Malaysia Campaign Questions

Survey Flow

Block: Default Question Block (21 Questions)

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Start of Block: Default Question Block

Q1 Researcher name

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Q2 Household number (W1, W2...or M1,M2...)- based on household list (**confirm that this info can be used to find the same house and same person for follow up visit #2**)

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Q3 **Questions to be administered immediately after (or while showing) messaging campaign materials.**  
 Please take a minute to look at this campaign. HOLD POSTER UP AT COMFORTABLE DISTANCE FOR 15 SECONDS. Do NOT read you the text out loud. Text can be read only at the end after all questions are asked if participant is interested.

Q4 1. What do you think that this campaign is trying to say/accomplish? **What do you think is happening/has happened to the people in this poster?**

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Q5 2. How do you feel as you look at this campaign?

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Q6 2a. Specifically, how much does this poster/campaign make you feel angry?

* Not at all (1)
* A little (2)
* Somewhat (3)
* Quite a bit (4)
* Extremely (5)

Q7 2b. Specifically, how much does this poster/campaign make you feel sad?

* Not at all (1)
* A little (2)
* Somewhat (3)
* Quite a bit (4)
* Extremely (5)

Q8 2c. Specifically, how much does this poster/campaign make you feel joyful?

* Not at all (1)
* A little (2)
* Somewhat (3)
* Quite a bit (4)
* Extremely (5)

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Q9 3. Do you think that the people represented in this poster/campaign could be members of your community?

* Not at all (1)
* A little (2)
* Somewhat (3)
* Quite a bit (4)
* Extremely (5)

Q10 3a. Please elaborate on why you do or don't think the people in the poster could be members of your community.

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Q11 4. Do you think this poster/campaign would be effective in **discouraging intimate partner abuse** in your community?

* Not at all (1)
* A little (2)
* Somewhat (3)
* Quite a bit (4)
* Extremely (5)

Q12 5. Do you think this poster/campaign would be effective in **encouraging help seeking** related to intimate partner abuse in your community?

* Not at all (1)
* A little (2)
* Somewhat (3)
* Quite a bit (4)
* Extremely (5)

Q13 6. Would you recommend that a friend experiencing intimate partner abuse **go to the organization associated with the poster/campaign for help**?

* No (1)
* Maybe (2)
* Yes (3)

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Q14 6a. Why/why not?

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Q15 7. What part of this poster/campaign do you like the most?

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Q16 8. If you could change something about this poster/campaign what would it be?

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Q17 9. Where do you think such posters/campaign materials should be displayed in order to be most effective? (read all options to participant)

* Small shops (1)
* Schools (2)
* Government buildings (3)
* Hospitals (4)
* Police stations (5)
* Community organization (6)
* Places of worship (such as mosque, prayer room, etc.) (7)
* Other, specify (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q18 10. What else can you say about this poster/campaign?

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Q20 11. How old are you/what is your age (in years)?

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Q21 12. Where are you from originally/where were you born? (instructions: if from Myanmar - write country, state, township/if from Bangladesh - write country, district, area)

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Q22 Thank you very much for your time.

End of Block: Default Question Block