apply	...2 ...1 ...0
SD7	Mainly, who does your store/company cater?	__ Large farm owners __ Medium farm owners __ Small farm owners/Backyard animal producers __ Large agri-store retailers __ Medium agri-store retailers __ Small agri-store retailers __ Others ( <b>please specify</b> ): _____	__large farm owners __medium farm owners __small farm owners  __large retailers __medium retailers __small retailers __*input*	...6 ...5 ...4  ...3 ...2 ...1 ...0
SD8	Gender	__ Male __ Female __ Others ( <b>please specify</b> ): _____	__male __female __*input*	...0 ...1 ...2
SD9	In addition to your degree, have you attended an informal training related to animal production?	__ Yes __ No	__yes __no	...1 ...0

### KNOWLEDGE-RELATED QUESTIONS

#	Question	Answers with choices	Code	
K1	Can you describe what antibiotics are?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know ( <b>go to Q4</b> )	_yes _no _don't know	...1 ...0 ...0
K2	If yes, what do you think antibiotics are intended for? (Please select all that apply.)	<input type="checkbox"/> As treatment of all types of diseases <input type="checkbox"/> As treatment of specific types of diseases <input type="checkbox"/> As prevention of all types of diseases <input type="checkbox"/> As prevention of specific types of diseases <input type="checkbox"/> As growth booster <input type="checkbox"/> Don't know <input type="checkbox"/> Others ( <b>please specify</b> ): _____	_treatment all _treatment spec _prevention all _prevention some _growth booster _don't know *_input*	...0 ...1 ...0 ...0 ...0 ...0 ...1
K3	Please list three antibiotics that you know.	<input type="checkbox"/> A. _____ <input type="checkbox"/> B. _____ <input type="checkbox"/> C. _____ <input type="checkbox"/> D. Can't remember ( <b>Don't read out until the respondent cannot provide answer</b> )	*_input name* *_input name* *_input name* _can't remember	...1 ...1 ...1 ...0
K4	Have you heard of antibiotic resistance?	<input type="checkbox"/> Yes <input type="checkbox"/> No ( <b>Go to Q6</b> )	_yes _no	...1 ...0
K5	Select in the list below, what best describes <u>antibiotic resistance</u> . ( <b>please select all that apply</b> )	<input type="checkbox"/> Antibiotic resistance is dangerous but don't know how to describe <input type="checkbox"/> When an infection cannot be treated because the medicine is ineffective <input type="checkbox"/> When bacteria develop resistance to one or more antibiotics <input type="checkbox"/> I'm not sure or don't know ( <b>Don't read out until the respondent cannot provide answer</b> )	_dangerous but don't know _medicine is ineffective _bacteria develop resistance _don't know	...0 ...0 ...1 ...0
K6 (a-g)	Where did you hear about antibiotic resistance?	<input type="checkbox"/> From TV, please specify channel or program: _____ (K6a) <input type="checkbox"/> From radio, please specify station or program: _____ (K6b) <input type="checkbox"/> From my friends (K6c) <input type="checkbox"/> From a village seminar (K6d) <input type="checkbox"/> From my drug supplier/drug company (K6e) <input type="checkbox"/> Social media such as Facebook, Twitter or Instagram (K6f) <input type="checkbox"/> Others ( <b>Please specify</b> ): _____ (K6g)	*_input*/no *_input*/no _yes/no _yes/no _yes/no _yes/no *_input*/no	...1/0 ...1/0 ...1/0 ...1/0 ...1/0 ...1/0 ...1/0
K7	Can you describe what antibiotics are?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know	_yes _no _don't know	...1 ...0 ...0

K8	Please list three antimicrobials that you know	a. _____ b. _____ c. _____ Can't remember ( <b>Don't read out until the respondent cannot provide answer</b> )	_*input name* _*input name* _*input name* _can't remember	...1 ...1 ...1 ...0
K9	Which of the following are considered antimicrobials?( <b>Select all that applies</b> )	__Antibacterials (1) __Antifungals (1) __Antivirals (1) __Antivenom (0) __Antiparasitics (1) __None of the above (0)	(tally number of correct answers) _4 correct _3 correct _2 correct _1 correct _none	...4 ...3 ...2 ...1 ...0
K10	Which of the following best describes your understanding of AMR?	__I have no idea what is AMR __I have a little idea about AMR but not sure if correct __I understand basic information on AMR __I understand how AMR arises, and how it spreads __I have an advanced understanding of AMR	_no idea _little idea  _basic info _etiology  _advanced understanding	...0 ...0  ...1 ...1  ...1
K11	All antimicrobials in humans are also used in animals, and all antimicrobials in animals are also used in humans.	__True __False __Other responses: _____	_true _false _*input response*	...0 ...1 ...1
K12	There is a difference between antibiotics and antimicrobials?	__True __False __Other responses: _____	_true _false _*input response*	...1 ...0 ...0
K13	Have you heard of antimicrobial resistance (AMR)?	__Yes __No ( <b>Go to Attitude section</b> )	_yes _no	---1 ---0
K14 (a-g)	Where did you hear about antimicrobial resistance (AMR)?	__From TV, please specify channel or program: _____ (K14a) __From radio, please specify station or program: _____ (K14b) __From my friends (K14c) __From a village seminar (K14d) __From drug supplier/drug company (K14e) __Social media such as Facebook, Twitter or Instagram (K14f) __Others ( <b>Please specify</b> ): _____ (K14g)	_*input*/no _*input*/no _yes/no _yes/no _yes/no _yes/no _*input/no	...1 ...1 ...1 ...1 ...1 ...1 ...1

<b>K15</b>	Which of the following is true regarding the nature of <u>antimicrobial resistance</u> (AMR)? (please select all that apply)	<input type="checkbox"/> AMR is when infections cannot be treated because medicine lose their potency or effectiveness. (1) <input type="checkbox"/> AMR is when bacteria develop resistance to antimicrobials such as antibiotics (1) <input type="checkbox"/> AMR emergence is accelerated with overuse and misuse of antibiotics. (1) <input type="checkbox"/> AMR occurs when microorganisms change in response to the use of antimicrobials. (1) <input type="checkbox"/> AMR can occasionally be transferred from one organism to another. (1) <input type="checkbox"/> Don't know (0)	(tally number of correct answers) <input type="checkbox"/> 5 correct <input type="checkbox"/> 4 correct <input type="checkbox"/> 3 correct <input type="checkbox"/> 2 correct <input type="checkbox"/> 1 correct <input type="checkbox"/> don't know	...5 ...4 ...3 ...2 ...1 ...0
<b>K16</b>	Which of the following is true about AMR as health issue? (Select all that apply)	<input type="checkbox"/> AMR is a health issue concerning both animals and humans. (1) <input type="checkbox"/> AMR occurs in human pathogens only. (0) <input type="checkbox"/> AMR in food animals is detected by determining the amount of antibiotic residue in meat sample. (1) <input type="checkbox"/> AMR is a global health threat. (1) <input type="checkbox"/> AMR can be eradicated. (1) <input type="checkbox"/> Don't know (0)	(tally number of correct answers) <input type="checkbox"/> 5 correct <input type="checkbox"/> 4 correct <input type="checkbox"/> 3 correct <input type="checkbox"/> 2 correct <input type="checkbox"/> 1 correct <input type="checkbox"/> don't know	...5 ...4 ...3 ...2 ...1 ...0
<b>K17</b>	Which of the following practices can contribute to the emergence of AMR? (Select all that apply)	<input type="checkbox"/> Overuse of antimicrobials in animals (1) <input type="checkbox"/> Use of antimicrobials in humans when it is not necessary (1) <input type="checkbox"/> Discontinuing antimicrobial use once the patient (animal or human) shows improvement (1) <input type="checkbox"/> Practicing prudent use of antimicrobials in animal (0) <input type="checkbox"/> Practicing prudent use of antimicrobials in humans (0) <input type="checkbox"/> don't know (0)	(tally number of correct answers) <input type="checkbox"/> 5 correct <input type="checkbox"/> 4 correct <input type="checkbox"/> 3 correct <input type="checkbox"/> 2 correct <input type="checkbox"/> 1 correct <input type="checkbox"/> don't know	...5 ...4 ...3 ...2 ...1 ...0
<b>K18</b>	Which of the following practices can help control/prevent the development of AMR? (Select all that apply)	<input type="checkbox"/> Good vaccination programs (1) <input type="checkbox"/> Good husbandry practices (1) <input type="checkbox"/> Use of antimicrobials as growth promoter (0) <input type="checkbox"/> Farm hygiene, sanitation, biosecurity (1) <input type="checkbox"/> Prudent use of antimicrobials (1) <input type="checkbox"/> None of the above (0)	(tally number of correct answers) <input type="checkbox"/> 5 correct <input type="checkbox"/> 4 correct <input type="checkbox"/> 3 correct <input type="checkbox"/> 2 correct <input type="checkbox"/> 1 correct <input type="checkbox"/> none	...5 ...4 ...3 ...2 ...1 ...0

## ATTITUDE-RELATED QUESTIONS

<i>Perceived Severity</i>				
<b>A1</b>	From a scale of 1 to 5 (1 being the least serious and 5 being very serious) how would you rate your situation if one of your family members had an infection that cannot be treated with medicine?	___ Very Serious ___ Serious ___ Moderately Serious ___ Slightly Serious ___ Least Serious	_very serious _serious _moderately serious _slightly serious _least serious	...5 ...4 ...3 ...2 ...1
<b>A2</b>	Are you worried or concerned about how prepared you are in handling AMR issues in the future?	___ Seriously concerned ___ Concerned ___ Slightly concerned ___ Not concerned at all ___ No opinion ( <b>Do not read to respondent until you are sure that they don't have an answer</b> )	_seriously concerned _concerned _slightly concerned _not concerned at all _no opinion	...4 ...3 ...2 ...1 ...0

**A3(a-l).** The following statements are what other people feel about antibiotics and antimicrobials. Please rate your opinion on the following statements whether you: **1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; or, 5 = Strongly Agree:**

Attitude Statements <sup>2</sup>	1	2	3	4	5
<b>(A3a)</b> Antimicrobials such as antibiotics protect both humans and animals from diseases					
<b>(A3b)</b> Antibiotics are important to improve animal production					
<b>(A3c)</b> It is good to keep antibiotics at home in case there may be a need for the animals later. <sup>2</sup>					
<b>(A3d)</b> When animals start to show signs of being ill, they should be given antibiotics to prevent them from getting a more serious illness <sup>3</sup>					
<b>(A3e)</b> Antibiotics would help animals to get better more quickly <sup>3</sup>					
<b>(A3f)</b> Anti-biotic should be stopped as soon as the animal gets better <sup>3</sup>					
<b>(A3g)</b> Skipping one or two doses does not contribute to the development of antibiotic resistance <sup>3</sup>					
<b>(A3h)</b> Antibiotics are safe; hence, they can be commonly used <sup>3</sup>					

(A3i) I find it hard to refuse a customer who asks for antibiotics even without prescription especially when s/he highly needs it.					
(A3j) If the animals get side effects during a course of antibiotics treatment one should stop giving them as soon as possible. <sup>2</sup>					
(A3k) There is no danger in giving antibiotics to animals if properly used					
(A3l) Antibiotics should be given with prescription					
<sup>2</sup> Modified from Jifar and Ayele (2018)					
<sup>3</sup> Modified from Ahmad et al., 2015					

**A4(a-j).** How do you think the following factors would affect your decision when prescribing/administering antimicrobials?

<i>Normative Expectations</i>					
	1 No influence	2 Limited influence	3 Moderate influence	4 Substantial influence	5 Very strong influence
(A4a) Opinions of my family members					
(A4b) Laboratory data					
(A4c) Opinions of the private industry					
(A4d) Client/farmer expectations					
(A4e) Opinions of Veterinary Professional groups					
(A4d) Data in scientific journals					
(A4e) Data from online search engines such as Google, Yahoo, Bing					
(A4f) Potential earnings or financial gain					
(A4g) Opinions of other veterinarians					
(A4h) Adherence to laws and legislation					
(A4i) Other factors (please identify): _____ (A4j)					

### PRACTICE/BEHAVIOUR-RELATED QUESTIONS

<b>P1</b>	What are the three bestselling OTC drugs in your store?	<input type="text"/> A. _____ <input type="text"/> B. _____ <input type="text"/> C. _____ <input type="text"/> D. Can't remember	*_insert name* *_insert name* *_insert name* _can't remember	...1 ...1 ...1 ...0
<b>P2</b>	What are the three bestselling prescription drugs in your store?	<input type="text"/> A. _____ <input type="text"/> B. _____ <input type="text"/> C. _____ <input type="text"/> D. Can't remember	*_insert name* *_insert name* *_insert name* _can't remember	...1 ...1 ...1 ...0
<b>P3 (a-h)</b>	What do you do when a client wants to buy a prescription drug from your store? <b>(Please select all that apply.)</b>	<input type="checkbox"/> Ask for a veterinarian/animal health specialist's prescription first (P3a) <input type="checkbox"/> Inquire about the animal's condition and vital information (P3b) <input type="checkbox"/> I refuse to sell prescriptive drugs to clients who cannot produce a vet's prescription (P3c) <input type="checkbox"/> If the condition requires the medicine, I dispense the drug even without a veterinarian's prescription (P3d) <b>(go to P5)</b> <input type="checkbox"/> I explain the dosage and duration of the drug to the client (P3e) <input type="checkbox"/> I ask the client to closely monitor the health of the animal(s) (P3f) <input type="checkbox"/> I ask the client to give me an update on the animal's health (P3g) <input type="checkbox"/> Others (please specify): _____ (P3h)	_yes/no _yes/no _yes/no _yes/no _yes/no _yes/no _yes/no *_input*/no	...1/0 ...1/0 ...1/0 ...0/1 ...1/0 ...1/0 ...1/0 ..1/0
<b>P4 (a-f)</b>	In <b>P3</b> , if you dispense prescription drugs without a vet's prescription, please tell us why? <b>(Select all that apply)</b>	<input type="checkbox"/> It's not required by the law (P4a) <input type="checkbox"/> It is not required by my organization/business (P4b) <input type="checkbox"/> I don't feel the need (P4c) <input type="checkbox"/> The clients prefer not to get the prescription (P4d) <input type="checkbox"/> I do not want to refuse a client in need (P4e) <input type="checkbox"/> Others: <b>(Please specify)</b> _____ (P4f)	_yes/no/na _yes/no/na _yes/no/na _yes/no/na _yes/no/na *_input*/no/na	...1/0 ...1/0 ...1/0 ...1/0 ...1/0 ...1/0
<b>P5 (a-d)</b>	Where do you source the antibiotics you prescribe/sell? <b>(Select all that apply)</b>	<input type="checkbox"/> From reputable suppliers/distributor/representative (P5a) <input type="checkbox"/> Another animal feed store/animal pharmaceutical store (P5b) <input type="checkbox"/> From human pharmacy store (P5c) <input type="checkbox"/> Others: <b>(please specify)</b> _____ (P5d)	_yes/no _yes/no _yes/no *_input*/no	...1 ...1 ...1 ...1
<b>P6</b>	Do you always advise clients/customers	<input type="checkbox"/> Yes <b>(go to P8)</b> <input type="checkbox"/> Sometimes <input type="checkbox"/> No	_yes _sometimes _no	...1 ...0 ...0



	how to use antibiotics for use in farms?			
P7 (a-f)	In P6, if you answer “sometimes” or “no”, please tell us why? ( <b>Select all that apply</b> )	__ It’s not required by the law (P7a) __ It is not required by my organization/business (P7b) __ I don’t feel the need (P7c) __ I assume the client knows how to administer the drug (P7d) __ I have to entertain other customers (P7e) __ Others: ( <b>Please specify</b> ) _____ (P7f)	_yes/no/na _yes/no/na _yes/no/na _yes/no/na _yes/no/na _*input*/no/na	...1/0 ...1/0 ...1/0 ...1/0 ...1/0 ...1/0
P8	When do you advise clients/customers to use/buy antibiotics for use in farms?	__ If they have a prescription from their veterinarian/animal health specialist (P8a) __ When we have a promotion on antibiotics/antimicrobials (P8b) __ If the customers asks (P8c) __ Only when needed (P8d)	_yes/no _yes/no _yes/no _yes/no	...1/0 ...1/0 ...0/1 ...1/0
P9	How do you advise client/customer on the use antibiotics in farms/animals?	__ As prescribed or as per manufacturer’s recommendations __ More than what was prescribed or manufacturer’s recommendations __ Stop using before the end of the prescribed course or manufacturer’s recommendations __ For as long as I feel suitable __ Others ( <b>Please specify</b> ): _____	_as prescribed _more than prescribed _stop before prescribed _as suitable _*input*	...1 ...0 ...0 ...0 ...0
P10	Do you keep a record of number of prescriptions you issue to clients/customers?	__ Yes __ No	_yes _no	...1 ...0
P11 (a-e)	Have you advised the use of antibiotics to treat any of the following diseases? ( <b>Select all that apply</b> )	__ Highly Pathogenic Avian Influenza/Avian flu (P11a) __ Foot and mouth disease (P11b) __ Classical swine fever (P11c) __ Newcastle disease (P11d) __ Others ( <b>Please specify</b> ): _____ (P11e)	_yes/no _yes/no _yes/no _yes/no _*input*/no	...1/0 ...1/0 ...1/0 ...1/0 ...1/0
P12 (a-f)	What do you usually advise to clients/farmers when they have <b>excess</b> antibiotics ( <b>Select all that apply</b> )	__ Throw in the garbage (P12a) __ Bury in the ground (P12b) __ Burn them (P12c) __ Give to neighbors/other farmers (P12d) __ Keep them for future use (P12e) __ Others ( <b>Please specify</b> ): _____ (P12f)	_yes/no _yes/no _yes/no _yes/no _yes/no _*input*/no	...1/0 ...1/0 ...1/0 ...0/1 ...0/1 ...1/0
P13 (a-f)	What do you usually advise to clients/farmers	__ Throw in the garbage (P13a) __ Bury in the ground (P13b) __ Burn them (P13c)	_yes/no _yes/no _yes/no	...1/0 ...1/0 ...1/0

	when they have <b>expired</b> antibiotics ( <b>Select all that apply</b> )	<input type="checkbox"/> Give to neighbors/other farmers (P13d) <input type="checkbox"/> Keep them for future use (P13e) <input type="checkbox"/> Others ( <b>Please specify</b> ): _____ (P13f)	_yes/no ...0/1 _yes/no ...0/1 _*input*/no ...1/0	
<b>P14 (a-f)</b>	Where do you store your prescription drugs and antibiotics? ( <b>Please select all that apply</b> )	<input type="checkbox"/> In a closed shelf under room temperature and out of direct sunlight (P14a) <input type="checkbox"/> In a close shelf but under direct sunlight (P14b) <input type="checkbox"/> In an open shelf under room temperature and out of direct sunlight (P14c) <input type="checkbox"/> In an open shelf under direct sunlight (P14d) <input type="checkbox"/> In the fridge with regulated temperature (P14e) <input type="checkbox"/> Other ( <b>please specify</b> ): _____ (P14f)	_yes/no ...1/0 _yes/no ...0/1 _yes/no ...1/0 _yes/no ...0/1 _yes/no ...1/0 _*input*/no ...1/0	
<b>P15</b>	How often do you check the expiration dates of the drugs including antibiotics?	<input type="checkbox"/> Once a week <input type="checkbox"/> Twice a month <input type="checkbox"/> Once a month <input type="checkbox"/> I don't check at all <input type="checkbox"/> Other ( <b>please specify</b> ): _____	_once a week ...1 _twice a month ...1 _once a month ...1 _don't check ...0 _*input* ...1	
<b>P16</b>	What do you do when the drugs including antibiotics have reached their expiration date?	<input type="checkbox"/> Pull them out of the shelf <input type="checkbox"/> Pull them out of the shelf and give to others for free <input type="checkbox"/> Keep them in the shelf <input type="checkbox"/> Other ( <b>please specify</b> ): _____	_pull out ...1 _give ...0 _keep ...0 _*input* ...0	
<b>P17</b>	Does anyone from the government monitor the antibiotics you are selling?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Can't remember	_yes ...1 _no ...0 _can't remember ...0	

## POLICY, INFORMATION, AND SOCIO-CULTURAL ENVIRONMENT

<b>E1</b>	Can you describe your country's laws on using prescription veterinary drugs?	<input type="checkbox"/> Yes <input type="checkbox"/> No (Go to E3) <input type="checkbox"/> Don't know (Go to E3)	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> don't know	...1 ...0 ...0
<b>E2</b>	If yes, please list down the laws you know or are familiar with:	_____ _____ <input type="checkbox"/> don't know <input type="checkbox"/> not applicable	<input type="checkbox"/> *insert name* <input type="checkbox"/> *insert name* <input type="checkbox"/> don't know <input type="checkbox"/> na	...1 ...1 ...0 ...0
<b>E3</b>	Can you describe your country's laws on dispensing/disposing veterinary drugs?	<input type="checkbox"/> Yes <input type="checkbox"/> No (Go to E5) <input type="checkbox"/> Don't know (Go to E5)	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> don't know	...1 ...0 ...0
<b>E4</b>	If yes, please list down the laws you know or are familiar with:	_____ _____ <input type="checkbox"/> don't know <input type="checkbox"/> not applicable	<input type="checkbox"/> *insert name* <input type="checkbox"/> *insert name* <input type="checkbox"/> don't know <input type="checkbox"/> na	...1 ...1 ...0 ...0
<b>E5</b>	Have you heard about government programs on antimicrobial use in your community?	<input type="checkbox"/> Yes <input type="checkbox"/> No (Go to E7) <input type="checkbox"/> Not sure (Go to E7)	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> not sure	...1 ...0 ...0
<b>E6</b>	Can you name these programs?	_____ _____ <input type="checkbox"/> don't know <input type="checkbox"/> not applicable	<input type="checkbox"/> *insert name* <input type="checkbox"/> *insert name* <input type="checkbox"/> don't know <input type="checkbox"/> na	...1 ...1 ...0 ...0
<b>E7</b>	Have you been to an assembly where antimicrobial use was discussed?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't remember	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> don't remember	...1 ...0 ...0
<b>E8</b>	Based on what you heard, please recall the top three messages that you got from the assembly.	a. _____ b. _____ c. _____ <input type="checkbox"/> don't know <input type="checkbox"/> not applicable	<input type="checkbox"/> *insert name* <input type="checkbox"/> *insert name* <input type="checkbox"/> *insert name* <input type="checkbox"/> don't know <input type="checkbox"/> na	...1 ...1 ...1 ...0 ...0
<b>E9</b>	Have you encountered information on anti-microbial use in the media?	<input type="checkbox"/> Yes <input type="checkbox"/> No (Go to E11) <input type="checkbox"/> Don't remember (Go to E11)	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> don't remember	...1 ...0 ...0
<b>E10</b>	Please recall the top three messages that you got from the media.	a. _____ b. _____ c. _____ <input type="checkbox"/> don't know	<input type="checkbox"/> *insert name* <input type="checkbox"/> *insert name* <input type="checkbox"/> *insert name* <input type="checkbox"/> don't know	...1 ...1 ...1 ...0

		_not applicable	_na	...0
<b>E11</b>	Are you a member in agri-vet suppliers/vendors' organizations in your community?	__Yes __No	_yes _no	...1 ...0
<b>E12</b>	Do you join suppliers/vendors' assemblies or seminars?	__All the time __Often __Rarely __Not at all	_all the time _often _rarely _not at all	...2 ...1 ...0 ...0
<b>E13</b>	Do you discuss business management practices with your peers?	__Yes __No	_yes _no	...1 ...0

#### INTENTION TO LEARN MORE ABOUT ANTIMICROBIALS

<b>I1</b>	Please rate your interest in learning more about antimicrobials such as antibiotics.	__Interested __Neutral __Not interested	_interested _neutral _not interested	...2 ...1 ...0
<b>I2</b>	What information about antimicrobials such as antibiotics do you want to know more?	__A. _____ __B. _____ __Don't know	_*input name* _*input name* _don't know	...1 ...1 ...0
<b>I3 (a-c)</b>	From whom do you prefer to learn about antimicrobial use such as antibiotics?	__Health experts (I3a) __Government Authorities (I3b) __Others (please specify):_____ (I3c)	_health experts _gov authorities _*input*	...1 ...1 ...1

## COMMUNICATION PREFERENCE QUESTIONS

**C1.** Please rank your top three most preferred source of news (**Let respondent tell you the first three sources of entertainment. Rank in the table below**). Please indicate on average your time spent seeking entertainment your top three sources of news. (**Ask respondent how much time they spend for their top three sources. Complete table below**)

Source	Rank (1-3)	Average time (hours/per day)			
		Less than 1 hour	1-2 hours	2-4 hours	More than 4 hours
Television					
Radio					
Newspaper					
Internet					
Social media					
Others: _____					

**C2.** Please rank your top three most preferred source of entertainment (**Let respondent tell you the first three sources of entertainment. Rank in the table below**). Please indicate on average your time spent seeking entertainment your top three sources of entertainment. (**Ask respondent how much time they spend for their top three sources. Complete table below**)

Source	Rank (1-3)	Average time (hours/per day)			
		Less than 1 hour	1-2 hours	2-4 hours	More than 4 hours
Television					
Radio					
Newspaper					
Internet					
Social media					
Others: _____					

**C3.** Please assess the time you spent using the media on an average day. Which one do you tend to do more: watching the news or watching entertainment? Please indicate your preferred media consumption using the continuum below. (**Present table below to respondents and let them point how they would rate their media consumption purpose**)

Only News	Mostly News	Balanced	Mostly Entertainment	Only Entertainment
○	○	○	○	○

<b>C4</b>	Which media/informational sources do you usually seek information on animal health issues? ( <b>Select all that apply</b> )	__Television	_yes/no	...1/0
		__Radio	_yes/no	...1/0
		__Internet	_yes/no	...1/0
		__Social media	_yes/no	...1/0
		__Animal health worker	_yes/no	...1/0

		__Other: _____	_*input*/no	...1/0
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**C5.** From the following list, rank the top three information materials you find most useful for providing information on animal health/farm issues.

Source	Rank (1-3)
Vet School	
Symposia and conferences in university	
Online courses	
Online websites and links	
Documentary	
Television	
Newspaper	
Online blogs	
Social media	
Others ( <b>please specify</b> )	

**Coding Guide for C1 and C2** (column name | code input):

**Rank** (C1\_news1-3, C2\_entr1-3 | tv, radio, newspaper, internet, SNS, \*input\*)

**Ave. time** (C1\_avenewstime1-3, C2\_aveentrtime1-3 | less than 1 hr, 1-2 hrs, 2-4 hrs, 4+ hrs)

**Coding Guide for C3** (column name | code input):

**Rank** (C3\_uesgrats | mostly news = 2, only news = 1, balanced = 3, only entertainment = 1, mostly entertainment = 2)

**Coding Guide for C5** (column name | code input):

**Rank** (C1\_prefmedia1-3 | vet school, symposia, online course, websites, documentary, tv, newspaper, blogs, SNS, \*input\*)

-END-