P & I Protocol for One-on-One Conversations

Overview

The four main purposes of the one-on-one conversations are to:

1) Build relationships with and recognition of the coalition among a broad group of community members.
2) Learn community attitudes about ATOD use and prevention activities and how those attitudes have changed over the course of the grant.
3) Build the coalition's capacity in collecting information through conversations.
4) Use with other information to develop action steps for the coalition.

One-on-one conversations are to be completed during the first year and last year of the prevention grant. Coalitions are to conduct conversations with **7-9 individuals from each of the thirteen sectors** of adults. In order to collect the one-on-one conversations with the greatest benefit to the coalition and the least burden on any individual members, it is recommended that the responsibility be divided between all coalition members interested in helping. No fewer than five coalition members should be asked to help. The P&I Coordinator may also conduct up to 20 conversations. The instructions below will assist with deciding who to talk to and how to delegate the responsibility for the conversations.

Creating participant list

The four purposes of these discussions, as noted above, require that the conversations take place with a broad sample of community members. Here are some tips for ensuring that your sample is broad:

- ***Define important participant characteristics.*** Instead of identifying individuals immediately, start by identifying the characteristics of people you want to talk to. You are required to talk to people from each of the 13 sectors of adults you are working with; including specific underrepresented/high-risk subpopulations. You may also choose to identify different characteristics, such as age, social group, or position in the community. This can include identifying goals for the number of people you talk to who have those characteristics. Your sample should have at least three people from any particular group in order to increase representativeness and participant privacy.

- ***Consider sub-communities within your geographic area.*** If your community includes multiple school districts, cities, or other sub-communities, you must have representation from all of these sub-communities as well. In some cases, the same participant will represent all of the sub-communities (such as one sheriff serving the whole county) and in some cases, you may need multiple participants to make sure all of the sub-communities are represented (such as staff from each school district in the community). If you have questions about who should or should not be included in your participant list, please contact Al and Phyllis and they will help you sort out any community-specific questions you may have.
- ***Solicit recommendations from all coalition members.*** Different coalition members may have unique perspectives on who would be important to include in the conversations. By drawing from your diverse coalition's recommendations, your sample will likely be more diverse as well.
- ***Include more than 7-9 people per sector on your list.*** Please remember that not everyone on your list will be interested or able to participate in the conversations, so your list should include more individuals than required to account for those who do not participate. You may need to add more people as the conversations go along.
- ***Do not include youth.*** This conversation should focus on adults in the community. While youth input is important, the questions asked in the conversation may be sensitive for youth to answer about their peers and would necessitate obtaining both youth and parent consent. There will be another data collection method available to gather youth information.

Assigning participants

Assigning specific participants to individual coalition members will ensure that each participant is only asked to participate once, coalition members can have autonomy in scheduling their conversations, and all coalition members are accountable for their assigned conversations. Here are some tips for assigning participants within the coalition:

- ***Determine the number of conversations each member is able to conduct.*** Ideally, all interested coalition members will be assigned the same number of conversations, to distribute the work evenly and to increase confidentiality when reporting results back to the group. However, some members may have more or less time or interest in having conversations, so their assigned number can be adjusted accordingly. It is important that all members who choose to have conversations are able to commit to conducting at least five of them. Conducting fewer than five will make summarizing and reporting findings very difficult.
- ***Ask members to conduct conversations outside of their groups.*** While coalition members may have easier access to people in their personal or professional groups, such as their sector, age group, or social group, these conversations will yield less meaningful information and increase concerns about privacy for participants. Asking coalition members to meet with participants they do not know well will allow participants to answer more openly, and new relationships will be formed on behalf of the coalition.

- ***Assign participants by sector.*** All participants from the same sector (such as law enforcement or schools) should be assigned to the same coalition member for the conversations, in order to make summarizing information by community sector easier. If needed, a coalition member may talk to all of the representatives from multiple sectors, but the information should still be summarized by sector. The only exception to this is if participants from a given sector are divided into different sub-communities, such as school staff from different school districts. In this case, the information should then be synthesized by sector and sub-community. Please remember that the coalition member should not be from the same sector as the people he/she talks to.
- ***Track the number of conversations completed.*** As conversations are completed, the coalition coordinator should keep track of the number of conversations each coalition member has had. If a member is having difficulty recruiting participants, identify and address any barriers, such as an overly busy schedule or a lack of comfort recruiting people. If a member chooses to discontinue meeting with people, assign their remaining participants to other members. If a member still wishes to continue meeting with people, but needs additional names, go back to your initial list and see if any participants can be re-assigned.

Training coalition

Prior to beginning the one-on-one conversations, it is important to prepare coalition members to use the tools. In addition, you should share general tips for conducting interviews, to prepare them for their discussions. Some coalition members may have experience with conversations like these, or perhaps research interviews, but training the whole group together will ensure that all members are receiving the same information and it will increase the chances that the information is collected consistently. Your Regional Prevention Coordinator is available to attend this training to provide support and help answer questions, but you should plan to lead the training.

- ***Use existing resources to help train coalition members.*** There are many existing resources that provide important information about conducting research interviews. Although these are not formal interviews, the Wilder Research tip sheet on **Conducting Interviews** can be a useful tool. Review the tip sheet with coalition members and have each member keep a copy of the sheet after the training. You can also visit www.evaluATOD.com for additional tips and guidance.
- ***Create an informational sheet.*** Create or utilize an existing handout with basic information about your coalition, including the coalition's mission, vision, history, meeting times, and current efforts. Coalition members will be asked to give this to participants at the beginning of the conversation when they are summarizing the mission and goals of the coalition. This handout will allow the participant to retain information about the coalition once the interview is over.
- ***Read through the tool together.*** An important part of the training includes reviewing the data collection tool. This can be done as a large group by taking turns asking questions, or it can be done in small groups by members practicing asking all of the questions on the tool. Reviewing the

tool during a training increases coalition member comfort with the tool and allows opportunities for questions or discussion about the tool.

- ***Schedule individual practice sessions with the P&I Coordinator.*** In order to ensure that coalition members are as prepared and comfortable as possible when they begin their one-on-one conversations, an additional individual practice session should be scheduled with you, the P&I coordinator. This practice session will allow coalition members to experience common issues that arise during conversations and you will provide guidance on how the conversations can run more smoothly in the future, using the **Practice interview sheet** as your guide. A coalition member will not be able to begin scheduling conversations with community members until this practice conversation has occurred and you have determined that the coalition member is adequately prepared. The exception to this is coalition members who led conversations in the beginning of the grant. It will be up to the P&I coordinator to decide if those individuals need to participate in a practice session or not.

Preparing for the facilitated discussion

All coalition members should submit their completed **Synthesis Form(s)** to you at least one week prior to the coalition meeting in which you will be discussing the results. You will be responsible for summarizing the information on the Synthesis Forms to help inform the facilitated discussion. Your RPC will be available to answer questions about synthesizing information, but the RPC should not be responsible for completing any of the synthesis. You should plan to fill out a separate **Synthesis Form** that includes the findings from all of the other forms.

- ***Schedule the facilitated discussion and identify facilitator.*** Schedule your facilitated discussion for a time that is convenient for your coalition. It is important that you do not facilitate your own coalition's discussion. You will need to decide if your local RPC, a neighboring P&I coordinator, or a Wilder staff person will facilitate the discussion. This will depend on availability and what you think would work best for your coalition. You will need to inform the State of your choice before the facilitated discussion occurs.

- ***Summarize the multiple-choice answers.*** Add up the total number of people who fall into each of the sector groups and who gave each of the multiple-choice answers. Note these totals and be prepared to present them prior to the facilitated discussion.

- ***Identify patterns.*** Look back at all of the completed Synthesis Forms and identify the common themes and the themes that differed between participants. Make note of these themes and be prepared to present your thoughts after the facilitated discussion when others have had an opportunity to share. Your local Regional Prevention Coordinator can assist you with identifying patterns.

- ***Send synthesis form to discussion facilitator.*** Scan and email your completed Synthesis Forms and notes to your discussion facilitator. This will help this person prepare for the discussion. Please send these forms 3 or more days in advance of the discussion.

- ***Prepare results to present.*** Pull the results from the multiple-choice answers and the themes together to share with the coalition during the facilitated discussion. You may choose to create handouts, a PowerPoint presentation, or just notes to read. Remember you will be sharing the multiple choice answers at the beginning of the facilitated discussion to help inform the conversation, and you will be sharing the themes at the end to supplement what was discussed by coalition members.

Recognizing coalition members

While completing the One-on-One conversations may be time consuming, it is our position that individual coalition members should not receive incentives for completing the conversations. During the conversation, it is appropriate for coalition members to purchase a non-alcoholic beverage for themselves and the community member with whom they are talking. However, no individual incentives will be approved for coalition members or community members for their participation in the conversations. Please remember that you are encouraged to have annual recognition events for all coalition members and this would be a good opportunity to recognize the efforts of those who completed conversations. Please contact ADAD for further information on parameters for coalition recognition events.

Following-up with participants

Because one of the purposes of the conversations is to build relationships with community members, it is important to follow-up with participants who have indicated that they wish to be contacted. The participant background sheet from the **One-on-One Conversation Guide** should include sufficient information for follow-up. From the participant background sheet, you can determine whether participants would like more information about the coalition and how they would like to receive that information. Your coalition should decide who the most appropriate person is to follow-up with interested participants. It may be appropriate to have the coalition coordinator or the P&I make the contact, or perhaps the interviewer or a colleague would be a better fit. The coalition can discuss in advance how these follow-up contacts should be done and what information should be shared.

It is very important that the follow-up contacts do not include discussion about individual participant responses to the conversation, beyond their interest in the coalition. Discussion of too many details about the conversations could challenge your credibility and create distrust with potential allies.

You can follow-up with the participant and ask how he/she would like to contribute to the coalition moving forward or you could share a broad range of good ideas you heard across participants and ask for his/her input on them. If participants shared negative or incorrect information with you during the conversations, you should not follow-up with them individually about these responses. If these participants choose to be involved with the coalition, then you can spend time with the overall coalition building buy-in and training members on correct information. If there are participants who choose not to be involved with the coalition, engage in broader community education to correct misperceptions and share positive messages. These approaches will likely be more effective in the long-run and they will avoid violating the privacy of participants.

Maintaining participant privacy

You are collecting this information from members of the community that you and others on your coalition may know personally and/or professionally. This may create some concern on their behalf about how the information will be used. For this reason, names should not be included on the interview protocol or debriefing form. Information about the participant should be kept separate from participant responses and summaries of responses. Once the information is gathered, it should be stored in a secure location.

When describing participants' responses, avoid including potentially identifying information about the participants. Identifying information could include their job title, place of employment, family composition, age, race, religion, etc. One of the goals of this conversation process is to build relationships with members of the community. Respecting participant privacy is an important step in building trusting, respectful relationships.