

Key informant phone interviews with community leaders

Hi my name is ___ and I am calling on behalf of [COALITION OR AGENCY NAME]. As you may know, the [COALITION OR AGENCY NAME] was recently awarded a grant from the Minnesota Department of Human Services to address alcohol problems in your community. As part of this grant, [COALITION OR AGENCY NAME] will focus on alcohol use and binge drinking among youth and young adults.

To create sustainable change and a true transformation of community norms, [COALITION OR AGENCY NAME] will utilize a comprehensive approach to address each of these identified problems. The purpose of this interview is to get your perspective on the community's readiness and support for decreasing these drinking behaviors. [COALITION OR AGENCY NAME] will use this information to develop and implement strategies to decrease these drinking behaviors.

The interview will take about 20 minutes to complete depending upon your answers to the questions. Is now a good time to do the survey?

The area covered by this grant includes [INSERT INFORMATION ABOUT GEOGRAPHIC AREA COVERED BY GRANT].

Which community do you feel you belong or represent? [This may be a city or town, county, school district, or cultural community.]

The first few questions are about the community's level of awareness about alcohol use and binge drinking of youth and young adults.

1. How well informed are local residents about alcohol use and binge drinking among youth in your community? By youth, I mean students in 6th through 12th grade.

Would you say local residents are Well informed, Somewhat informed, or Not well informed?

- a. How interested are community members in trying to reduce alcohol use and binge drinking among youth?
Very interested, Somewhat interested, or Not interested?

2. How well informed are local residents about binge drinking among young adults in your community? By young adults, I mean people who are between 18 and 25 years-old.

Would you say local residents are Well informed, Somewhat informed, or Not well informed?

- a. How interested are community members in reducing binge drinking among young adults?
Very interested, Somewhat interested, or Not interested?

3. What are the key factors that contribute to alcohol use and binge drinking among youth and young adults in your community?
 - a. How do these factors differ between youth and young adults?

Next, I have a few questions about the community's readiness to change.

4. How would you go about trying to motivate people in your community to more actively support prevention efforts to address alcohol use and binge drinking among youth? As a reminder, by youth, I mean students in 6th through 12th grade.

Probes: What factors and strategies will get people interested and involved in preventing alcohol use and binge drinking among youth? What, if any, factors or strategies have been successful at motivating community action in the past?

5. How would you go about trying to motivate people in your community to more actively support prevention efforts to address binge drinking among young adults? As a reminder, by young adults, I mean people who are between 18 and 25 years-old.

Probes: What factors and strategies will get people interested and involved in preventing binge drinking among young adults? What, if any, factors or strategies have been successful at motivating community action in the past?

6. Do you think community members have different motivations or reasons for preventing alcohol use and binge drinking among youth compared to young adults? (yes, no) If yes, what are they?
7. What, if any, are the potential barriers to preventing alcohol use and binge drinking among youth in your community?
 - a. What, if any, barriers may there be for young adults?
8. How do alcohol promotion policies play a role in how much alcohol is consumed?
9. How does the price of alcohol play a role in the amount of alcohol consumed?
10. How does the availability of alcohol-free activities impact how much alcohol is consumed?
11. What strengths are present within your community that protect youth and young adults from engaging in high-risk behavior?
 - a. How do these factors differ between youth and young adults?

Next, I have a few questions about groups within your community.

12. Are there any groups of youth or young adults in your community that are at especially high-risk for alcohol use and binge drinking? If yes, which groups? [If No, skip to Q.15]
 - a. Why do you consider them “high-risk”?
13. How interested are people in your community in addressing the alcohol use and binge drinking in the high-risk groups you just mentioned?
14. What are the benefits to including these groups in your prevention efforts?
 - a. What are the barriers to including these groups into your prevention efforts?
15. Are there any other groups, which may or may not be high-risk, but may be in need of culturally-specific outreach or programming? If yes, which groups?

Finally, I have a few questions about the prevention infrastructure in your community.

16. What existing policies and procedures aimed at youth and young adults support the prevention of alcohol, tobacco, and other drug use, also known by the acronym “ATOD”?
 - a. Which of these policies have been particularly effective? Why? (Please provide a list of all policies)
 - b. Which policies have been ineffective? Why haven’t they been successful?
17. What opportunities exist for creating new or enhancing existing prevention-related policies or procedures?
18. What barriers do you see for creating new or enhancing existing prevention-related policies or procedures?

19. What programs are in place to prevent alcohol, tobacco, and other drug use use among youth and young adults? How sustained have these efforts been?
 - a. Which programs have been particularly effective? Why? (Please list all programs)
 - b. Which programs have been ineffective? Why haven't they been successful?

20. What opportunities exist for creating new or enhancing existing prevention-related programs?
 - a. What are the barriers to creating new or enhancing existing prevention-related programs?

21. These are all the questions that I have for you today. Is there anything that you would like to add to the discussion?

If you have any questions about the evaluation, you may contact Julie Atella [provide contact name if asked, 651.280.2658 or julie.atella@wilder.org]. If you would like to get involved with this project or coalition, you may contact [INSERT NAME and CONTACT]. Thank you for your time today.