

DELIVERY AND ADOPTION IMPACT PATHWAYS OF AGRO-CLIMATE SERVICES

INTRODUCTION AND CONSENT

A clear introduction is essential for questionnaire respondents to feel trust, to be open and to share. The introduction could be made flexibly but should include the following information

Thank you for agreeing to talk to me. My name is We receive the support of the district and communal People's Committee, in collaboration with CARE International in Vietnam (CVN), in learning about villagers' life. CARE in Vietnam is implementing a project on climate change in your commune. I would like to ask you about your household's life and information related to agro-climate services (ACS) provided by CVN in the formats of paper and SMS bulletins. This information is solely for research purposes.

I will ask questions and would like to hear your real story, in your household. You do not have to answer any questions you do not want to. You can also stop this conversation if you wish to at any time. You can also take a break in between questions. The information you share is useful to the community. I will not record your name and the stories you share will only be used for this research.

Are you willing to participate in the interview?

Tick: YES ☐ NO ☐ (If "No", stop the interview)

Questionnaire code:

Commune: Mường Phăng ☐ Pá Khoang ☐

Village:

Total village households:.....

Are you a member of VSLA group? Yes ☐ 1 No ☐ 2

Name of VSLA (if the interviewee is a member of VSLA):.....

Total group members:.....

Interviewer:.....

Date of interview:.....

I. Household identification

Q1 Sex of respondent Female ☐ 1 Male ☐ 2

Q2 Are you household head? Yes ☐ 1 No ☐ 2

Q3 Number of members in your household?.....

Q4 What is the highest level of school you have completed?

	Wife	Husband
1. Never been to school (illiterate)	<input type="checkbox"/>	<input type="checkbox"/>
2. Have not finished primary school	<input type="checkbox"/>	<input type="checkbox"/>
3. Have finished primary school	<input type="checkbox"/>	<input type="checkbox"/>
4. Graduate from lower secondary school	<input type="checkbox"/>	<input type="checkbox"/>
5. Graduate from upper secondary school	<input type="checkbox"/>	<input type="checkbox"/>
6. Professional secondary education/vocational training	<input type="checkbox"/>	<input type="checkbox"/>
7. University/ college	<input type="checkbox"/>	<input type="checkbox"/>
8. Post-graduate	<input type="checkbox"/>	<input type="checkbox"/>

Q5 What is your family's ethnic background?

Thai ☐ 1 Kinh ☐ 4
Hmong ☐ 2 Other ☐ 5 Specify
Kho Mu ☐ 3

Q6 Is there anyone in your household who can read Kinh language?

Household	Yes	No
Wife		
Husband		
Father in law		
Mother in law		
Children		

Q7 According to the commune's classification, what is your household economic condition?

Poor ☐

Near poor ☐

Not poor/not near poor ☐

Q8 What is your family's major income?

- | | |
|--|--------------------------|
| 1. Seasonal migration work | <input type="checkbox"/> |
| 2. Agricultural farmer (working on field/farming, livestock raising) | <input type="checkbox"/> |
| 3. Government worker | <input type="checkbox"/> |
| 4. Small business/trade | <input type="checkbox"/> |
| 5. Technical worker, manual worker with technique | <input type="checkbox"/> |
| 6. Simple manual worker | <input type="checkbox"/> |
| 7. Weak health, cannot work | <input type="checkbox"/> |
| 8. Others | <input type="checkbox"/> |

If others, please specify:.....

II. Household rice cultivation

Q9 How much rice land does your household have?

<div></div> <div>m²</div>

(Converted to m²)

Q10 Is rice cultivation your household's key income?

☐ Yes

☐ No

III. Climate risks, impacts and needs for agro-climate services before project

Note: The questions from 11-13 are about farmers' experiences before project implementation (2015)

Risk → Impact

Q11 Before 2015, which climate risks occurred in your village?

- | | |
|-----------------------------|--------------------------|
| Drought | <input type="checkbox"/> |
| Hot spell | <input type="checkbox"/> |
| Erratic rainfall | <input type="checkbox"/> |
| Extended heavy rain | <input type="checkbox"/> |
| Early onset of rainy season | <input type="checkbox"/> |

- | | |
|------------------------|--------------------------|
| Hailstone | <input type="checkbox"/> |
| Flood (due to rain) | <input type="checkbox"/> |
| Flashlood, landslide | <input type="checkbox"/> |
| Cold spell | <input type="checkbox"/> |
| Frost | <input type="checkbox"/> |
| Heavy storm, whirlwind | <input type="checkbox"/> |
| No risk | <input type="checkbox"/> |

Q12 Before the project, how the climate risks impacted your household's rice cultivation activities?

☐ High impact ☐ Low or no impact

Impact → Need

Q13 At that time, did your family have a need to receive weather forecasts and agricultural advice?

Yes ☐ No need, no interest yet ☐

IV. Transfer

Need → Access

Note: From question 14 onwards, the questions are related to farmers' experiences and reflections since the start of the project in 2015. If the interviewee has only known the project after 2015, the interviewer could still ask questions.

Q14 Has your household (e.g. wife, husband or others) accessed to any ACS bulletin (paper/SMS bulletin or structured communications?

Yes ☐1 No ☐2

Q14.1 when accessing the bulletins, did your household find it as your real need?

☐ Yes, it was our real need ☐ No, we just received it because the project disseminated

Access → Read/ Listen

Q15 If someone in your household has accessed the ACS bulletin, has anyone read the paper bulletins/listened to bulletin communication?

☐ Yes ☐ No

If yes, please continue to Question 17

If no, please continue to Question 18

Q16 If no one in your household has accessed the paper bulletin/listened to ACS bulletin structured communication, has anyone read/listen to the bulletins from others?

☐ Yes ☐ No

If yes, please continue to Question 17

If no, please continue to Question 18

Read → Discuss

Q17 If there has been someone in the household who read/listened to the ACS bulletin communication, has anyone discussed it?

☐ Yes ☐ No

If yes, please continue to Question 19

If no, please continue to Question 20

Q18 If no one in your household has read/listened to the ACS bulletin communication, has anyone learned it (discussed) about the advice with others?

☐ Yes ☐ No

If yes, please continue to Question 19

If no, please continue to Question 20

Discuss → Understand

Q19 If there has been someone in your household discussing the ACS bulletin, has any of your household members mostly understood the contents of the bulletin?

☐ Yes ☐ No

If yes, please continue to Question 21

If no, please continue to Question 22

Q20 If there has been no one in your household discussing the ACS bulletin, has anyone understood the bulletin?

☐ Yes ☐ No

If yes, please continue to Question 21

If no, please continue to Question 22

Understand → Perceive positively

Q21 If there has been someone understanding the ACS bulletin, has your household generally perceived them as good bulletin?

☐ Yes ☐ No

If yes, please continue to Question 23

If no, please continue to Question 24

Q22 If there has been no one understanding the ACS bulletin, has your household generally perceived them as good bulletin?

☐ Yes ☐ No

If yes, please continue to Question 23

If no, please continue to Question 24

Perceive positively → Intend to adopt

Q23 If perceiving ACS bulletin as good, has your household had the intention to adopt the advice?

☐ Yes ☐ No

If yes, please continue to Question 23

If no, please continue to Question 24

Q24 If perceiving ACS bulletin as not good or neutral, has your household still had the intention to adopt the advice?

☐ Yes ☐ No

If yes, please continue to Question 25

If no, please continue to Question 26

Intend to adopt → Adopt

Q25 If having intention to adopt, has your household ultimately applied any of the advice?

☐ Yes ☐ No

If yes, please continue to Question 29

If no, please continue to Question 27

Q26 If having no intention to adopt, has your household ultimately applied any of the advice?

☐ Yes ☐ No

If yes, please continue to Question 29

If no, please continue to Question 27

Q27 If your family has not received/read/discussed/ understood/ perceived the advice as good/ had intention to adopt/ adopted, could you please share with us the reasons?

.....

Q28 Does your household consider applying the advice in the future?

☐ Yes ☐ No

Thank you and finish the conversation for those who have not adopted.

V. Application of advice

Q29 Does your household apply seed/sowing seasonal calendar advice?

☐ Yes ☐ No

If yes, please continue to Question 30

If no, please continue to Question 32

Q30 Which seed/sowing seasonal calendar advice does your household apply? You can choose multiple answers

1 ☐ Seed type 2 ☐ Amount of seed 3 ☐ Time to sow 4 ☐ Sowing technique

Q31 Does your household intend to discontinue using these advice (multiple answers)?

1 ☐ Seed type 2 ☐ Amount of seed 3 ☐ Time to sow 4 ☐ Sowing technique 5 ☐ None

Q33.1: Why?

Q32 Does your household apply fertilizer application advice?

☐ Yes ☐ No

If yes, please continue to Question 33

If no, please continue to Question 35

Q33 Which fertilizer advice does your household apply?

1 ☐ Right type 2 ☐ Right rate 3 ☐ Right time/weather 4 ☐ Right place 5 ☐ Others

Q34 Does your household intend to discontinue applying these advice (multiple answers)?

1 ☐ Right type 2 ☐ Right rate 3 ☐ Right time/weather 4 ☐ Right place 5 ☐ None

Q34.1. Why?

Q35 Does your household apply advice on plant protection?

Yes ☐ No ☐

If yes, please continue to Question 36

If no, please continue to Question 39

Q36 If yes, which plant protection advice does your household apply (multiple answers)?

1 ☐ Right type 2 ☐ Right rate 3 ☐ Right time/weather 4 ☐ Right place 5 ☐ Others

Q37 Does your household intend to discontinue applying these advice? You can choose multiple answers

1 ☐ Right type 2 ☐ Right rate 3 ☐ Right time/weather 4 ☐ Right place 5 ☐ None

Q37.1 Why?

Q38 Does your household apply advice on water management?

☐ Yes ☐ No

If yes, please continue to Question 39

If no, please continue to Question 41

Q39 If yes, which water management advice does your household apply (multiple answers)?

1 ☐ Regulate water at critical rice growth development stage

2 ☐ Clear canals

3 ☐ Coordinated irrigation

4 ☐ Saving water

5 ☐ Pumping water

Q40 Does your household intend to discontinue applying these advice (multiple answers)?

1 ☐ Regulate water at critical rice growth development stage

2 ☐ Clear canals

3 ☐ Coordinated irrigation

4 ☐ Saving water

5 ☐ Pumping water

6 ☐ Shifting crops (extreme drought)

7 ☐ None

Q40.1 Why?.....

Implementer(s) of advice (only apply to the one who adopt at least one specific type of advice)

Q41 Who regularly practice seed advice?

☐ Wife

☐ Husband

☐ Mother in law

☐ Father in law

☐ Others

Q42 Who regularly practice fertilizer advice?

☐ Wife

☐ Husband

☐ Mother in law

☐ Father in law

☐ Others

Q43 Who regularly practice plant protection advice?

☐ Wife

☐ Husband

☐ Mother in law

☐ Father in law

☐ Others

Q44 Who regularly practice water management advice?

☐ Wife

☐ Husband

☐ Mother in law

☐ Father in law

☐ Others

Adopt → Recommend

Q45 Has your household recommended ACIS to your peers?

☐ Yes

☐ No

Q46 If yes, how many have your household recommended?

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ > 5

Q47 Who has your household recommended?

☐ Close friend ☐ Family neighbor ☐ Farm neighbor ☐ Relative ☐ Other

Q48 How many have imitated your household's practice?

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ > 5

Characteristics of adopters

Q49 When did your household start knowing about the advice?

☐ 2015 ☐ 2016 ☐ 2017 ☐ 2018 ☐ 2019 ☐ 2020

Q50 When did your household start adopting advice?

☐ 2015 ☐ 2016 ☐ 2017 ☐ 2018 ☐ 2019 ☐ 2020

Q51 How did your household start adopting advice?

- 1 ☐ Immediately applied the advice in the first year after being introduced
0 ☐ Wait a bit until other peers applied, shared about the service and I then followed (following year)

Q52 Does your household want to continue receiving the advice in the coming time?

☐ Yes ☐ No

Q53 Language of the most influential communication channels/persons affecting your household's decision to adopt advice?

Thai	<input type="checkbox"/> 1	Kinh	<input type="checkbox"/> 4
Mong	<input type="checkbox"/> 2	Others	<input type="checkbox"/> 5 Specify.....
Kho Mu	<input type="checkbox"/> 3		

Interviewer:.....

Phone number of interviewer:.....

Thank you for sharing your story! (end of interview)