

P&I One-on-One Interview Guide QxQ

“There are just the few things I want to cover with you before we get started. First of all, this is not supposed to be a pass/fail scary kind of thing, it’s just to get you comfortable doing standardized interviews. That being said, I’m going to probably be tougher than a “typical” respondent would be, just so you are prepared for whatever people might throw at you. It may seem kind of silly at times but I want you to treat this as a real interview, reading all the information just like you would if you were sitting down with a “real” respondent.”

“Do you have any questions before we begin? Please feel free to stop and ask questions as we go along, as well.”

“With regard to feedback, typically I like to wait until the end and then go over any feedback with you at that time. Does that work for you?”

INTERVIEW GUIDE QXQ KEY

Structure: The original one-on-one interview guide instrument is on the left. Instructions, standardized responses, and QxQ notes for the trainer are on the right.

ANYTHING IN ALL CAPS: Anything written in all caps are instructions for you the trainer. You do not need to read these instructions to the interviewer (trainee).

ANSWER: “Anything in quotations”: Anything that is written in quotations following the ALL CAPS “ANSWER” is the standard training response for the question. Trainers do not need to read everything verbatim, but should be sure to touch on all the items listed (probes, topics, etc.).

Anything in italics: Anything that is written in italics denotes how the interviewer should respond/probe/follow-up to the answer the trainer gives.

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*****PLEASE DETACH THIS SHEET AND SUBMIT IT TO THE COALITION COORDINATOR*****

Interview completed by: _____ Interview date: _____

Participant Background

Note: Please complete as much of this information as possible before meeting with the participant and please wait to update any remaining information until the end of the interview.

Name: _____

Community sector (select only one sector):

- | | |
|---|--|
| <input type="checkbox"/> Business | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Civic and volunteer groups | <input type="checkbox"/> Spiritual or fraternal organizations |
| <input type="checkbox"/> Healthcare professionals | <input type="checkbox"/> State/Local/Tribal government agency |
| <input type="checkbox"/> Justice/Corrections | <input type="checkbox"/> Youth serving organizations |
| <input type="checkbox"/> Law enforcement | <input type="checkbox"/> Other prevention organizations |
| <input type="checkbox"/> Media | <input type="checkbox"/> Underrepresented/High-risk sub-pop 1: |
| <input type="checkbox"/> Parents | <input type="checkbox"/> Underrepresented/High-risk sub-pop 2: |

Organizational affiliation: _____

Home phone number: _____

Work phone number: _____

E-mail address: _____

Preferred contact method: _____

Please copy the participant's responses to the following questions from the interview:

Was this participant familiar with the coalition prior to the interview? Yes No

Is this participant interested in becoming involved with the coalition? Yes No

Would this participant like to be added to the mailing/newsletter list? Yes No

In what ways would this participant be willing to help in the coalition's efforts?

Are there other people who this participant thinks could be involved in the interviews or coalition?

Name	Organization	Email address/Phone number
_____	_____	_____
_____	_____	_____
_____	_____	_____

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TRAINER: MAKE SURE THE INTERVIEWER WAITS TO ASK FOLLOW-UP INFORMATION UNTIL THE END OF THE SURVEY.

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One-to-One Interview Protocol

Participant's sector (and sub-community, if applicable): _____

Introduction

I am here to talk to you today on behalf of the [coalition name].

First, I would like to give you some information about this conversation and the coalition, and then I would like to learn a little more about your opinions about the coalition's goals, efforts, and impacts on the community.

The coalition was established in: _____

The coalition's Mission Statement is: _____

The coalition includes members from all sectors of the community including: _____

The coalition is wrapping up a project with the Minnesota Department of Human Services Alcohol and Drug Abuse Division with the goal of reducing youth substance use, particularly youth alcohol use. Part of this project includes conducting up to 100 one-on-one conversations to gain a better understanding of the opinions of community stakeholders and see what impacts the project has made on the community. You were identified by a member of the coalition as a key community member in [community] to talk to about reducing youth substance abuse.

Our coalition will use the information gathered to help guide our work as we grow and continue to address youth substance use in our community. While your responses are confidential, they will be shared with the Planning and Implementation Coordinator, and possibly with the Department of Human Services for the purposes of planning and evaluation. Don't worry if you're not an expert on these issues, I just want to hear your opinions. Do you have any questions before we get started?

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TRAINER: MAKE SURE THE INTERVIEWER GOES THROUGH THE GIST OF THIS INFORMATION. THEY CAN MAKE THE EXACT WORDING THEIR OWN, BUT NEED TO INCLUDE ALL OF THE MAIN POINTS IN THEIR INTRODUCTION.

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Conversation questions

First, I would like to learn what you think about underage alcohol use in [community].

- 1) On a scale from 1 to 5, with 1 being “not at all a problem” and 5 being “a major problem,” how much of a problem do you think underage alcohol use is in [community]?

1 – Not at all a problem 2 3 4 5- A major problem

- a. And how much of a problem do you think most adults in [community] think underage alcohol use is?

1 – Not at all a problem 2 3 4 5- A major problem

- b. Why do you think most adults would respond this way?

- 2) How much of a problem do you think underage alcohol use is in [community] compared to other communities in Minnesota? Would you say it is “more of a problem”, “about the same,” or “less of a problem”?

More of a problem About the same Less of a problem

- a. Please tell me about why you chose that rating.

- 3) Using a scale from 1 to 5, with 1 being “not at all important” and 5 being “very important,” how important is reducing underage alcohol use **to you**?

1 – Not at all important 2 3 4 5- Very Important

- a. Please tell me about why you chose that rating.

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1) ANSWER: "I'd say 4"

1a) ANSWER: "I'd say somewhere between 2 and 3"

MAKE SURE INTERVIEWER RESPONDS WITH THE APPROPRIATE PROBE. THEY SHOULD PROBE: "Do you think it's closer to 2 or 3?" or "They only let me put one number, what number would you like me to put?" or something similar.

ANSWER TO PROBE: "3."

1b) ANSWER: "I think it's pretty accepted in the community that kids are going to drink or at least experiment with it."

2) ANSWER: "About the same."

2a) ANSWER: "I don't think our community is very different from anywhere else."

3) ANSWER: "I'd say 4."

3a) ANSWER: "I'm a parent, so this issue is very important to me personally."

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4) Using a scale from 1 to 5, with 1 being “not at all important” and 5 being “very important,” how important do you think reducing underage alcohol use is to **most leaders** in your community?

1 – Not at all important 2 3 4 5- Very Important

a. Please tell me about why you chose that rating.

5) Now just for this question, I want you to think about 9th -12th grade students specifically, what percentage of 9th – 12th grade students in our community do you think drink in a typical month?

_____ %

a. What leads you to believe this?

6) According to results from the Minnesota Student Survey (which is given to students in 5th, 8th, 9th, and 11th grades every three years) some youth are choosing to drink in this community; why do you think we have underage drinking in [community]?

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4) ANSWER: “I’d say 2.”

4a) ANSWER: “It just doesn’t really seem to be something that’s on leadership’s radar, I guess.”

5) ANSWER: “Maybe 60%.”

5a) ANSWER: “I read a lot in the paper about big parties where almost the whole school is in attendance. So probably most kids are drinking.”

6) ANSWER: “Well, we’re a little town and a lot of these kids don’t really have a lot of other options in terms of things to do. Plus, culturally, alcohol is a big part of life in general for both the kids and adults.”

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Now I'm going to ask about the community's efforts to reduce underage alcohol use.

- 7) Different communities are using different approaches to preventing alcohol use among youth. In our community, do you know of any changes that have taken place in the last four years in the following areas:

	Yes, I am aware of changes in this area	No, I am not aware of any changes in this area
a. Laws about underage alcohol use?	<input type="checkbox"/>	<input type="checkbox"/>
b. Laws about providing alcohol to minors?	<input type="checkbox"/>	<input type="checkbox"/>
c. The extent to which alcohol laws are enforced?	<input type="checkbox"/>	<input type="checkbox"/>
d. The way bars and restaurants serve alcohol?	<input type="checkbox"/>	<input type="checkbox"/>
e. Programs about alcohol prevention at school?	<input type="checkbox"/>	<input type="checkbox"/>
f. Media messages about alcohol prevention?	<input type="checkbox"/>	<input type="checkbox"/>

- 8) Are you aware of any other efforts currently taking place in [community] to reduce underage alcohol use or underage access to alcohol?

Yes
 No (SKIP TO Q11)

- a. If so, please describe these efforts.

- 9) On a scale from 1 to 5, with 1 being "not at all effective" and 5 being "very effective," how effective do you think your community's efforts to reduce alcohol use among youth have been?

1 – Not at all effective
 2
 3
 4
 5- Very effective

- a. Please tell me about why you chose that rating. _____

- 10) Using a scale from 1 to 5, with 1 being "not at all aware" and 5 being "very aware," how aware of these efforts are most adults in the community?

1 – Not at all aware
 2
 3
 4
 5- Very aware

- a. And why do you think this? _____

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7a) ANSWER: “No.”

7b) ANSWER: “No.”

7c) ANSWER: “Yes, we’ve seen an uptick in police enforcement of some of the laws.”

7d) ANSWER: “Yes.”

7e) ANSWER: “Yes.”

7f) ANSWER: “No.”

8) ANSWER: “Like I said, I think there is more enforcement of the laws.”

MAKE SURE INTERVIEWER RESPONDS WITH THE APPROPRIATE PROBE.

Interviewer should respond by clarifying that they are asking about other efforts that were not already mentioned “Are you aware of any other efforts that I did not list earlier?”

ANSWER TO PROBE: “No.”

9) ANSWER: “I’d probably give that a 4.”

9a) ANSWER: “I think we’re starting to see some really good things, but we can do more.”

10) ANSWER: “I’d probably give that a 3.”

10a) ANSWER: “I think the word’s getting out to adults in the community, but a lot of them still don’t know a whole bunch about what’s going on.”

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11) What else do you think could be done to address underage alcohol use in [community]?

12) What do you see as barriers to reducing youth alcohol use in [community]?

13) Do you think the changes you've seen in alcohol prevention will be sustainable after the project with the Minnesota Department of Human Services ends?

1 – Yes 2- No I haven't seen any changes (SKIP TO Q14)

a. And why do you think this?

14) What do you want to see happen in alcohol prevention in [community] in the future?

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11) ANSWER: “I think finding more ways to reach out to adults that are not parents or who have really young kids would help.”

INTERVIEWER SHOULD PROBE WITH SOMETHING LIKE “*Can you tell me more about that?*” **OR** “*What would that look like to you? Do you have any ideas of ways to reach out to those populations?*”

ANSWER TO PROBE: “I think we’re not really going to change the culture until we get to those outside of the schools that are seeing these issues directly.”

12) ANSWER: “I think the fact that lots of people think underage drinking is normal is a barrier. And that kids don’t have many other activities to choose from in this community.”

13) ANSWER: “I hope so.”

INTERVIEWER SHOULD PROBE WITH SOMETHING LIKE “*In your own opinion, would you say yes, these changes are sustainable, or no, they aren’t?*”

ANSWER TO PROBE: “I think yes.”

13a) ANSWER: “It seems like there is a little more interest and momentum around this area lately.”

14) ANSWER: “I want to see these efforts continued. And also more education for parents about underage drinking.”

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Before we finish, I would like to ask you about your interest in the coalition.

15) Were you familiar with the coalition before this conversation? Yes No

16) Are you interested in becoming involved with the coalition? Yes No

17) Would you like to be added to coalition mailing/newsletter list? Yes No

18) Are there other people who you think could be involved in the coalition or do you have recommendations for additional people that we could talk to?

Name	Organization	Email address/Phone number
_____	_____	_____
_____	_____	_____
_____	_____	_____

19) Is there anything else you would like to share?

Thank you for your time!

[NOTE: The interview is complete. Please fill in any additional contact information on the cover sheet. After you leave, please fill out the next sheet to compile your feedback.]

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15) ANSWER: “Yes.”

16) ANSWER: “Yes.”

17) ANSWER: “Yes.”

18) ANSWER: “Not that I can think of right now, but I’ll email you if I think of anyone.”

19) ANSWER: “Nope, I don’t think so!”

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INTERVIEW REFLECTIONS

As quickly as possible after the interview, please take a few minutes to reflect on the interview and respond to the questions below. Your responses to these questions will help you fill in the *Synthesis Form* later.

What were the common themes that came up during this interview?

What was most surprising?

What most closely fit with what you expected to hear?

What is new information?

What were the two or three most important things you learned?

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TRAINER: IF INTERVIEWER SELECTED THE OPTION OF RECEIVING FEEDBACK AT THE END, COMPLETE FEEDBACK NOW.

“Thanks so much for going through that with me! How do you feel it went? Do you have any other questions for me?” OPTIONAL: “Just as a reminder, respondents you encounter will probably not throw quite so many curve-balls at you during the interviews.”

IF YOU FEEL THE INTERVIEWER IS READY TO START COMPLETING INTERVIEWS:
“Overall, I think you did a great job and are ready to start scheduling interviews with your assigned community members!”

IF YOU FEEL THE INTERVIEWER REALLY NEEDS ANOTHER PRACTICE INTERVIEW:

“You did a good job! Now that we’ve gone through this interview once, I’d like to set up a time run through it once more just to make sure you’re completely comfortable with everything. Is there a time that works for you?”