Coalition Member Protocol for One-on-One Interviews

Overview

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

1) Gather information about changes in community attitudes and prevention infrastructure.

2) Build relationships with and recognition of the coalition among a broad group of community members.

3) Shape buy-in for sustained prevention efforts.

4) Develop the coalition's capacity in conducting research interviews.

One-on-one interviews are required during the first year and last year of the SPF SIG grant. These interviews should all take place within a two-month period to ensure that the information reflects one common point in time, the coalition members are able to synthesize the information more easily, and the coalition can use the results in a timely manner.

Information collection and reporting instructions for coalition members

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 professionalism. Here are some steps to help ensure you're adequately prepared for your interviews:

- ***Practice using the tools.*** After you are initially trained on the tools, practice using them several times in different contexts. Practice reading though 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 coalition 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 in your coalition.

- ***Conduct a practice interview with Wilder Research.*** Once you have practiced using the tools and feel comfortable with the practice interviews, you should schedule a practice interview with staff from Wilder Research (note: a web link will be shared by your Project Coordinator for you to schedule time with them). Wilder staff will provide feedback during the interview to make sure you are completely prepared to go out into the community. If the practice interview with Wilder Research staff goes well, then you can begin scheduling your assigned interviews. If they feel you are not fully prepared, you may be asked to practice further and schedule another session with them.

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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 the your scheduled appointment, complete as much contact information about the participant as you have available and fill out the background information about your coalition. 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 any contact information you already 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 can purchase a non-alcoholic beverage for yourself and the person you are interviewing and the coalition will reimburse you.

- ***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 verbatim 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.

    - Throughout the interview, "**youth**" is defined as individuals in grades 6 through 12 and **"young adults"** is defined as individuals between the ages of 18 and 25. Also **"binge drinking"** is defined as consuming five or more drinks in a row on the same occasion.

    - 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 coalition from the interview pages to the background sheet. Next, detach the completed participant background sheets and submit those sheets to the Project Coordinator. Detaching the sheet allows the data collected during the interview to remain more private while 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 sector 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 sectors, then fill out one form for each sector, and if you talked to people from the same sector in distinct sub-communities (such as separate school districts), then synthesize the information based on both sector and sub-community.

- ***Summarize your participants' multiple-choice answers.*** At the top of the **Synthesis Form**, fill out the total number of people you talked with who fall into each of the sector groups 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 coalition, and how these themes can be used by the coalition in their work moving forward.

- ***Submit forms to Wilder Research.*** Submit copies of the completed **Synthesis Forms** to the Wilder Research at least three weeks prior to the meeting in which you will be discussing the results. 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. Please also be sure to bring a copy of the form with you to the coalition meeting in which you will be discussing the results so you can reference it during the facilitated discussion. Also be sure that the background sheets have already been detached.

Reporting interview results

You will share the information you included on the **Synthesis Form** during a facilitated discussion at a specified coalition meeting. The **Coalition 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 in your coalition 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 your coalition and its activities. One of the goals of the One-on-One interviews is to use the information, along with other sources of information, to guide the coalition. Consider ways in which the perceptions that were shared can be combined with other information and used moving forward. Some possible options could be to identify misperceptions that could be corrected or sectors in which greater buy-in will need to be built.

- ***Plan follow-up discussions.*** The facilitated discussion will be an opportunity to learn about some of the key patterns that emerged in the One-on-One interviews. However, there will be a great deal of information collected, and you will want to draw from the results as your coalition and its activities evolve. Consider having follow-up discussions about the information, including discussions about specific themes, topics, or questions from the interviews.

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 synthesis 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 interview process is to build relationships with members of the community. Respecting participant privacy is an important step in building trusting, respectful relationships.