

## Primary Caregiver Interview Guide

### Opening Script:

Hello! I'm from the Qiantian Tongxing project team. We'd like to talk with you about your experiences participating in the program over the past year, and to understand how we can improve the services provided to you. Please feel free to share both positive and negative experiences, as well as anything that stood out to you. I also have some prepared questions to better understand your experience. Let's get started!

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### Coverage and Participation

1. Over the past year, were there periods when you used the App more frequently, and times when you used it less? (Regardless of whether usage increased or decreased over time.) What happened during those periods?
  2. How do you usually use your phone or computer in daily life? Approximately how much time do you spend on electronic devices each day? How has participating in this program affected your phone usage habits?
  3. How do other family members view this program? To what extent do they support or not support your participation? Have people around you (e.g., other parents of children aged 0–3) also participated in this program? Has their participation influenced you? How?
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### Effectiveness and Adaptation

4. After participating in the program, what changes have you noticed in how you care for your child?
  5. Do you find it easy to learn the interaction methods or activities shown in the videos? What difficulties do you encounter when trying to interact with your child using the toys as demonstrated in the videos?
  6. Do you think the interaction activities shown in the videos are suitable for local families?
  7. Among all components of the program (including watching videos on the phone, home visits by parenting coaches, toy lending services by parenting assistants, and follow-ups by pediatricians), which parts have been most helpful? Which have been less helpful? Why?
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### Adoption and Acceptance

8. If a friend asked you about this program, how would you describe it?
9. What do you think about learning parenting through videos on a mobile phone? What are the advantages and disadvantages?
10. As a parent, how does this digital learning approach differ from how you previously obtained parenting information? (For parents only)
11. As a grandparent caregiver, how does this mobile-based learning approach differ from

your past experience raising children? (For grandparent caregivers only)

12. During the program, were there any parenting ideas presented in the videos that differed from your traditional beliefs or past experience? How did you respond or adjust? (For grandparent caregivers only)

13. What do you think about the services provided during the program (home visits by parenting coaches, toy lending by assistants, pediatrician follow-ups)? What worked well, and what did not?

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#### Implementation and Support

14. In what situations do you عادة open the Qiantian Tongxing App to watch videos? Could you describe a typical usage scenario?

15. What usually happens when you watch the videos or engage in parent-child interaction? Could you describe a typical situation?

16. Based on your experience watching videos and practicing interactions, what makes it difficult to continue consistently?

17. How does the toy borrowing and returning process usually work?

18. How do parenting coaches and assistants guide or remind you to participate in the program or watch the videos?

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#### Sustainability and Development

19. If no one reminded you in the future, do you think you would continue watching parenting videos on the App? Why?

20. How would you like this program to continue in your village in the future?

21. In your opinion, what challenges might arise in scaling up this mobile-based parenting approach in the long term? If the government were to promote digital parenting services for children aged 0–3 nationwide, what suggestions would you offer based on your experience?

22. In the long run, what impact do you think this program will have on how you raise your child?