Project Coordinator 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.

In order to collect the required One-on-One interviews 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, and <u>the Project Coordinator should conduct a maximum of 10 One-on-One interviews</u>. The instructions below will assist with deciding who to talk to and how to delegate the responsibility for the interviews.

This is one of two instructional protocols for this project:

1) Planning and preparation for Project Coordinators

2) Information collection and reporting instructions for coalition members

Planning and preparation for Project Coordinators

Creating participant list

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

- ***List required sectors.*** Instead of identifying individuals immediately, start by identifying the characteristics of people you want to talk to. You are required to talk to 3 to 5 people from each of the 13 sectors of adults you are working with (and from each sub-community as described below). In addition, you should talk to your Wilder consultant about how to include your selected high-risk sub-population or any other groups you have identified as needing culturally-specific services in your community. If you interviewed a particular sub-population in the baseline interviews, you should also plan to repeat the interviews with that group.

- ***Define important participant characteristics.*** You may also choose to identify different characteristics, such as age, social group, community, 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 three to five 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). Please note that **<u>you are required to interview 3 to 5 participants representing each sector in each sub-community</u>**. If you have questions about who should or should not be included in your participant list, please contact Kristin Dillon (kristin.dillon@wilder.org) and she 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 interviews. By drawing from your diverse coalition's recommendations, your sample will likely be more diverse as well.

- ***Include more than 3-5 people from each sector and sub-community on your list.*** Please remember that not everyone on your list will be interested or able to participate in the interviews, so your list should include more people than you need to interview, to account for those who do not participate. You may also need to add more people as the interviews go along.

- ***Do not include youth.*** This interview should focus on adults in the community. While youth input is important, the questions asked in the interview may be sensitive for youth to answer about their peers and would necessitate obtaining both youth and parent consent.

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 interviews, and all coalition members are accountable for their assigned interviews. Here are some tips for assigning participants within the coalition:

- ***Determine the number of interviews each member is able to conduct.*** Ideally, all interested coalition members will be assigned the same number of interviews, 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 interviews, so their assigned number can be adjusted accordingly. It is important that all members who choose to have interviews are able to commit to conducting at least three of them. Conducting fewer than three will make summarizing and reporting findings very difficult.

- ***Ask members to conduct interviews 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 interviews 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. Coalition members who know potential interviewees can still assist with recruitment, even though they cannot interview the individuals they know.

- ***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 interviews, 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, different coalition members should talk to each group of school staff and 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 interviews completed.*** As interviews are completed, the coalition coordinator should keep track of the number of interviews 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 interviews, 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 interviews 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. Wilder Research will be available to provide technical assistance or answer questions by phone during the training.

- ***Use existing resources to help train coalition members.*** There are many existing resources that provide important information about conducting research 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 interview 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 designated Wilder Research staff.*** In order to ensure that coalition members are as prepared and comfortable as possible when they begin their One-on-One interviews, an additional individual practice session should be scheduled with designated staff from Wilder Research. This practice session will allow coalition members to experience common issues that arise during interviews and Wilder Research will provide guidance on how the interviews can run more smoothly in the future. A coalition member will not be able to begin scheduling interviews with community members until this practice interview has occurred and Wilder Research has determined that the coalition member is adequately prepared. In order to make the scheduling process as seamless as possible, you will be sent a web link to share with your coalition's interviewers so they can sign up for their practice interview.

Recognizing coalition members

- While completing the One-on-One interviews may be time consuming, it is our position that individual coalition members should not receive incentives for completing the interviews. During the interview, 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 interviews. 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 interviews. Please contact ADAD for further information on parameters for coalition recognition events.

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Follow-up with participants

Because one of the purposes of the interviews 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 Interview 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 chair or the Project Coordinator 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 interview, beyond their interest in the coalition. Discussion of too many details about the interviews 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 interviews, 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 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.