

We Are Champions

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METHODOLOGICAL APPENDIX:

Our field research was conducted in four different districts of Uganda (Mpigi, Rukungiri, Masaka, and Rakai). The majority of our time was spent in Mpigi, where Bana headquarters is located. In total we spent 54 days in Uganda and a majority of time in Mpigi in Bukibirra village in which we spent 45 days. Also we spent 3 days in Rakai, 2 in Masaka on two different occasions and 4 in Rukungiri. During each visit we conducted interviews as while noted ethnographic observations.

Ethnographic observations:

A majority of our research in Mpigi consisted of participant observation. We were consistently able to observe Bana because we were living at the headquarters with the rest of the staff members, which allowed us to build strong rapport with Bana staff members and the local community. Each meal was enjoyed with the Bana staff as while as all leisure time. We were able to analysis the values, mission and goals of Bana by building strong relationships with the staff. By living in Bukibiira, we were able to interact with local Champions on a regular basis.

We gathered information about Bana and Champions through observations and field notes. We observed Champions complete group sales throughout Bukibiira village, in Mpigi district. One group sale included seven Champions, as a group, completed 3 different sales to women. Some of the customers were new and therefore they provided menstruation education and

other customers were returning customers. We were able to get a sense of the community and of Bana customers. This provided us a foundation for our interviews and further assimilated us into the community before we began interviews.

Additionally, a large portion of our field notes were from observing Champion led menstruation education workshops for schoolgirls ages 10-16. We observed three different educational sessions. The first was at Holy Family Nazareth Senior Secondary School in Kibumba village in Rakai, in which 3 Champions led a menstruation workshop with about 50 girls ages 11 to 18. We also observed 2 workshops in Mpigi district, one at a primary school and one at a secondary school. In Rakai, we participated in a recruit and training session for new and future Champions.

From our daily observations, and participation in workshops we were able to gain a clear sense of Bana, Champions, and the surrounding community.

Interview process:

In order to assess the social impact of Bana on the Champions we conducted 53 interviews, 47 of these interviews were Champions, which constitute the majority of our data in the field. We conducted interviews with 17 Champions in Mpigi, 8 in Masaka, 4 in Rakai, and 17 Champions in Rukungiri. Of the 46 Champion interviews, 25 were individual and 8 were conducted in groups consisting of 2 to 3 Champions. In Masaka and Rukungiri due to our limited time visit we conducted group interviews in order to converse with a larger diverse group of Champions.

In each interview, we created a comfortable environment by discussing with women outside in chairs or in their homes. We wanted a familiar setting to

create a fluid conversation, which would result in more in-depth and genuine responses.

The first step was ensuring that we had a reliable translator. Our interviews were either translated by Jackie and Grace, Bana interns and students at Makerere University in Kampala, or Jeremiah, Bana director of operations. We were concerned about having the director of Bana translate for us because we did not want that to introduce bias into our data collection. However, when Jeremiah translated he was able to provide language translation and background detail that helped us interpret the broader context. For example, when asked a question if a Champion gave a one-word response, Jeremiah would probe and ask her why, or how does that make you feel, which resulted in more in-depth responses. He was also able to explain cultural norms and to clarify certain concepts as well. During interviews Jackie or another intern took written notes and helped with any translations if needed. Additionally, in Rukungiri the local language is Rukiga, so Jeremiah and a Champion leader worked together to translate for us.

Our interviews ranged from 45 minutes to an hour and half and were based on a semi-structured interview guide (below). The interview guide was sequential in order to build rapport throughout the discussion. We began the conversations with their history with Bana and basic sales questions such as how many pads do you sell a week. Then it was transitioned into domestic questions regarding their husband and children and household finances. Our next section consisted of communal questions concerning the community responses to Bana and the Champions and their role of family dialogue facilitators. Our interviews concluded with focusing on the Champions' individual goals and successes.

All of our data was audio recorded in along side with field notes. We selected nine interviews to be transcribed in full. The remaining interviews we listened to and pulled out critical stories and quotes to our research and were integrated into our report.

Additionally, all pictures featured in the report were taken with verbal consent from Champions, schools or Bana.

INTERVIEW GUIDE

This interview guide is meant to facilitate a dialogue between the fellows and champions. It has been determined that Brooke should begin and direct the interviews to gain rapport given the female-related context of BanaPads. I (Gogo) will be able to ask questions and become involved when appropriate.

After reviewing our initial version of the guide with Professor Sreela Sarkar, we modified our three focus categories of impact from:

- 1) Economics
- 2) Health
- 3) Social relations

to

- 1) Economics
- 2) Relationships (domestic and communal)
- 3) Relationship with the self

These modified categories are more aligned with our goal of assessing social impact, emphasizing the ways in which BanaPads is setting Champions on a path to success, and what this means not only to them, but their families and communities as well.

SECTION 1: Rapport building

*These questions are meant to ease any initial apprehensions the interviewee might have. They are casual, open ended and good-natured.

Examples: How are you doing today?

SECTION 2: Economic impact

- Tell us how you became a champion. How did you hear about it? (did peers recruit her?)
- Why do you believe you were chosen to be a champion/ what qualities make you a good champion
- Did you grow up in this village, if not how did you move to this village?
- Approximately how many pads do you sell each week?
- Is this your first job?
- How does your other job compare to being a champion (do you enjoy it, how do profits compare etc.)
- Do you have other sources of income?
- What do you do with the increased income from selling BanaPads?
- How do you go about acquiring new customers?
- Who is your primary customer market?
- Do you make sales on credit
- How have your business skills improved since joining BanaPads?

SECTION 2: Impact on relationships with others (domestic and communal)

2A Domestic (if applicable)

- What does your husband think about you being a champion?
- What do your kids think about you being a champion?
- What are your main expenses?
- Do you ever find it difficult to balance household duties and your work as a champion?
- How does the division of expenses work in your household?
- Has your husband ever needed to borrow money from you?

- How much education would you like to see your children complete?
Does your husband agree?
- How expensive is it to keep them in school?
- What are your hopes for your children?

2B: Communal

- Do new customers usually approach you or do you approach them?
- Have you brought anyone into the company
- Do you feel like Banapads has brought the community together and if so in what ways?
- What do your friends think about you being a champion?
- Have you ever had friends who expressed jealousy about your job?
- How do others within the community view champions?
- How have you seen the perception of women's health change within the community since Banapads was introduced?
- Have you ever brought another woman into the company?
- What kinds of myths or taboo surrounding menstruation still persist in the community?
- Have you ever had a situation when a girl comes to you and ask if you could talk to her parents about the importance of pads and menstruation
- Has a mother ever asked you to talk to her daughter about menstruation
- Do you believe that it's important for men within the community to be educated about menstruation?
- What is your strategy for dealing with customers that are stubborn or skeptical about the product/ pad use in general?

SECTION 4: Impact on relationship w/ self

- As a result of becoming a champion -- besides the income (and....) -- what have you learned about what you can do?
- What skills have you gained since being hired?
- Other than money, what are the benefits of being a champion in the community?

- Before Banapads, what kind of knowledge did you have about menstruation?
- Do you feel more confident about going out to acquire customers?
- Did you have anyone you looked up to when you were growing up?
- Do you feel as if young girls in the community “look up” to you, and if so why?
- What are your goals in regards to being a Champion?
- What are your career goals beyond BanaPads?
- Overall, what do you enjoy most about being a champion?

Once again, our goal is to assess social impact by evaluating responses to these focus sections. Of course, these questions are just prompters; further questioning will be conducted in the moment and create opportunities for valuable conversations that may have not been initially predicted.

Lastly, we are both aware that we must remain culturally and ethically sensitive when conducting our interviews. Some topics we are interested in, such as gender relations, will need to be inquired about in indirect, subtle ways so as to extract small pieces of information that may gradually construct a larger picture.

Overall, our interviews will have structure, yet flexibility, and aim for rich and personal narratives, without forcing any information from participants.