1 2 3	The effect of community dialogues and sensitization on patient reporting of adverse events in rural Uganda: uncontrolled before-after study
4	Helen Byomire Ndagije ^{¶1*} , Leonard Manirakiza ^{¶1} , Dan Kajungu ^{¶2} , Edward Galiwango ² , Donna
5	Kusemererwa ¹ , Sten Olsson ^{&3} , Anne Spinewine ^{&4} , Niko Speybroeck ^{&4} .
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7	¹ National Pharmacovigilance Centre, National Drug Authority, Kampala Uganda
8	² Makerere University Centre for Health and Population Research, Iganga Uganda
9	³ Sten Olsson Pharmacovigilance Consulting, Uppsala Sweden
10	⁴ Institute of Health and Society (IRSS), Université catholique de Louvain, Brussels Belgium
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12	
13	*Corresponding Author: Helen Byomire Ndagije, hbyomire@nda.or.ug
14	[¶] These authors contributed equally to this work.
15	^{&} These authors also contributed equally to this work.
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18	Abstract
19	Background: The patients that experience adverse events are in the best position to report
20	them, only if they were empowered to do so. Systematic community engagement and support
21	to patients in a rural setting to monitor any potential harm from medicines should provide
22	evidence for patient safety.
23	
24	Methods: This paper describes an uncontrolled before and after study aimed at assessing the
25	effect of a community engagement strategy, the Community Dialogues and Sensitization
26	(CDS) intervention between January and April 2017, on the knowledge, attitude and practice
27	of reporting adverse drug events by community members in the two eastern Ugandan districts.

A representative cross-sectional baseline household survey was done prior to the intervention in September 2016 (n=1034) and the end-line survey (n=827) in July 2017.

- 30 Results: After implementation of the CDS intervention, there was an overall 20% (95% CI=16-
- 31 25) increase in awareness about adverse drug events in the community. The young people (15-
- 32 24 years) demonstrated a 41% (95% CI =31-52) increase and the un-educated showed a 50%
- 33 (95% CI=37-63) increase in awareness about adverse drug events. The attitudes towards
- 34 reporting increased overall by 5% in response to whether there was a need to report ADEs
- 35 (95% CI = 3-7). An overall 115% (95% CI = 137-217) increase in the population that had ever
- 36 experienced ADEs was also reported.
- 37 **Conclusion:** Our evaluation shows that the CDS intervention increases knowledge, improves
- 38 attitudes by catalyzing discussions among community members and health workers on health
- 39 issues and monitoring safety of medicines.
- 40 Key words:
- 41 Patient adverse drug event reporting, community dialogue and sensitization, rural health
- 42 setting

44 Background

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46 Globally, adverse drug reactions account for up to 18% of hospital deaths 1-5. An adverse 47 event is defined as any untoward medical occurrence in a patient administered a medicinal 48 product and which does not necessarily have to have a causal relationship with the treatment, 49 including worsening of the clinical condition6. Like many resource- limited countries, Uganda 50 uses spontaneous reporting of suspected adverse drug events (ADE) predominantly by health 51 workers to monitor the safety of medicines7. However, one of the biggest inherent limitations 52 of this method is under-reporting. In as much as the Ugandan pharmacovigilance regulations 53 of 2014 require healthcare professionals to report adverse drug events, the grossly under-54 resourced health sector makes it hard for health workers to report them8. A recent study reported an incidence of 25% of hospital-acquired suspected ADEs among Uganda inpatients9. 55 56 Antibiotics and anti-malarials have been the most commonly implicated drugs in community-57 acquired ADEs in surveys of healthcare professionals10. With increased access and use of 58 medicines in the community, it is becoming increasingly important to collect more safety 59 information by involving the patients directly. However, healthcare professionals become less 60 involved in patient treatment thus minimizing their role in healthcare delivery. The Ugandan 61 National Pharmacovigilance Centre (NPC) has its main goal of promoting patient safety by 62 monitoring adverse drug reactions. It intends to implement a program of a dialogue-based 63 intervention aimed at encouraging community members to report and possibly contribute to 64 prevention of adverse drug events and any drug-related issues in the community.

65 The Community Dialogue and Sensitization (CDS) approach was a hybrid modification of the 66 community dialogue (CD) previously used to stimulate community support and engagement in 67 the context of integrated community case management (iCCM) of childhood diarrhoea, 68 pneumonia and malaria by Malaria Consortium in Zambia, Mozambique and Uganda¹¹. The

69 CDS model added a sensitization campaign using radio messages, posters and brochures to 70 raise drug-safety awareness encourage dialogue and involve the community in designing 71 solutions to pertinent issues. This approach involved a participatory communication process 72 of sharing information through existing community-based structures and aimed to enable 73 communities make informed choices and to take individual and collective action.

74 The CDS model assumed that the respondents knew the common diseases that affected the 75 population across different ages and the treatment they often received. We assumed that the 76 respondents knew the different common points of care in the community. Another assumption 77 made was that the community members were familiar with the adverse events that they 78 commonly experienced as well as the reporting channels in the community for the different 79 service providers. This model assumed that respondents did not know that it was their right to 80 report ADEs and their obligation to give feedback on ADEs to the national medicine 81 regumatory authority to improve drug safety in the country. Some community members therefore had misconception about reporting ADEs and some patients accessed drugs through 82 83 the most convenient avenues to them.

The messages developed for this study focused on informing communities that any drug was capable of causing ADEs and monitoring them was essential in improving drug safety. This paper describes an uncontrolled before and after study aimed at assessing the effect of a community engagement strategy, the Community Dialogues and Sensitization between January and April 2017, on the knowledge, attitude and practice of reporting ADEs by community members in the two eastern Ugandan districts

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92 Materials and methods

93 Context

94 The CDS intervention was implemented in two predominantly rural districts of Iganga and 95 Mayuge in Eastern Uganda. This area hosts a health and demographic surveillance site that works closely with the communities, health facilities and the district health office. The 96 97 Iganga-Mayuge health and demographic surveillance site (IMHDSS) is run by Makerere 98 University Centre for Health and Population Research (MUCHAP). The population here is a 99 very young. About half is under 15 years and a total birth rate of five children. The IMHDSS 100 population is largely homogeneous with 83% being from a single tribal-group, the Basoga. At 101 the IMHDSS, there is bi-annual update of individual and household data conducted between 102 February-May and August-November in the 65 villages. The updates contain information on 103 pregnancy registrations and outcomes, in and out-migrations, births and deaths. Prior to each 104 round, an information officer from each village gives feedback from the previous round and 105 identifies the 35 data collectors for a 2-day training.

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107 The Intervention: Community Dialogue and Sensitization

The implementation team conducted a preliminary audience evaluation to understand the 109 community needs and interests, gauge reactions to different communication strategies and 110 identify preferences for various prototype materials. The National Pharmacovigilance Centre and MUCHAP jointly developed the CDS toolkit. The toolkit included a facilitators' guide-111 112 book with ten repeatable steps- key talking points, pictorial posters, and a monitoring and 113 feedback tool. Tools and images were pre-tested with the target audience before finalizing the 114 toolkit The CDS intervention included several components (See table 1) conducted between 115 December 2016 and April 2017. The CDS meetings began after the official launch of the 116 project. The goal of the community dialogue meetings was to improve the knowledge of the 117 community members, about ADEs, improve attitude towards reporting ADEs and to 118 minimize barriers to reporting ADEs. The primary target audience were the primary 119 household member in charge of health care decisions, private health care providers, health

workers at different levels, drug shop operators, pharmacies, district policy makers wherepossible, and patients.

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123 After a courtesy visit to the district health office, the team explained the planned activities to 124 the district health officer, district drug inspector and the district health educator. The teams 125 went out in pairs composed of a community health worker and a note-taker from MUCHAP. The team enlisted the help of the local council heads to introduce them to the community to 126 127 gain the acceptance of community members. Mobilization took the form of public 128 announcements in churches, mosques, village meetings and women groups, a day before the 129 CDS meeting. Announcement messages included the purpose, day, time and venue of the 130 meeting. Teams emphasized to community members that the meeting would contain 131 information that is important to their health and well-being. 132 133 During the community dialogue, a local leader or elder opened the session and introduced the 134 team. The team leader then explained the purpose of the meeting and stimulated the dialogue 135 into the ten-step process of the CDS toolkit and the talking points around ADEs. Community 136 dialogues provided communities with the opportunity to discuss extensively within their 137 villages, newly available healthcare services like patient ADE reporting. In addition, the 138 members discussed how they could best benefit from the CDS approach and support it. In 139 each village as far as possible, there were separate men and women's meetings. 140

Table 1: Multiple interventions used to improve patient reporting

Intervention Components	Description	Beneficiaries Individual	Others	Deliverers
Community dialogue meetings	 Mobilization: The team of the CHW &MUCHAP information officer enlisted support of district health office and the local council leaders. The LC provided access to the community. Public announcements about the CDS were made in churches, mosques, village meetings & women groups a day prior to the meeting. Intervention activities: The CHW &MUCHAP information officer conducted the CDS using the CDS toolkit containing the Facilitator's 10- step process, ADE pictorial posters and brochures in the local language, Lusoga. Forty CDSs were conducted January to April 2017 Reach: 658 participants (139 men, 519 women). 	Primary household member in charge of health care decisions,	Community members Community leaders	CHW MUCHAP information officer
Radio messages	Radio spot messages aimed at raising community awareness were aired 3 times a day (8am, 1pm & 9pm) for three days in a week (Monday, Wednesday & Friday). Period of airing: January to April 2017 The messages were developed by NDA & MUCHAP	Patients and care- givers in the community	Community members, district, religious & village leaders, private &public health service providers	3 radio stations NBS FM, R FM & Safari FM covering Iganga and Mayuge districts
Focus Group discussions	FGDs in Public health facilities and FGDs which included health workers and some community members.	Community members	Private & public health care providers,	MUCHAP information officer
Brochures	Distributed 2000 Lusoga brochures to participants in their households and communities with information about ADEs and encouraging reporting of the suspected ADEs during the HDSS routine data collection by Field assistants	Household members	Community members	MUCHAP field assistants
ADE posters	Distributed 500 posters to private and public health facilities encouraging ADE reporting with some guidelines of how and where to report them	Health workers	Community members Private & public health facilities	MUCHAP staff
ADE reporting forms	Distribution of 70 booklets of 25 ADE carbonated reporting forms was accompanied by sensitization of the health workers about	Health workers in Iganga & Mayuge	Health workers beyond	MUCHAP staff NDA staff

	pharmacovigilance		implementation districts	
Advocacy	An official launch of the CDS approach to create more aware ness about the well-being of the community and the importance of ADE reporting. Posters and brochures were also distributed, 16 th December 2016 Courtesy call to the district health office by NDA officials	Not applicable	District health authorities Community leaders	NDA staff MUCHAP staff Jounalists

CHW=Community Health Worker, MUCHAP= Makerere University Centre for Health and Population Research, ADE=Adverse Drug Event, NDA=National Drug Authority, CDS= Community Dialogue and Sensitization, LC=Local Council 147

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149 Study design, respondents and sampling

150 This uncontrolled before and after study was conducted between September 2016 and August 151 2017 in the Iganga/Mayuge Health Demographic Surveillance Site (IDMSS). Prior to the 152 CDS intervention in September 2016 and the end-line survey in July 2017, we conducted a 153 representative cross-sectional-baseline household survey. The entire adult population of the 154 study area was considered as the sampling domain, where all households were eligible for 155 selection. The total sample size of 778 for each survey was calculated in order to allow for a 156 comparison of proportions between two groups, i.e. baseline and end-line respondents. 157 Assuming a baseline proportion with an acceptable level ρ of 0.5, and testing at the 0.05 158 level, a sample size of 389 for each survey was determined to give 80 per cent power to detect a change of at least ten per cent of the primary outcome. To allow adjustment for 159 160 confounders, non-response and design effect, we doubled the sample size, to obtain the 161 required sample size. Sampling involved a single-stage household sampling. In each of the 65 162 villages in the IMHDSS surveillance area, the study team sampled an equal number of 163 households using a simple random sampling approach with the help of community leaders. 164 For the purpose of the surveys, a household was defined as a group of people who routinely lived and ate together. One person per selected household was interviewed. The target for 165 166 interviews was the person best placed to answer questions about the household's health in the 167 community members' questionnaire (Additional file # 1). All community based health 168 facilities in the intervention area were included in the survey. At least two healthcare workers 169 from each health facility were randomly selected and interviewed using a specific healthcare 170 provider questionnaire (Additional file # 2). The facilities considered were both private and 171 public owned and these included hospitals, health centre VI-II, pharmacies, drug shops and 172 shops that sell drugs with other merchandise.

174 **Data collection**

A quantitative assessment of target communities' knowledge, attitudes and practices of
patient ADE reporting was done using identical questions before and after the CDS
intervention.
Interviews were carried out by local field researchers, using a pre-tested structured and
validated questionnaire translated in the local language (Lusoga). The field researchers were
instructed to read out the survey questions exactly as rendered on the questionnaire.

182 Instructions for field researchers with regard to whether the question required a single

183 response or whether multiple responses were possible and answer options were provided in

184 the questionnaire in English. Answer options were not read out aloud and field researchers

185 were instructed not to suggest answers to the respondent. An 'other' category was provided

186 for most questions and field researchers were instructed to note down respondents' answers if

187 they could not clearly assign the answer to an existing answer category.

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189 All field team members had previous experience of conducting or supervising field research. 190 Field researchers and supervisors attended a two-day training course covering data collection 191 tools, field procedures and interview techniques. Field supervisors received an additional 192 days' training focusing on supervision of field teams as well as the sampling process. 193 Following the pre-test, a half-day training session was conducted to discuss challenges 194 identified during the pre-test. The training materials were prepared by MUCHAP and NDA 195 and the training was conducted by MUCHAP, who were responsible for coordination and 196 supervision during the field work. Field supervisors were tasked with monitoring the quality 197 of the data collected and seeking clarification from the field researchers where necessary. At 198 the end of each day, they were responsible for conducting a feedback meeting with their 199 team, giving researchers the opportunity to discuss and resolve challenges and providing

feedback and training to the team as appropriate. They reported to the study coordinator
daily, summarizing progress made, challenges encountered and discussing field work to be

202 completed on the following day.

203

204 Data entry and analysis

205 Data entry was done using EpiData 3.1 (EpiData Association) software by ten trained data 206 entry officers. All records were double entered to ensure accuracy. First and second entries 207 were done by different data entry officers for each village. Where differences between first and 208 second entry were detected, data were verified by checking the record against the paper 209 questionnaire. If in doubt, data entry officers were instructed to log their query and discuss it 210 with the study coordinator. The data was transferred to STATA Version 12 (StataCorp LP) for 211 further consistency checks and preparation for analysis. All percentages reported are 212 population average estimates which have been adjusted to take into account the clustering of 213 the study design. Responses recorded under 'other' by field researchers were reviewed and 214 either re-assigned to an existing answer category, assigned to a new answer category or left in 215 the 'other' category. All comparisons were done at 5% level of significance and 95% 216 confidence intervals for the mean difference were constructed to test the significance of the 217 difference before and after the intervention.

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219 **Outcome measures**

The primary outcomes measured comprised of the percentage differences between the knowledge, attitudes and practice of reporting before and after the CDS intervention.

Knowledge was measured by the responses from the question "Do drugs "cause" negative or side effects?" For the respondents who answered "yes", to the above question, their attitude towards reporting adverse drug effects was measured by asking if they considered it necessary to report an adverse drug effect. To understand the respondents' practices, we asked them if

they would report any ADE if encountered. The secondary outcome of this study was to establish the best ways to engage the community and this was included as part of the questionnaire during the surveys.

229

230 **Results**

231 Description of Survey respondents

There were 1034 respondents that participated in the baseline survey (before implementation of the CDS model) and 827 participated in the end-line survey. These were house-hold adult members who consented to our interview. All the participants that were recruited in the study consented to participate. There was a big positive difference in knowledge, attitudes and practices of respondents regarding reporting ADE between the baseline and end-line surveys. This is true though the number in baseline were more than those in end-line survey. Table 2 summarizes survey respondents' profile in terms of age, education, religion and occupation.

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	Baseline n (%) N=1034	End line n (%) N=827
Age group		
15-24	163 (15.8)	137(16.6)
25-34	304 (29.4)	224(27.1)
35-44	243 (23.5)	200(24.2)
45-54	145 (14.0)	138(16.7)
55-64	105 (10.2)	54(6.5)
65+	74 (7.2)	74(9.0)
Education		
None	147 (14.2)	90(10.9)
Primary	532 (51.5)	422(51.0)
Secondary	310 (29.9)	265(32.0)
Tertiary	23 (2.2)	27(3.3)
University	22 (2.1)	23(2.8)
Religion		
Anglican	246 (23.8)	251(30.4)
Roman catholic	93 (9.0)	82(9.9)
Pentecostal	103 (10.0)	103(12.5)
Muslim	573 (55.4)	380(46.0)
Other	19 (1.8)	10(1.2)
Occupation		
Professional	29 (2.8)	42(5.1)
Self employed	562 (54.4)	203(24.6)
Student	24 (2.3)	16(1.9)
Peasant	175 (16.9)	342(41.4)
Domestic work	241 (23.3)	127(15.4)
Other	3 (0.3)	96(11.6)

240 Table 2: Community member description by social demographic characteristics

241

242 Knowledge about adverse drug reactions

After implementation of community dialogues about adverse drug events and reporting, there was an overall 20% increase in knowledge about ADEs in the community. Disaggregating knowledge of ADEs by background characteristics, revealed an even distribution positive

- change but higher (41.1%, 95% CI =31-52) among young people (15-24years), those with no
- 247 education (50%, 95% CI=37-63) as shown in table 3.

249	Table 3: Knowledge of AD	Es by respondent	t demographic chard	acteristics before and	l after the CDS intervention
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Do drugs "cau	ise" negative o	r side effects	?									
0	Yes				No		DK					
	Before	After	% age diff.	95% CI	Before	After	% age diff.	95% CI	Before	After	% age diff.	95% CI
Age category												
15-24	86 (52.8)	102 (74.5)	41.1	0.31-0.52	63 (38.7)	33(24.1)	-37.73	-0.570.19	14(8.6)	2(1.5)	-82.56	-1.220.43
25-34	173 (56.9)	151 (67.4)	18.5	0.10-0.27	110(36.2)	67(29.9)	-17.40	-0.320.03	21(6.9)	6(2.7)	-60.87	-0.820.39
35-44	145 (59.7)	137 (68.5)	14.7	0.06-0.24	84(34.6)	55(27.5)	-20.52	-0.360.05	14(5.8)	8(4)	-31.03	-0.500.12
45-54	79 (54.5)	87 (63.5)	16.5	0.05-0.28	51(35.2)	43(31.4)	-10.80	-0.30-0.08	15(10.3)	7(5.1)	-50.49	-0.760.25
55-64	54 (51.4)	37 (68.5)	33.3	0.18-0.49	37(35.2)	13(24.1)	-31.53	-0.590.04	14(13.3)	4(7.4)	-44.36	-0.800.08
65+	45 (60.8)	46 (62.2)	2.3	-0.13-0.18	26(35.1)	25(33.8)	-3.70	-0.30-0.22	3(4.1)	3(4.1)	0.00	-0.32-0.32
Education												0.00-0.00
None	50 (34.0)	46 (51.1)	50.3	0.37-0.63	79(53.7)	37(41.1)	-23.46	-0.430.04	18 (12.2)	7(7.8)	-36.07	-0.630.09
Primary	294 (55.3)	273 (64.8)	17.2	0.11-0.23	191(35.9)	132(31.4)	-12.53	-0.230.02	47(8.8)	16(3.8)	-56.82	-0.720.42
Secondary	199 (64.2)	193 (72.8)	13.4	0.06-0.21	95(30.6)	65(24.5)	-19.93	-0.340.06	16(5.2)	7(2.6)	-50.00	-0.680.32
Tertiary	19 (82.6)	25 (92.6)	12.1	-0.06-0.30	4(17.4)	2(7.4)	-57.47	-1.090.06	0(0)	0(0)	0.00	0.00-0.00
University	20 (90.9)	23 (100)	10.0	-0.02-0.22	2(9.1)	0(0)	-100.00	-1.400.60	0(0)	0(0)	0.00	0.00-0.00
Religion												0.00-0.00
Anglican	140 (56.9)	174 (69.3)	21.8	0.13-0.3	91(37)	69(27.5)	-25.68	-0.400.11	15(6.1)	8(3.2)	-47.54	-0.660.29
Roman		56 (68.3)				23(28)				3(3.7)		
Catholic	59 (63.4)		7.7	-0.06-0.22	29(31.2)		-10.26	-0.35-0.15	5(5.4)		-31.48	-0.620.01
Pentecostal	65 (63.1)	77 (74.8)	18.5	0.06-0.31	30(29.1)	25(24.3)	-16.49	-0.40-0.07	8(7.8)	1(1.0)	-87.18	-1.400.34
Muslim	308 (53.8)	244 (64.2)	19.3	0.13-0.26	217(37.9)	118(31.1)	-17.94	-0.280.07	48(8.4)	18(4.7)	-44.05	-0.580.30
Other	10 (52.6)	9 (90)	71.1	0.42-1.00	4(21.1)	1(10)	-52.61	-1.24-0.19	5(26.3)	0(0)	-100.00	0.00-0.00
Overall	582 (56.3)	560 (67.8)	20.4	0.16-0.25	371(35.9)	236(28.57)	-0.20	-0.280.13	81(7.8)	30(3.63)	-0.53	-0.640.43

250 ADE=Adverse Drug Event, DK=Don't Know, CI=Confidence Interval

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253 Attitudes about reporting adverse drug effects

- In response to whether there it was necessary to report the adverse drug effects, there was an
- 255 overall increase of 4.6% after the implementation of the CDS intervention. The difference in
- attitude after the intervention is presented in table 4 by social demographic characteristics of
- age, education and religion.

	Yes				No			DK	DK				
	Before	After	% age diff.	95% CI	Before	After	% age diff.	95% CI	Before	After	% age diff.	95% CI	
Age category													
15-24	144 (88.3)	133 (97.1)	9.97	4-16	12 (7.4)	4 (2.9)	-60.81	-8833	7 (4.3)	0 (0)	-100.00	0	
25-34	288 (94.7)	214 (95.5)	0.84	-3-5	8 (2.6)	8 (3.6)	38.46	21-55	8 (2.6)	2 (0.9)	-65.38	-8842	
35-44	227 (93.4)	192 (96.0)	2.78	-1-7	10 (4.1)	7 (3.5)	-14.63	-33-4	6 (2.5)	1 (0.5)	-80.00	-11149	
45-54	133 (91.7)	134 (97.8)	6.65	2-12	7 (4.8)	1 (0.7)	-85.42	-12843	5 (3.4)	2 (1.5)	-55.88	-8329	
55-64	95 (90.5)	52 (96.3)	6.41	-1-14	4 (3.8)	1 (1.9)	-50.00	-9010	6 (5.7)	1 (1.9)	-66.67	-11320	
65+	67 (90.5)	73 (98.6)	8.95	2-16	5 (6.8)	0 (0)	-100.00	-	2 (2.7)	1 (1.4)	-48.15	0	
Education													
None	127 (86.4)	80 (88.9)	2.89	-6-11	12 (8.2)	7 (7.8)	-4.88	-30-20	8 (5.4)	3 (3.3)	-38.89	-0.670.10	
Primary	488 (91.7)	410 (97.4)	6.22	3-9	22 (4.1)	7 (1.7)	-58.54	-7443	22(4.1)	4(1)	-75.61	-0.950.56	
Secondary	294 (94.8)	259 (97.7)	3.06	0-6	12 (3.9)	6 (2.3)	-41.03	-59-0.00	4 (1.3)	0 (0)	-100.00	0	
Tertiary	23 (100)	27 (100)	0.00	0	0 (0)	0 (0)	0.00	-	0 (0)	0 (0)	0.00	-	
University	22 (100)	22 (95.7)	-4.30	-13-4	0 (0)	1 (4.3)	0.00	-	0 (0)	0 (0)	0.00	-	
Religion							0.00	-					
Anglican	225 (91.5)	248 (98.8)	7.98	4-12	12 (4.9)	2 (0.8)	-83.67	-11453	9 (3.7)	1 (0.4)	-89.19	-12652	
Roman Catholic	90 (96.8)	80 (97.6)	0.83	-4-6	1 (1.1)	2 (2.4)	118.18	-	2 (2.2)	0 (0)	-100.00	0	
Pentecostal	97 (94.2)	98 (95.1)	0.96	-5-7	3 (2.9)	3 (2.9)	0.00	-27-27	3 (2.9)	2 (1.9)	-34.48	-627	
Muslim	525 (91.6)	362 (95.3)	4.04	1-7	30 (5.2)	14 (3.7)	-28.85	-4215	18 (3.1)	4 (1.1)	-64.52	-8247	
Other	17 (89.5)	10 (100)	11.73	-2-26	0 (0)	0 (0)	0.00	-	2 (10.5)	0 (0)	0.00	-	
Overall	954(92.3)	798(96.6)	4.6	3-7	46(4.4)	21(2.5)	-43.18	-5333	33(3.3)	7(0.8)	-75.76	-8962	

258 Table 4: Necessity to report adverse drug events by social demographic characteristics before and after the CDS intervention

260 **Reporting ADEs by the respondents**

- 261 While at baseline only 21% mentioned that they had experienced an ADE, this proportion more
- than doubled to 44% after the CDS intervention. However, there are variations in the different
- 263 demographic groups, for instance, there was a reduction among those who had attained tertiary
- education level, as shown in table 5.

267 Table 5: Reporting of ADEs by social demographic characteristics before and after the CDS intervention

		Ye	S			Nc				DK		
	Before	After	% age diff.	95% CI	Before	After	% age diff.	95% CI	Before	After	% age diff.	95% CI
Age category												
15-24	51(31.3)	43(43)	37.38	18-57	108(66.3)	57(57)	-14.03	-29-1	4(2.5)	0(0)	-100.00	0
25-34	109(35.9)	61(42.1)	17.27	2-32	183(60.2)	84(57.9)	-3.82	-16-9	12(3.9)	0(0)	-100.00	0
35-44	80(32.9)	61(47.3)	43.77	28-60	159(65.4)	67(51.9)	-20.64	-347	4(1.6)	1(0.8)	-50.00	-7624
45-54	47(32.4)	43(46.7)	44.14	24-64	96(66.2)	47(51.1)	-22.81	-406	2(1.4)	2(2.2)	57.14	31-83
55-64	36(34.3)	13(35.1)	2.33	-28-32	68(64.8)	24(64.9)	0.15	-22-22	1(1.0)	0(0)	-100.00	0
65+	26(35.1)	16(36.4)	3.70	-26-34	46(62.2)	28(63.6)	2.25	-20-25	2(2.7)	0(0)	-100.00	0
Education												
Primary	180(33.8)	120(42.4)	25.44	14-37	340(63.9)	161(56.9)	-10.95	-202	12(2.3)	2(0.7)	-69.57	-91—48
Secondary	109(35.2)	73(40.1)	13.92	0-28	194(62.6)	109(59.9)	-4.31	-16-7	7(2.3)	0(0)	-100.00	0
Tertiary	12(52.2)	8(40)	-23.37	-68-21	10(43.5)	12(60)	-86.21	-11855	1(4.3)	0(0)	-100.00	0
University	10(45.5)	13(65)	42.86	16-70	12(54.5)	7(35)	-35.78	-73-1	0(0)	0(0)	0.00	-
Religion												
Anglican	89(36.2)	66(38.6)	6.63	-9-22	152(61.8)	104(60.8)	-1.62	-14-11	5(2.0)	1(0.6)	-70.00	-9842
Roman Catholic	23(24.7)	20(41.7)	68.83	41-96	69(74.2)	28(58.3)	-21.43	-411	1(1.1)	0(0)	-100.00	0
Pentecostal	45(43.7)	32(46.4)	6.18	-16-29	55(53.4)	37(53.6)	0.37	-20-21	3(2.9)	0(0)	-100.00	0
Muslim	189(33)	115(45.6)	38.18	27-49	369(64.4)	135(53.6)	-16.77	-26—7	15(2.6)	2(0.8)	-69.23	-9247
Other	3(15.8)	4(57.1)	261.39	195-328	15(78.9)	3(42.9)	-45.63	-98-7	1(5.3)	0(0)	-100.00	0
Overall	349(20.5)	237(44)	114.6%	137-217	660(63.8)	307(29.7)	-53.5%	-84—3	25(2.4)	3(0.29)	-87.9%	-50-21

270

271 Commonly reported adverse events

272	After the CDS intervention, there was an increase of more than 10% in the population who
273	would consider reporting serious reactions (19%, 95% CI =16-21%), reactions to newly
274	introduced drugs (15%, 95% CI = 11-18%), unexpected reactions (16%, 95% CI = 13-19%)
275	and reactions due to herbal and conventional medicines taken together (20%, 95% CI= 16-
276	24%) as shown in table 6. Regarding the top most five ADE types that the respondents would
277	report, it was found that serious reactions became more important after the CDS intervention.
278	The rest of the order of importance for reactions to be reported largely remained unchanged
279	from uncertain reactions to those of newly introduced drugs on the market, followed by
280	unexpected reactions and reactions to drugs that have been on the market for long in descending
281	order.

		Yes/Agree	e n (%)			No/Disagree n (%)				Don't know n (%)			
	Baseline	End-line	%change	95% CI	Baseline	End-line	%change	95% CI	Baseline	End-line	%change	95% CI	
Uncertain or suspected ADEs	807 (78.0)	721 (87.3)	11.92	9-15	133 (12.9)	84 (10.2)	-20.93	-2814	94 (9.1)	21 (2.5)	-72.53	-8065	
Certain negative ADEs	697 (67.4)	634 (76.7)	13.80	10-18	235 (22.7)	168 (20.3)	-10.57	-174	102 (9.9)	24 (2.9)	-70.71	-7863	
Serious reactions	797 (77.1)	756 (91.5)	18.68	16-21	143 (13.8)	57 (6.9)	-50.00	-5743	94 (9.1)	13 (1.6)	-82.42	-9075	
Mild reactions	728 (70.4)	573 (69.4)	-1.42	-6-3	243 (23.5)	246 (29. 8)	26.81	20-33	63 (6.1)	7 (0.9)	-85.25	-9378	
Reactions to drugs which have been on market for a long period	718 (69.4)	649 (78.6)	13.26	10-17	223 (21.6)	146 (17.7)	-18.06	-2412	93 (9.0)	31 (3.7)	-58.89	-6552	
Reactions to newly introduced drugs	770 (74.5)	706 (85.5)	14.77	11-18	147 (14.2)	73(8.8)	-38.03	-4631	117 (11.3)	47 (5.7)	-49.56	-5742	
Common or well-known reactions	639 (61.8)	483 (58.5)	-5.34	-101	285 (27.6)	315 (38.1)	38.04	32-44	110 (10.6)	28 (3.4)	-67.92	-7561	
Unexpected reactions	737 (71.3)	683 (82.7)	15.99	13-19	186 (18.0)	107 (12.9)	-28.33	-3521	111 (10.7)	36 (4.4)	-58.88	-6652	
Possible interaction with other drugs	660 (63.8)	582 (70.5)	10.50	6-15	231 (22.3)	179 (21.7)	-2.69	-9-4	143 (13.8)	65 (7.9)	-42.75	-5035	
Reaction due to herbal medicine	573 (55.4)	520 (62.9)	13.54	9-18	370 (35.8)	279 (33. 8)	-5.59	-11-0.00	91 (8.8)	27 (3.3)	-62.50	-7055	
Reactions due to herbal & conventional medicine taken together	643 (62.2)	616 (74.6)	19.94	16-24	301 (29.1)	179 (21.7)	-25.43	-3119	90 (8.7)	31 (3.7)	-57.47	-6451	

282 Table 6: A comparison of the type of adverse events that the respondents would report before and after the CDS intervention

ADEs = adverse drug events

284

285 **Best way to engage the community**

The radio was reported as the best way to deliver the messages sensitizing the community members about ADE reporting among the respondents, whereas community meetings was regarded the best by health providers as shown in figure 1. The health-worker and the health facility was found to increasingly play a vital role of ADE sensitization among health workers and respondents. Residents of the community across the board were happy with the community dialogue meetings as a way of raising their awareness and as the best way to engage the community on ADE matters.

293 Fig 1: Comparison of options for reaching the community members with the ADE message

294 *between the community respondents and health providers.*

- 295
- 296

297 **DISCUSSION**

298 Our results suggest that the community dialogues and sensitization intervention increases 299 knowledge, attitudes and reporting practices of adverse drug events across all demographic 300 parameters in the rural communities. The population that reported having ever experienced an 301 ADE more than doubled during the time of the CDS intervention. We also found that the 302 intervention was widely acceptable through the focus group discussions and community 303 meetings that we held. The local leaders were involved in mobilization and the local healthcare 304 providers strengthened the messages on health consciousness and ADE awareness by the 305 community. This study took advantage of the MUCHAP data collectors who were familiar 306 with the community as they routinely collected data for the IMHDSS household surveys. The 307 extent that such facilitated community meetings influence the quality of health care lies in the 308 social capital that they raise. They provide an opportunity for networking and critical practical 309 and emotional support, often leading to formulation of positive action plans and solidarity to action them¹³. A number of community dialogues and similar interventions have been implemented in similar settings but there is a paucity of data evaluating such interventions in the published literature. In line with results from our study, published evaluation data show positive effects of similar community-level interventions to improve awareness and attitude change regarding health issues¹³⁻¹⁵.

315

316 The results of this study indicated that, while the public is inclined to acquire information about 317 ADEs and realize the benefits of reporting ADEs, their understanding of their essential role in 318 reporting ADEs was insufficient. To increase awareness about ADEs, health workers reported 319 that community meetings was the best method of raising their awareness and as the best way 320 to engage the community on ADE matters while consumers suggested media campaigns on 321 radios as the best way to deliver the messages sensitizing the community members about ADE 322 reporting. One of the underlying assumption of the CDS intervention model was that individual 323 exposure to the concept of monitoring and reporting ADEs would affect cognitions that 324 continue to affect the behaviour of actual reporting of the events over a short term. Other 325 studies have also reported the importance of media in raising community awareness and increase the likelihood of achieving new behaviour^{15, 16}. This indicates that a combination of 326 327 community dialogues and use of media campaigns on radios to sensitize people could increase reporting of ADEs in line with suggestions from other studies¹⁵⁻¹⁸. The present study 328 329 demonstrated that the effect of CDS interventions would help improve ADE reporting. 330 However, community interventions are time bound and hence continuous public educational programs on pharmacovigilance are essential to enhance reporting in the end. The long-term 331 332 effect of especially the sensitization part of the model may operate through social and 333 institutional pathways in addition to the individual learning that will require sustained levels 334 of exposure through multiple channels over longer periods. Such effects tend to accumulate

detectable change on certain sections of the audience over time and therefore should beassessed over time for a complete picture.

337

338 We found a significant improvement in attitudes of respondents towards reporting of ADEs. 339 For example, in regard to whether it was necessary to report the adverse drug effects, there was 340 an overall increase of 5% (95%CI =3-7%) after the implementation of the CDS intervention. 341 There was an increase in the population who would consider reporting serious reactions, 342 reactions to newly introduced drugs, unexpected reactions and reactions due to herbal and 343 conventional medicines taken together. This showed that more than 15% of this community 344 gained information about the negative effects of drugs in the short time of study. Similar results 345 were found by other studies assessing educational interventions to improve attitudes of 346 healthcare professionals and the adverse drug reaction-reporting rate in return^{19, 20}.

347

348 Health providers and consumers' willingness to report was reflected by an increase in the 349 number of ADE reports submitted after the intervention. In regard to reporting practices, there 350 was a change in respondents' willingness to report serious reactions, reactions to newly 351 introduced drugs, unexpected reactions and reactions due to herbal and conventional medicines 352 taken together after the CDS intervention. The increase in willingness of health providers to report ADEs after community intervention was also reported by other studies²¹⁻²³. However, 353 354 the actual reporting could not be measured immediately since it's an impact measure and 355 therefore could not be ascertained immediately after the CDS intervention. The study results 356 are still very informative for a policy on patient ADE reporting.

357

In Uganda, patients and consumers report adverse drug events either indirectly through their healthcare provider or directly through the newly established online reporting system²⁴. In the

360 rural setting, the capacity of patients to report was assessed by a proxy variable seeking to find 361 out if the respondents had ever experienced or reported an ADE both before and after the CDS 362 intervention. The 115% (95%CI =137-217) increase in recognition and reporting the ADE to 363 the researchers is evidence that a separate system needs to be established for direct patient or 364 consumer reporting. The launch of this system should be accompanied by a lot of sensitization 365 delivered through multiple channels and with reporting tools that are tailored to the level of 366 literacy and understanding of the rural community. There was no resistance to the intervention 367 both at the community level and among the health workers. The increased reporting rate from 368 this study and the wide acceptability of the CDS intervention in these two districts are 369 ingredients for success of such a model of patient ADE reporting that can possibly be replicated 370 in other limited resource settings. However, this successful implementation of the intervention 371 in the study area could be because the respondents are used to research activities in the health 372 demographic surveillance site and makes it hard to decline it. This means that, for a successful 373 implementation of the same intervention in other settings, there is need for vigorous 374 sensitization to prepare the communities and increase awareness.

375

Despite the initial increase of respondents' and healthcare providers' knowledge and attitudes towards ADE reporting following the CDS intervention, the influence of this intervention on the practice of ADEs reporting was not studied, which presents a major limitation in this study. The effect of the CDS intervention that was studied shortly after implementation, may not reflect the actual effect in the long term. Additionally, this study was conducted among healthcare providers and consumers from the rural settings from one region. Hence, the results of this study may be cautiously generalizable to rural settings in other regions.

383

The baseline and end-line surveys had limitations as to the CDS intervention model's contribution to the changes in knowledge, perceptions and practice of patient ADE reporting given that randomly selected participants (before and after CDS) may, or may not have been beneficiaries of the project. There are also limits of the extent to which we can track direct changes to knowledge, practice and attitudes at an individual level given we did not track the same individuals throughout the life of the project.

390

There was no balance in samples selected at the baseline and at the end line surveys. This brought about overlap in frequencies and percentages by some demographic characteristics, for example in the gender and occupation variables. This could best be avoided by using exactly the same individuals before and after the intervention.

395

396 CONCLUSION

In conclusion, the results of the current study showed that community dialogues and sensitization as a community intervention can increase knowledge, attitude and practices for reporting of ADEs, and that the respondents were able to apply the knowledge they gained from dialogues into their everyday life leading to increased reporting. Following the CDS intervention, the knowledge and attitude toward the ADE reporting seem to have improved. Hence, to improve ADE reporting among health-care professionals, there is a need to conduct periodic workshops and continued medical education frequently to sensitize them.

404

Despite having some fair knowledge that medicines have a potential to cause harm, the community shows signs of willingness to report the occurrence of adverse events through the preferred community channels, as well as to their healthcare providers. Some community members have experienced and reported ADEs to their healthcare providers. Further studies

- 409 may be necessary to evaluate the impact of community interventions in the long-term effect
- 410 after implementing the intervention. In its current state, the CDS intervention model is highly
- 411 beneficial and can be adapted for consumer reporting in limited resource settings.
- 412

413 **DECLARATIONS**

414 Ethics approval and consent to participate

- 415 The study protocol was approved by the Mildmay Uganda research and ethics committee
- 416 (REC REF 0604-2017) and Uganda National council of Science and Technology (HS 2247),
- 417 the institution responsible for national research clearance in accordance with the World
- 418 Medical Association Helsinki Declaration. Permission to conduct the study in the area was
- 419 also obtained from NDA, the local administration of Iganga and Mayuge Districts, IMHDSS
- 420 and MUCHAP. Written informed consent was obtained from the participants
- 421 **Consent for publication**
- 422 Not applicable
- 423

424 Availability of data and material

- 425 The datasets generated and analyzed during the current study are not publicly available but
- 426 are available from the corresponding author on reasonable request.
- 427

428 Author's Contribution

- 429 HBN and DK designed the study. DAK made substantial contributions to conception,
- 430 design of the study and acquisition of the data. LM, DK and HBN analysed and
- 431 interpreted the data. LM was a major contributor in writing the manuscript. SO, AS and NS
- 432 made substantial contributions during the review of the manuscript. All authors read and
- 433 approved the final manuscript.
- 434
- 435

436 **Competing interests**

437	Helen Byomire Ndagije, Leonard Manirakiza, Dan Kajungu, Edward Galiwango, Donna
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544	
545	Additional Files
546	
547	Additional file # 1: Household survey questionnaire.doc
548	Title of data:
549	Knowledge Attitudes and Practice (KAP) study on adverse drug reactions – Household
550	questionnaire
551	
552	Description of data
553	This was the questionnaire used to collect data about the households involved in the baseline
554	and end-line surveys conducted before and after implementation of the community dialogues
555	and sensitization.
556	
557	Additional file # 2: Healthcare provider survey questionnaire.doc

- 559 Title of data:
- 560 Knowledge Attitudes and Practice (KAP) study on adverse drug reactions Provider
- 561 questionnaire
- 562
- 563 Description of data
- 564 This questionnaire was used to collect data about the healthcare providers in the community-
- 565 based health facilities involved in the baseline and end-line surveys. At least two healthcare
- 566 workers from each health facility were randomly-selected.

