

Healthy Stores for a Healthy Community

2019 Key Informant Interview Specifications



This document provides background and specifications on conducting key informant interviews for the HSHC campaign, 2019. You can write notes on this printed interview guide or type directly into the file on a computer. Interview content to be read aloud is in **bold**. The instructions and tips are in *italics*.

General: A few words about collecting qualitative data: key informant interviews should be conducted like a conversation in which your conversation partner does most of the talking and you ask follow up questions based on what they say to gather additional rich data. This interview instrument is a bit of a hybrid in that it also includes a series of quantitative questions. However, the main purpose of those is for probing to find out WHY informants feel a certain way and what is their reasoning. It is important to remain unbiased and respectful.

Primarily, the informants for this interview should be policymakers, but some of you may want to include store owners or community leaders in the mix. When you are reporting results from your interview, please differentiate between types of respondents (e.g. 4 of the 6 policy makers, 1 store owners, and both community leaders were in favor of the policy).

Before the Interview: Send a letter via mail or e-mail with pertinent information about the campaign and upcoming interview. State that you will contact them via e-mail or by phone to set up an appointment. This is a helpful strategy to increase participation. Once the appointment is set up, fill in the interviewee's information into the interview guide (i.e. name, title, role and any demographic information available online). There are typically websites for public officials with this information. Rather than asking for this information during the interview, ask the interviewee to confirm the information you have. Be sure to arrive or call the person at the agreed upon time..

During the Interview: It's a good idea to record the conversation so you have back up for your note-taking, but you must obtain the interviewee's permission to record. Rather than transcribing the entire interview (which can be quite time-consuming and challenging), use the recording to capture key statements you may have missed or to get a quote just right. Always take thorough notes, even if recording, in case of technical difficulties.

Introduce yourself and then read the statement at the top of the interview guide. This is a conversation, so use a conversational voice. Read questions in an animated voice so that you are not "boring" the interviewee. Although some questions are in survey format, encourage the interviewee to add comments to explain their choice. Read the question as phrased and note their answer and any comments. While respondents are making comments, you may need to ask follow-up questions for clarification or probe to encourage them to provide more rich detail.

If they ask you questions, answer as best as you can. If you do not have an answer, say that you are not sure but will be glad to research it for them (make sure to follow through if you promise to send information). Be sure to be well informed, especially on the topics you are discussing.

As the interviewer, your job is to gain insights into HOW and WHY your informants feel the way they do about the issue. Decide when you need to ask follow up questions and when you need to move on or steer them back to topic.

Probing Techniques

- Maintain a conversational tone so that the respondent does not feel that he or she is being cross-examined or interrogated.
- Probe without indicating that the respondent's answers are inadequate or not helpful.
- Don't agree, disagree or argue with your informants. Try to stay neutral to invite them to give more details to their answers.
- Body language can be important.
- If you are doing KIs in person, you can use nonverbal cues to encourage informants, e.g., head nodding. If you are interviewing by phone, you need to use verbal cues, e.g., "I understand, please continue."
- Be aware of indirect (vs. direct) communicators; they tend to talk around a subject.
- Be patient. Be ok with some silence.

Probing Questions/Phrases

- "What do you mean by ____?"
- "Would you explain further?"
- "Could you be more specific about ____?"
- "Could you tell me a little more about ____?"
- "What makes you say that?"
- "I'm not sure I understand."
- "What are the factors that you're considering?"
- "What additional information would you need on this topic?"
- Instead of asking a follow up question, just pause for five seconds or so to see if they say more.

2019 HSHC Key informant Interview

Introduction: Hi, my name is _____ and I am (calling) from _____ to ask if you would participate in an interview with a program sponsored by the California Department of Public Health.

You should have received a letter (e-mail) in the past week or so from the _____ (name of organization) giving you some information about this interview. The letter said we would be calling/visiting you; do you recall receiving it? OR: We made an appointment to talk with you today. Is this still a good time for an interview?

The interview should take approximately 20-30 minutes to complete. All your responses will be kept confidential, that is, your answers will be compiled with others so that no one will be able to identify your individual responses.

Your participation is entirely voluntary. You can skip any question you do not want to answer, and you can stop the survey at any time.

Let me briefly explain the purpose of the interview. Because of Americans' poor health as well as rising health care costs, many US communities are enacting policies that promote health and discourage unhealthy behavior. The California Department of Public Health has a campaign called "Healthy Stores for a Healthy Community." Local health departments and community organizations are working to develop policies that give consumers healthier options in more stores. Since you are a policymaker (or community leader, store owner, etc.), we would like to talk with you about your opinions about possible interventions. Do you have any questions for me before we begin?

Read the question and have the respondent confirm their name, title, and role that you determined and entered/circled on this form prior to the interview.

1. First, please confirm the information I have about you is correct. Are you:

Name: _____

Role: Policy Maker

Retailer

Title: _____

Community Member

Other: _____

[Important note: If you are recording the interview ask, "***Would it be ok if I record this interview so I'm sure to capture your thoughts and comments? The recording would only be used for this purpose and will not be made public. After taking notes, the recording will be erased.***"]

2. In California, do you think that there is a connection between the chronic diseases we are seeing (such as diabetes, obesity, lung cancer) and food, beverage, alcohol, condoms, and tobacco products that are sold in stores?

Yes

No

Maybe

Don't Know

Refused

Please explain: _____

This is a general question to see if the respondent is aware of the connection between the chronic disease and the retail environment. Some respondents may be very aware, while for others this may be a relatively new idea. Select their response and ask if there are any further comments. Common probes to encourage the conversation include “what makes you say that?” or “can you expand on that thought?” If the respondent talks about specific policies that will be addressed later, you can say “I will be asking you about this specifically later” and steer the conversation back to this question.

3. Do you have any recommendations about how the community, especially retailers, can get more involved in supporting and promoting healthier living for Californians?

When the respondent answers this question, probe several times to solicit additional recommendations. E.g. Can you think of other recommendations? Is there anything else? Why do you think that is? Are there others you think should be involved in this? Etc.

Now proceed to ask about specific policies by reading the instructions for # 4 and then reading each of the policy suggestions. Encourage the respondents to comment on their answers, particularly for those policy objectives you are working or plan on working toward in the future.

4. I will state some objectives from the Healthy Stores for a Healthy Community campaign, mainly regarding tobacco, but also including alcohol and nutrition. Please tell me if you would be in favor or against such interventions and your reason why.

Proposed strategy/legislation	In Favor	Against	Reasons why (other comments or don't know)
<p>a. *Would you be in favor or against a law that bans pharmacies from selling tobacco products?</p>			
<p>b. *Would you be in favor or against a law to prevent stores near schools from selling tobacco?</p>			
<p>c. *Would you be in favor or against a law requiring store owners to have a local license to sell tobacco? The license fees would cover the cost of checking whether stores follow tobacco laws, including making sure they don't sell to minors.</p>			

Proposed strategy/legislation	In Favor	Against	Reasons why (other comments or don't know)
<p>d. *Would you be in favor or against a law to ban the sale of flavored tobacco products?</p> <p>(This includes menthol cigarettes and flavored cigarillos or little cigars. Most youth that use tobacco use flavored tobacco)</p>			
<p>e. *Would you be in favor or against a law that makes it illegal to sell small amounts of tobacco like single cigarillos, or other tobacco products in packs of one?</p> <p>(Tobacco companies sell some tobacco products, like little cigars, in small amounts to reduce the cost and make tobacco more accessible to people without much money.)</p>			
<p>f. *Would you be in favor or against a law that sets a minimum price for tobacco products?</p>			

Proposed strategy/legislation	In Favor	Against	Reasons why (other comments or don't know)
<p>g. *Would you be in favor or against a law that bans price discounts on tobacco?</p>			
<p>h. *Would you be in favor or against a law to ban sale of vaping devices?</p>			
<p>i. Would you be in favor or against a tax on sugary drink distributors?</p>			
<p>j. Would you be in favor or against having a "Healthy Store" certification or a health rating system for stores that sell alcohol, tobacco, condoms, and food (for instance by giving 5 stars to the healthiest stores and 0 stars to the unhealthiest stores)?</p>			

Proposed strategy/legislation	In Favor	Against	Reasons why (other comments or don't know)
<p>k. In exchange for reducing tobacco and alcohol products and increasing fruits and vegetables in stores, would you be in favor or against incentives such as financial aid, tax credits, technical assistance (e.g. business planning) or other tangible goods and services?</p>			

5. ***(Check all that apply) Do you think advertisements at stores should be:**

- a. Allowed anywhere
- b. Allowed only on the inside of the store
- c. Limited to a small percentage of the storefront windows
- d. Allowed but only in places that are hard for children to see
- e. Not allowed at all
- f. Don't know

6. **In your opinion, what are the greatest barriers to regulating the retail environment regarding tobacco, alcohol, food and beverage sales and/or advertising?**

You can also try asking each product area separately if that helps with the conversation. When the respondent answers this question, probe several times to solicit additional barriers. E.g. Can you think of other barriers? Is there anything else? Why do you think that is? Etc.

Demographics

In many cases, the demographic information for policy makers and public figures is published. You can fill in the information ahead of time if you can obtain these answers from a public profile or website and confirm that the responses are correct with the interviewee.

1. What is your zip code? _____

2. What is your age? _____

3. In the past 30 days, how often did you use vaping products?
 - a. Every day
 - b. Some days
 - c. Not at all
 - a. Decline to state *[don't read]*

4. In the past 30 days, did you use other tobacco products (cigarettes, cigar products, hookah, pipes, chewing tobacco)?
 - a. Everyday
 - b. Some days
 - c. Not at all
 - d. Decline to state *[don't read]*

5. Do you identify as Latino or Hispanic?
 - a. Yes
 - b. No
 - c. Decline to state *[don't read]*

6. Which category best describes your race? Select all that apply.
 - a. American Indian or Alaska Native
 - b. Asian
 - c. Black or African American
 - d. Hispanic or Latino
 - e. Native Hawaiian or Other Pacific Islander
 - f. White
 - g. Race not listed _____
 - h. Decline to state *[don't read]*

7. (If "Asian" is chosen) What is your specific Asian background?

- a. Bangladeshi
- b. Burmese
- c. Cambodian
- d. Chinese
- e. Filipino
- f. Hmong
- g. Indian (India)
- h. Indonesian
- i. Lu Mien
- j. Japanese
- k. Korean
- l. Laotian
- m. Malaysian
- n. Nepalese
- o. Pakistani
- p. Srilankan
- q. Taiwanese
- r. Thai
- s. Vietnamese
- t. Another Asian background: _____
- u. I prefer not to answer

8. (If "Native Hawaiian or Other Pacific Islander" is chosen) What is your Pacific Islander background?

- a. Native Hawaiian
- b. Guamanian
- c. Fijian
- d. Samoan
- e. Tongan
- f. Another Pacific Islander background: _____
- g. I prefer not to answer

9. Do you have children under 18 living with you?

- a. Yes
- b. No
- c. Decline to state [don't read]

If a respondent says they have custody of a child(ren) part-time, then the answer is yes. If they are housing a relative temporarily (e.g., a niece is staying for one month), the answer is yes.

10. What best describes your gender identity?

- a. Man
- b. Woman
- c. Trans male or Trans man
- d. Trans female or Trans woman
- e. Genderqueer or Nonbinary
- f. Questioning or unsure of gender identity
- g. Gender category not listed (please fill in the blank): _____
- h. Decline to state

11. What best describes your sexual orientation?

- a. Straight or Heterosexual
- b. Lesbian or Gay or Homosexual
- c. Bisexual or Pansexual or Sexually Fluid
- d. Queer
- e. Questioning or unsure
- f. Sexual orientation not listed (please fill in the blank): _____
- g. Decline to state

12. How would you describe your political leaning, for instance, do you see yourself as being very conservative, conservative, moderate, liberal or very liberal?

- a. Very conservative
- b. Conservative
- c. Moderate
- d. Liberal
- e. Very Liberal
- f. Don't Know
- g. Refused

Thank you for your time.

End the interview by thanking the respondent for their time and ask them if they have any questions.