

Key Informant Interview Activity Language

OTIS Wizard Language: Develop key informant interview questions including (insert topics). The key informant interview questions will be developed in consultation with the Tobacco Control Evaluation Center (TCEC) (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors). Conduct (insert # range) telephone and/or in-person interviews with (insert types of people or organizations) to determine facilitators and barriers to implementing a (insert type of policy) policy in (list targeted jurisdiction(s)). Each interview will be approximately (insert # range) minutes in length.

Tips to Enhance Activity Language: With input of coalition and/or priority population stakeholders, develop key informant interview questions including (insert topics). The key informant interview questions will be developed in consultation with the Tobacco Control Evaluation Center (TCEC) (or explain how it will be developed, e.g., adapt from previous work or obtain samples from other project directors). Using the Midwest Academy Strategy Chart, work with coalition and stakeholders to identify most advantageous informants on the topic. Conduct (insert # range) telephone and/or in-person interviews with (insert types of people or organizations) to determine facilitators and barriers to implementing a (insert type of policy) policy in (list targeted jurisdiction(s)). Each interview will be approximately (insert # range) minutes in length. Share and interpret results with coalition members and partners in order to decide how findings can be used to frame educational packet messaging, inform strategies for countering reluctance or opposition, and gather compelling evidence to persuade decisionmakers to enact a policy which reduces disparities in the community.

Enhanced Activity Language Example: With input of coalition and/or priority population stakeholders, develop key informant interview questions about tobacco industry targeting of priority populations, retailer density disparities in the community, marketing tactics and willingness of local government to address these disparities. The key informant interview questions will be developed in consultation with the Tobacco Control Evaluation Center (TCEC) staff and/or instrument database. Using the Midwest Academy Strategy Chart, work with coalition and stakeholders to identify the most advantageous informants on the topic. Conduct 10-15 telephone and/or in-person interviews with city council members or their staff, local retail association leaders or members and key thought leaders in the African American and Hispanic communities of City1 and City 2 to determine facilitators and barriers to adopting and implementing a policy to restrict the density and location of tobacco retailers and the number and placement of external advertising in City1 and City2. Each interview will be approximately 30-45 minutes in length. Interview notes/transcripts will be analyzed for content and summarized into themes. Share and interpret results with coalition members and partners in order to decide how findings can be used to frame educational packet messaging, inform strategies for countering reluctance or opposition, and gather compelling evidence to persuade decisionmakers to enact a policy which reduces disparities in the community.

Comment [A1]: Demonstrates cultural competency by involving communities of interest in determining what questions are asked and how they are framed.

Comment [A2]: Demonstrates use of intervention activities that preceded this point in time.

Comment [A3]: Demonstrates cultural competency by involving communities of interest in determining who to interview.

Comment [A4]: Increase sample size in terms of numbers as well as locations or even add a control group.

Comment [A5]: Seek informants that can speak to how the issue affects their community as well as policymakers and their staff.

Comment [A6]: Involve stakeholders in interpreting and using the data collected.