

Attachment 4

Moderator's Guide for In-Depth Interviews for Administrators



Academy for Educational Development

***Interview Guide:
Concept Testing for TBI Education Materials
(Interviews with School Administrators)***

The purpose of these interviews is to understand what school administrators think about materials related to traumatic brain injury (TBI). The materials will provide guidance on how to prevent and recognize TBI in students and appropriate action to take. Participants will be pre-screened to include school administrators from diverse settings across the country. The content discussed in these interviews will be used to refine materials and develop future materials.

Public reporting burden of this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-XXXX).

Introduction
(5 minutes)

Thank you for taking the time to talk with me today. As you discussed with the recruiter, I want to use our time today to explore what you think about traumatic brain injury or TBI and TBI education materials. I am going to take a minute to review the information you agreed to. After I finish, I will ask you if you still agree to participate in this project.

- o The interview will cover traumatic brain injury prevention and recognition.
- o I may refuse to participate or stop the interview at any time.
- o My name and opinions will be kept confidential. Only my first name will be used in the interview, or I may choose to use a fake name.
- o My interview will be audio taped and researchers may observe.
- o The interview will only be used for research.
- o No one will try to sell me anything.
- o I will receive \$[amount] for participating.

Do you agree to participate in this interview? Yes No

If no, terminate interview. If yes, continue.

Thank you. Please remember that there are no right or wrong answers and that I want to hear your opinion.

Issue A: Health Education and Communication Roles
(10 minutes)

The purpose of this section is to get participants thinking and talking about their school(s) and the work that they do.

I'd like to start our discussion today by finding out a little more about the school where you work and the work that you do as an administrator.

- 1. *Let's start by talking about your school. Please tell me a little about the school where you work.***

Probe:

What type of school is it?

How large is the student body?

How would you describe the school in demographic terms like race and income?

Do many students at your school speak a language other than English? (How many? Which languages?)

Does your school have any particular focus or magnet program?

2. *Tell me about your role at your school. What are your main duties as the [superintendent/principal/vice-principal]?*
Probe:
How long have you been the [principal] at your school?

3. *What kind of health education activities does your school currently offer? These could be formal, in-class programs as well as informal activities such as distributing health information to parents.*
Probe:
Who sets the health education agenda for your school? Who is involved in this decision-making?
What is your role in implementing these health education activities?

**Issue B: Overview of Health Materials and TBI
(10 minutes)**

The purpose of this section is to discuss materials participants currently receive about health topics and their opinions about addressing TBI in schools.

Now I'd like to take a look at the materials we sent you earlier. Please take a moment to locate the materials because we'll be talking about each one. However before we do that, I want to ask you some general questions about the materials and the topic of traumatic brain injury.

1. *How often are you sent materials about school health topics?*
Probe:
Where do these materials come from?
What are some of the topics you receive information about?
What do you normally do with this information? Keep it or give it to other staff? (which staff?)

2. *Before receiving the package we sent to you, were resources and materials about TBI available to you and your staff?*
[If yes] Probe:
Please tell me about these resources.
Who are these materials for: health professionals, educators, students, parents?

How helpful would you say these materials are?
How did you locate or find these materials? Did your school provide them? Did you search them out?

3. *If appropriate: Which of these materials have been the most useful?*
Probe:
What makes the item helpful?
4. *Have you ever tried to find additional information or materials about TBI?*
Probe:
What could you find? What could you not find?
Did you try to locate this for your own use, use by others in your school or by students and their family members?
Who was the author or source of the materials?
How did you search for the materials?
Where did you find these materials?
5. *Before receiving the packet we sent for review, which school professionals did you think had responsibilities regarding traumatic brain injury?*
Probe:
For each type identified: What role does that professional play? (TBI prevention? recognition? treatment?)
If not identified: What about school nurses? school counselors? school psychologists?
6. *Have you ever had a student who you knew or suspected had a traumatic brain injury?*
[If yes] Probe:
At the time, were you aware of any recommended measures for working with students with TBI?
Did you take any action related to the TBI?

Issue C: Overview of Materials (5 minutes)

<p>The purpose of this section is to get participants' reactions to the materials in order to revise the current materials and develop future materials.</p>

1. *From your standpoint as a school administrator, what are your overall thoughts about the packet we sent you?*
Probe:
Think back to when you first opened the packet. What were your thoughts?
What are your thoughts about its content?
What are your thoughts about the format of the materials?
2. *How does this packet compare to other materials you have received?*
Probe:
How does the format compare to other materials you receive?

3. *If you were to receive this packet in the mail, what would you do with it?*

Probe:

Would you give it to someone else at school? (Who?)

What would you ask them to do with the information?

Would you file or shelve the information?

Would you throw it away?

4. *What items do you think are the most useful?*

Probe:

What are some reasons you would find this resource useful?

5. *What items aren't useful?*

Probe:

What are some reasons this item may not be useful?

Could any changes make this item more useful?

Issue D: Review of Materials **(20 minutes)**

<p>The purpose of this section is to understand the preferences and needs of school administrator relative to TBI materials.</p>

Now I'd like to look at each item that we sent you and get your feedback about each one. Let's start by looking at [Item A/B/C/D]. Please take out this item.

1. *What are your overall thoughts about this item?*

2. *Would you rate the information on this item:*

- *Easy to understand*
- *Difficult to understand [If yes] Why?*
- *Somewhere in between? [If yes] Why?*

3. *What do you think of the way the item looks, such as the graphics and colors?*

4. *Tell me what you think is the most important information on this item?*

5. *If you were asked to improve this item, how would you change it?*

Repeat for all items.

6. *After looking at all of these materials, are there any other formats or types of materials that should be added?*
 Probe:
Would you be interested in electronic resources (e.g., PDA downloads, CD-ROMs, audio CDs, videos/DVDs)?
What makes you interested in that format?
7. *Are there any items that you wouldn't use at all?*
 Probe:
What makes you feel this way?
Is there any way this item could be changed to be more useful to you?

Issue E: Distribution of the Materials
(10 minutes)

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The purpose of this section is to understand perspectives about the various audiences and ways administrators will disseminate the materials.
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should include as separate audiences for the materials?

Probe:

Would materials be different for these specific audiences? If so, how?

2. *What is the best way to get these materials to you and to school nurses, counselors, and psychologists?*

Probe:

Do the materials need to come from someone in your district? In your town? From a national organization?

Should the materials be made available for order and download online, at conferences, promoted in specific magazines, newsletters. etc.

3. *After looking at these materials, how likely would you be to share them with professionals at your school?*

Probe:

Is dissemination of materials someone else's responsibility? If yes: Who is responsible? What is the best way to reach that individual?

Can these materials be sent directly to school health professionals?

If interested in disseminating:

How would you distribute it?

What process would you need to follow in order to allow these materials to be disseminated at your school?

Who would you give it to?

Would you share all of the materials or just certain pieces?

Which materials would you be most interested in sharing?

If not interested in disseminating:

*Can you share why you wouldn't distribute these materials?
Is there something that you would change to make them more appealing to you?*

Issue F: Conclusion

Thanks for taking the time to speak with me today and providing your opinions.

Is there anything you would like to add before we conclude this interview?

Your comments have been very helpful and insightful. If you have questions about traumatic brain injury, please visit the www.cdc.gov/ncipc or call 1-800-CDC-INFO.