Protocol for Setting Up and Conducting
Pre-Intervention “No Tobacco Sales” Pharmacy Key Informant Interviews
(For use with Pharmacy Owner or Manager / Pharmacist / City Policy-Maker)

CALLING TO SET UP THE INTERVIEW

✦ Identify yourself and the name of your project.
✦ Establish that you are speaking with the person you would like to schedule a meeting with - for example, the pharmacist, business owner, or policy maker. In the case of policy-makers, you may be speaking with an assistant who manages the prospective interviewee’s schedule.
✦ Say you are hoping to set up a time for a brief interview.
✦ Indicate the purpose of the interview. “The purpose of the interview is for [NAME OF YOUR AGENCY] to get an understanding of different views community members may have about a prospective tobacco-related health resolution.”
✦ If your request for an in-person interview is not successful, ask if it would be more convenient to do a phone interview.

TELEPHONE SCRIPT

Pharmacy: “Hello. I’d like to speak to the store owner, a manager, or a pharmacist please.”

City Policy-Maker: “Hello. I’d like to speak to City Council Member [NAME] or to the person who manages his/her schedule.”

To the prospective interviewee, once connected: “Good Morning / Good Afternoon! I’m [NAME] from [NAME OF AGENCY OR PROJECT]. We’re contacting pharmacists, business owners, and city policy-makers to hear their views on a new campaign in California to pass city-based resolutions recommending that pharmacies stop selling tobacco products. I’m calling to set up a time for a short informal interview to hear your thoughts about this idea. Can we schedule a time in the next week or so to talk for 10-20 minutes?” (Wording will be slightly different if speaking to an assistant or scheduler; adapt accordingly.)

If prospective interviewee is hesitant or unwilling to meet with you: “If it’s more convenient to do the interview by phone, we could do that instead.”

CONDUCTING THE INTERVIEW

✦ Be on-time with your visit or call.
✦ Reintroduce yourself and the name of your agency.
✦ If the meeting takes place in a workplace or home, suggest conducting the interview where it’s possible to speak candidly.
✦ Ask for permission to tape the interview so you don’t miss anything; and assure the interviewee that all responses will be kept confidential. If interviewee is hesitant about taping, ask if he/she would prefer that you just take notes.
✦ Note that some questions in the interview are identified for use with only city decision-makers and others for use only with Pharmacy owners/managers and pharmacists.
✦ Record your notes on the interview data collection form regardless of whether or not the interview is taped. Write on the back of the interview form if you run out of space for notes on the front.
✦ Assure the interviewee that you are interested in his/her candid responses to your questions.
✦ For additional suggestions on conducting one-on-one interviews, see the tip sheet entitled “Conducting Key Informant Interviews” on the Tobacco Control Evaluation Center website. ### Hyperlink the tip sheet.###
Pre-Intervention No Tobacco Sales Pharmacy Key Informant Interview Form
(For use with Pharmacy Owner or Manager / Pharmacist / City Policy-Maker)

* * * Please read through the attached protocol before conducting interviews. * * *
The protocol and interview can also be found on the Tobacco Control Evaluation Center Website:
   tobaccoeval@ucdavis.edu (# # # hyperlink # # #)

Interview Time: (start) ____ : _____ (end) ____ : _____ Date: __________________

Name of Interviewer: ______________________________________________________

Name of Person Interviewed: _____________________________________________

Professional Role and Affiliation of Person Interviewed: (Check ALL that apply.)

☐ Pharmacy Owner Affiliation: ____________________________
☐ Pharmacy Manager Affiliation: ____________________________
☐ Pharmacist Affiliation: _________________________________
☐ City Policy-Maker Affiliation: ____________________________
☐ Other (please specify) __________________________________

(Interviewer: Based on your observations, indicate gender and approximate age of respondent.)

Gender: F _____ M _____

Age Range: 20s ____ 30s ____ 40s ____ 50s ____ 60s ____ 70s+ ____

I have some questions to ask you today about California’s new campaign for city-based resolutions recommending that pharmacies stop selling tobacco products. (Hand out printed material, including sample resolution.) Please be candid in responding to my questions. There is no “right” or “wrong” answer, and I’d be happy to address any questions you may have.

1. Are you familiar with the campaign for city-based resolutions that would recommend pharmacies stop selling tobacco products? If so, ask how interviewee became aware of it and what he/she has learned. If not, briefly explain what the resolution is about, including that - as a resolution - it would be non-binding.
2. Would you be in support of, or opposed to, a non-binding resolution recommending that pharmacies in [NAME OF CITY] not sell tobacco products? Why? If interviewee does not give a detailed response, ask for more detail about his/her reasons for the stated position. For instance, if a city council member says he/she doubts there would be public support for the resolution, ask “Would your position change if a public opinion poll showed wide support for the resolution?” If a pharmacy manager says customers may be unhappy about the resolution, ask, “Would your position change if you learned that the majority of your customers were in favor of the resolution?”

3. If interviewee is in support: May we mention you publicly as being in favor of this resolution? If yes, ask if it is okay to use a one- or two-line quote from the interview in a press release or newspaper article.

4. For pharmacy owners/managers or pharmacists only: In your opinion, would city policy-makers be likely to support this resolution? Why or why not? What might convince those who may be opposed to the resolution to change their minds?

5. For city policy-makers only: In your opinion, would pharmacy owners/managers or pharmacists be likely to support this resolution? Why or why not? What might convince those who may be opposed to the resolution to change their minds?
6. Do you think the public in general would support a policy like this? Why or why not?

7. **Pharmacy owners/managers and pharmacists only:** Does your store currently sell tobacco products? *If so, ask, “Approximately what proportion of the store’s revenue is generated by the sale of tobacco products?”*

8. What specific groups or individuals in the community might *support* a non-binding resolution recommending no tobacco sales in pharmacies?

9. What *challenges* do you think the city might face in trying to pass such a resolution? *If challenges are mentioned, ask if interviewee has suggestions for how to address the challenges.*

10. What specific groups or individuals in the community are likely to *oppose* such a resolution?
11. **Pharmacy owners/managers and pharmacists only:** Has a tobacco company representative contacted you or anyone else at the store about California’s new “no tobacco sales in pharmacies” campaign? *Ask for details of this interaction if not provided in response.*

12. **City Policy-Maker only:** Can you recall when any council members changed their views on a proposed public health protection policy or resolution? *If yes, ask what brought about any changes.*

13. We’d be interested in getting feedback from those who may have opinions similar to or different from yours. Is there anyone else in the community you think we might want to talk to regarding the prospective resolution?

14. Any additional comments or suggestions regarding the non-binding resolution recommending that pharmacies in [NAME OF CITY] not sell tobacco products?

“Thank you very much for your time! If you think of anything you’d like to add to our conversation, or you’d like more information about the proposed resolution, please let me know.”