

## **I. Parenting trainer Interview Guide**

### **Interview Objective:**

To understand parenting trainer' experiences, challenges, and support needs during program implementation, and to assess feasibility, implementation quality, and contextual fit from a frontline perspective.

### **Interview Questions:**

#### **Coverage and Participation**

1. Which families are most actively engaged? Which families are more difficult to engage? (What are their characteristics?)
2. What factors influence family participation? In your opinion, what are the most important factors? (Please elaborate on multiple factors where possible.) Do local internet conditions, mobile phone usage habits, or literacy levels affect caregiver participation?
3. Do you think the initial two-month home visit outreach and preparation for online sessions were effective? Are the bi-monthly follow-up home visits during the online phase effective and necessary? Why?

#### **Effectiveness and Adaptation**

4. Among actively participating families, are there any families or children who did not show noticeable improvement? What might be the reasons?
5. Do you think the App videos and activity content are aligned with local culture, daily life practices, and education levels? Why?
6. How well do caregivers understand and accept the one-on-one home-based parenting sessions? How well do they understand and accept the App-based video sessions?

#### **Adoption and Acceptance**

7. What is your perception of the attitudes of the project office and village committee toward the program?
8. Do you feel your roles and responsibilities in the program are clearly defined?
9. How do caregivers perceive and accept the "digital + home visiting" model?

#### **Implementation and Support**

10. What challenges have you encountered during program implementation?
11. What kinds of support (training, technical assistance, communication) have been helpful or insufficient?
12. Which project resources (App support, training materials, toys, etc.) are adequate, and which are insufficient?
13. In your view, what kinds of support are most important to help you carry out your work effectively?

#### **Sustainability and Development**

14. What are the main barriers to caregivers' long-term use of the App?
15. From a personal perspective, how has this program affected your professional development or way of working?

## **II. Facilitator (Village-Level Worker) Interview Guide**

### **Interview Objective:**

To understand the role, resources, and community collaboration of parenting assistants at the village level, and to explore implementation feasibility and social support.

### **Interview Questions:**

#### **Coverage and Participation**

1. How many families are you responsible for? Among them, approximately how many caregivers consistently use the “Qiantian Tongxing” App? How many use toys to interact with their children?
2. Which families are most actively engaged? Which are more difficult to engage? (Are you identifying specific households or general characteristics?)
3. What factors influence family participation? What do you think are the most important factors? (Please elaborate.) Do internet access, phone usage habits, or literacy levels affect participation?
4. What methods do you typically use to mobilize caregivers to participate?
5. Are vulnerable families (e.g., low-income, low education, left-behind children) effectively reached?

#### **Effectiveness and Adaptation**

6. What are caregivers’ attitudes toward the toys and video sessions? Please evaluate them separately.
7. Do program activities (e.g., toy lending, video viewing) align with families’ daily routines in the village?
8. What challenges does the program pose for grandparent caregivers?

#### **Adoption and Acceptance**

9. Are the program goals aligned with village committee or government priorities? Do village leaders, Women’s Federation, or other organizations support your work? How?
10. Do participating families promote the program to others or encourage each other to stay engaged?

#### **Implementation and Support**

11. What challenges do you face in toy lending, communicating with caregivers, or recording data in the App?
12. How do you find the App interface and system? What aspects are cumbersome?
13. How do you evaluate the training and technical support provided? What is sufficient and what is lacking?
14. Is communication smooth between you, parenting coaches, and the project office?

#### **Sustainability and Development**

15. What are the main barriers to caregivers’ long-term use of the App?
16. What resources or policy support would be needed to sustain the program in the village long term?
17. From your perspective, how has this program affected your professional development or work style?

### **III. Project Management Staff Interview Guide**

#### **Interview Objective:**

To understand program operations, resource allocation, system integration, and sustainability from a management and institutional perspective.

#### **Interview Questions:**

##### **Coverage and Participation**

1. In randomly selected villages, all eligible families are expected to be included. Although you are not on the frontline, what factors do you think influence their participation?
2. How does the program ensure effective coverage of vulnerable families (e.g., low-income, low education, left-behind children)?
3. Which townships or villages have the highest participation rates? Which are the hardest to implement in? Why?
4. How do local policies or infrastructure (e.g., internet, staffing) affect implementation?

##### **Effectiveness and Adaptation**

5. Are there cases or feedback that demonstrate program effectiveness?
6. Is the program's content and delivery approach compatible with local civil affairs systems or project office workflows? Please elaborate.
7. Do you think the "digital + offline" service model improves service efficiency or ECD service quality (compared to fully offline services)?

##### **Adoption and Acceptance**

8. How is the program received across different administrative levels (county, township, village)?
9. What are the biggest sources of resistance during implementation?
10. Do local government leaders understand and support the program? How is this reflected?

##### **Implementation and Support**

11. Has implementation followed the original plan? Were there any adjustments?
12. What challenges have arisen in funding, staffing, or technology?
13. Are current monitoring, training, and quality control mechanisms effective? Why?
14. Is collaboration among team members (parenting coaches, assistants, project office, pediatricians) smooth? Why?

##### **Sustainability and Development**

15. If external funding ends, what challenges would affect sustainability? What mechanisms could help sustain the program?
16. Is it feasible to integrate the program into existing civil affairs systems or workflows? What can remain unchanged, and what needs adaptation?
17. How feasible is scaling up this model? Why?

#### **Quantitative Survey (for Interviewees)**

1. Name:
2. Date of birth:
3. County/Township/Village:
4. Current position:
5. Professional title (if applicable):
6. Education level:
7. Years of experience in early childhood-related work before joining the program (enter 0 if none):
8. Role in the program: Parenting Assistant / Parenting Coach / Project Management Staff
9. Start date of participation in the program: \_\_\_\_\_ (December 2025 – present)
10. Did you participate in the in-person training held in Daye in December 2024?