

Advisory Council Protocol for One-on-One Interviews

Overview

The three main purposes of the One-on-One interviews are to:

- 1) Gather information about training and technical assistance needs and preferences in diverse communities.
- 2) Build relationships with and recognition of the SPF SIG among a broad group of community members.
- 3) Shape buy-in for future training and technical assistance outreach efforts.

These interviews will all take place between mid-March and mid-April to ensure that the information reflects one common point in time, interviewers are able to synthesize the results more easily, and the Council can use the results in a timely manner to inform training and technical assistance opportunities.

Preparing for interviews

Before scheduling your first interview with a community member, you must first become thoroughly familiar with the interview tools. This will help your interviews run more smoothly, stay on track, and demonstrate your engagement and knowledge of the process. Here are some steps to help ensure you're adequately prepared for your interviews:

- ***Prepare necessary translations.*** You may need to translate a portion of or the entire interview tool, if you believe it will make the tool more appropriate for the community members you are interviewing. You should prepare these translations ahead of time, particularly if there are concepts that may be more difficult to translate while maintaining their meaning. Please be sure to practice using the translation of the tool in the step below to make sure you are comfortable with the new flow and that the translations capture the intended concepts during an interview.
- ***Practice using the tools.*** After you are initially trained on the tools, practice using them several times in different contexts. Practice reading through the tools individually to get familiar with the layout, structure, and language. Then practice asking others the questions on the Interview Guide. You can practice interviewing your family, friends, neighbors, or fellow Council members, as long as they are not people on your participant list who may be contacted for a formal interview by you or anyone else on the SPF SIG Advisory Council.

Collecting information

All interviews will be conducted using the **One-on-One Interview Guide**. Here are some tips for conducting the interviews:

- ***Fill out introductory information prior to interview.*** Before arriving at your scheduled appointment, complete as much contact information about the participant as you have available.

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This will allow you to start the interview more quickly and it will ensure that you are prepared with accurate information. At the end of the interview, you can double-check the contact information you have and ask for any additional information the participant would like to share.

- ***Schedule the interview in a neutral, convenient location.*** When scheduling the appointment, you should select a location that is convenient and neutral enough for the community member you are speaking with to get there easily and feel comfortable talking openly. In some cases, this may be a private location, such as an office or a conference room, and in other cases, it may be a public location, such as a café or a park. To help make the interview more comfortable, you may use a gift card provided by ADAD to purchase a non-alcoholic beverage for yourself and the person you are interviewing. Please talk to Mikki or Molly to access the gift cards.
- ***Follow general interviewing tips.*** Please refer to the **Conducting Interviews** tip sheet for general tips on interviewing. Because you may have community connections to the person you are having a discussion with, it is especially important to try to avoid bias and keep the interview moving at a reasonable pace while closely following the interview guide. The questions on the guide should be read as closely to the written language as possible (given any necessary translations) and asked in the order in which they are written to ensure consistency across interviews. Here are some additional tips to consider during your interview:
 - Remember, this interview is voluntary and participants can **skip questions** if they do not know the answer or they would prefer not to respond. However, please remember that respondents sometimes skip questions because they didn't understand the question, didn't hear the entire question, or are not sure how to answer. If someone says that they "don't know" an answer, try reading the question again or answering any questions they may have about what you are asking. You can also offer to skip a question and return to it later.
 - Participants should also be encouraged to define "**community leaders**" on their own, but if they need more guidance, you can clarify that you mean people who are in the position to make key community decisions that could impact prevention efforts.
- ***Provide your reflections.*** After the interview is complete, take a few moments on your own to respond to the reflection questions at the end of the interview guide. It is important to reflect on your interview as quickly as possible after the interview is complete so the information is fresh in your mind. These reflections will be very helpful when it comes time for you to synthesize the results from all of the interviews you completed in the **Synthesis Form**.
- ***Detach participant background sheet.*** Once the interview is complete, copy the participant's responses about his/her interest in the SPF SIG from the interview pages to the background sheet. Next, detach the completed participant background sheets and submit those sheets to Mikki Maruska electronically at Michele.Maruska@state.mn.us or by mail at PO Box 64977, St. Paul

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MN 55164-0977. Detaching the sheet allows the data collected during the interview to remain private while also providing contact information from interested participants for follow-up.

- **Send copies of completed tools to Wilder Research.** You will also need to send copies of all of your completed Interview Guides and Synthesis Forms to Wilder Research to allow for synthesis across all interviews conducted in your community. The copies of the Interview Guide should not include the participant background sheets, those should be removed before you send the tools to Wilder. You can submit your completed forms either electronically by emailing them to kristin.dillon@wilder.org or through the mail by sending them to Kristin Dillon at Wilder Research, 451 Lexington Parkway North, St. Paul, MN 55104.

Summarizing interviews

After all of your interviews are complete, you will summarize the results on the **Synthesis Form**. You should consider all of your assigned interviews within a particular cultural community when answering the questions on the Synthesis Form. The goal is to identify patterns from across the interviews rather than to report results from each specific interview. If you talked to people representing different communities, then fill out one form for each community.

- **Summarize your participants' multiple-choice answers.** At the top of the **Synthesis Form**, fill out the total number of people you talked with and who gave each of the multiple-choice answers.
- **Identify patterns.** Look back at all of the completed interview guides and identify patterns, such as common themes, which include thoughts or opinions that multiple people shared or that a couple of people shared repeatedly. While identifying common themes, also pay attention to themes that differed between participants, particularly when two or more different thoughts and opinions about the same topic were related to a common theme, strongly supported on both sides, and/or significantly different.
- **Reflect on the findings.** After identifying common and differing themes across all of the interviews, reflect on your response to these themes. Consider the themes that will be most important to share with the Council, and how these themes can be used by the Council in their work moving forward.
- **Submit forms to Wilder Research.** Submit copies of the completed **Synthesis Forms** to Wilder Research **no later than April 17th**. You can submit your completed forms either electronically by emailing them to kristin.dillon@wilder.org or through the mail by sending them to Kristin Dillon at Wilder Research, 451 Lexington Parkway North, St. Paul, MN 55104. Also be sure to **bring a copy of the form with you to the Advisory Council meeting on May 8th** so you can reference it during the facilitated discussion. Also be sure that the background sheets have already been detached.

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Reporting interview results

You will share the information you included on the **Synthesis Form** during a facilitated discussion at a specified Advisory Council meeting. The **One-on-One Discussion Guide** will be used to lead the discussion. The goal of the facilitated discussion is to develop a broad understanding of community responses, rather than an understanding of individual participant responses. Wilder Research will facilitate the discussion. Here are some things to remember during the discussion:

- **Prioritize your findings.** When preparing for the discussion, consider the points that you think are more important to share with the group. There will be a lot of information to discuss, so you want to focus on just the key findings.
- **Protect privacy.** During the discussion, please be respectful of the confidentiality of the people you and the others on the Council met with. Do not use names or other identifying information, such as employer or other personal information, when describing results.
- **Develop action steps.** Throughout the discussion, focus on what the community members' perceptions mean for the SPF SIG project. One of the goals of the One-on-One interviews is to use the information, along with other sources of information, to guide the upcoming training and technical assistance planning. Consider ways in which the perceptions that were shared can be combined with other information and used to plan and build capacity for prevention efforts through technical assistance and training.

Maintaining participant privacy

You are collecting this information from members of the community that you and others on the Advisory Council 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 synthesis form. Information about the participant should be kept separate from participant responses and summaries. 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, religion, etc. One of the goals of this interview process is to build relationships with members of the community. Respecting participant privacy is an important step in building trusting, respectful relationships.