

Evaluator Questions for LLA Staff

By Natasha Kowalski, NMK Research & Associates

The purpose of this interview is to understand the story behind the objective and the order of the key activities. When selecting the respondent, choose the person who played a leadership role. This could be the project director or coordinator, the subcontractor, and/or coalition member. Ideal times to conduct the interviews are at the middle and end of the work plan and if a key person leaves the project.

To prepare for the interview, it is recommended that you review the progress reports and your notes from regular meetings with project staff. Based on what you learn, you may want to modify the questions and follow-up prompts below.

- Why did your coalition/program select the objective?
- How did you decide which communities to target?
 - Prompts: Did you work in the community before? Did data show the issue was particularly critical in this community?
- Please describe the communities?
 - Prompts: Did the community adopt any tobacco control policies in the past? What are the politics of the community/city council?
- Please tell me the story behind the objective. Start from the beginning and describe what happened each year of the work plan.
- What helped propel the objective forward?
 - Prompts:
 - Did the public opinion poll, tobacco purchase survey, media, etc. influence policymakers?
 - Did the coalition members play a role? What about youth coalition members?
- If a policy was passed, how is compliance? Who enforces it?
- What were the challenges and how did you address them?
 - Prompt: What worked and did not work?
 - Do you have any recommendations for other programs working on a similar issue? Please describe.