

Interview Guide for Policy/ Decision Makers

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Evaluation Questions

- What is the capacity of the CPPW sites to conduct PSE changes related to tobacco and obesity, and how does it change over time? (Capacity includes history/experience, infrastructure, partnerships, etc.)
- How do CPPW sites engage in program planning (including development of CAPS and selection of MAPPS strategies)?
- How does the implementation process of PSE development, enactment, execution, and evaluation unfold?
- What outcomes and lessons learned have the CPPW sites generated?
- What associations can we see between capacity and program planning and implementation?
- What associations can we see between program planning and implementation and outcomes?

Domain	Sub-Domain
Capacity	Context
	Evaluation
	Budget
Planning	Context
	Program Planning (CAPs and MAPPs)
Implementation	Enactment (enacting, adopting, or passing a PSE)
	Execution - implementation, application and enforcement of policies passed and social and environmental changes adopted
	Enforcement - enforcement of policies passed an social and environmental changes enacted
	Evaluation
Outcomes	Sustainability
	Lessons Learned

CPPW Case Study
In-Depth Interview Guide for Policy/ Decision Makers

Domain	Sub-Domain	Questions	Probes
Capacity	Context	1. Prior to obtaining the CPPW funding, what was your community/state doing to address policy, systems and environment related to tobacco and/or obesity?	<ul style="list-style-type: none"> • What types of efforts to address Policy, Systems and Environment to support tobacco and obesity prevention and control were 'in process' when your community/state received CPPW funding? • What tobacco/obesity related PSEs were in place? • How long have they been in place? • How well are these PSEs supported and enforced?
		2. Prior to CPPW, what gaps or needs existed in improving your community/state's ability to address tobacco and obesity?	<ul style="list-style-type: none"> • How does your community/state envision CPPW addressing these gaps or needs? • How does CPPW 'fit' with existing tobacco and obesity prevention and control efforts?
	Evaluation	3. How are you communicating with external partners and stakeholders?	<ul style="list-style-type: none"> • Has this been sufficient? • How could this be improved? • Is there a formal communication plan? • How are you working to implement your communication plan?
	Budget	4. Is the funding received sufficient to address the priorities identified in your CAP?	<ul style="list-style-type: none"> • Why/why not? • What would you do with more funding? • What would you do if you had less funding?
Planning	Context	5. Please describe the community setting(s) in which your CPPW effort is being implemented.	

Domain	Sub-Domain	Questions	Probes
		6. Are there any community/ environmental barriers that impact your ability to implement PSEs and the corresponding objectives/strategies?	<ul style="list-style-type: none"> • What characteristics of your community have made it easier to address tobacco and obesity through PSEs? • What characteristics of your community have made it more difficult to address tobacco and obesity through PSEs? • What external community or national events have occurred during implementation of your CPPW effort? • What influence has this had on your effort? • How have you responded to these events?
	Program Planning (CAPs and MAPPs)	7. Who was involved with key decision making at the planning stage?	<ul style="list-style-type: none"> • What role did these individuals/organizations play? • On what issues were these decision makers most critical? • At what stage in planning were these decision makers most critical? • Was there anyone noticeably absent from the planning process?
Implementation (note on language: PSEs is the approach through which CPPW is being implemented. MAPPs strategies are the specific evidence based actions that they are taking to create PSE change)	Enactment (enacting, adopting, or passing a PSE)	8. What PSEs have been successfully enacted thus far?	<ul style="list-style-type: none"> • What PSEs have been 'easier' to enact thus far and why? • What facilitators have assisted with the enactment of policies, systems and environmental changes? • How has media been used to facilitate enactment of policies, system and environmental change? • How did you select these methods? <ul style="list-style-type: none"> o Evidence based? o Cost? o Reach? o Availability? • What PSEs have been particularly challenging to enact and why? • What has worked well? What hasn't?

Domain	Sub-Domain	Questions	Probes
		9. What PSEs have yet to be successfully enacted thus far?	<ul style="list-style-type: none"> • What do you think accounts for that? • What barriers to enacting policies, systems change, and the corresponding strategies did your community encounter? • Were the barriers primarily internal or external? • How did you work to overcome these barriers? Did you attempt to remove the barrier, or navigate around it? How did you modify/adapt your strategies and activities to overcome barriers?
		10. What other key partners/stakeholders have been involved with the enactment of your community efforts?	<ul style="list-style-type: none"> • Who were the most critical partners or team members in enacting the strategies in your CAP? • What roles have they played? • When did they become involved? • Why did they become involved? • How does communication work between these partners? • What are their strengths as partners? • What have the challenges been?
	Execution - implementation , application and enforcement of policies passed and social and environmental changes adopted	11. What PSEs have been successfully implemented thus far?	<ul style="list-style-type: none"> • What PSEs have been 'easier' to implement thus far and why? • What facilitators have assisted with the implementation of policies, systems and environmental changes? • How has media been used to facilitate implementation of policies, system and environmental change? • How did you select these methods? <ul style="list-style-type: none"> o Evidence based? o Cost? o Reach? o Availability?

Domain	Sub-Domain	Questions	Probes
		12. What PSEs have yet to be successfully implemented thus far?	<ul style="list-style-type: none"> • What do you think accounts for that? • What PSEs have been particularly challenging to implement and why? • What has worked well? What hasn't? • What barriers to implementing policies, systems change, and the corresponding strategies did your community encounter? • Were the barriers primarily internal or external? • How did you work to overcome these barriers? Did you attempt to remove the barrier, or navigate around it? How did you modify/adapt your strategies and activities to overcome barriers?
	Enforcement (PSEs enacted)	13. How are the policies, systems and environmental changes passed or adopted being enforced?	<ul style="list-style-type: none"> • Who is responsible for enforcement? • What challenges have been encountered with enforcement?
	Evaluation	14. What methods have you used to identify whether strategies reach their intended target audience?	<ul style="list-style-type: none"> • Are you conducting interviews with stakeholders? • Have you conducted focus groups to obtain public opinion regarding support of your policy or systems change?
Outcomes	Sustainability	15. How are you planning to sustain your efforts beyond CPPW funding?	<ul style="list-style-type: none"> • Have you thought about long-term funding? • Which partners are key for long-term sustainability? • Are there certain roles/organizations that are necessary to maintain CPPW activities?
		16. If this program were no longer funded, what strategies/activities/goals would continue beyond the project?	<ul style="list-style-type: none"> • Why would these be sustained and not others?
		17. Once policy, systems and environmental changes are passed/approved, how will these changes be maintained/implemented/enforced?	<ul style="list-style-type: none"> • Are there key partners/organizations involved that will be responsible for enforcement? • Is enforcement and maintenance something that you have considered from the onset?

Domain	Sub-Domain	Questions	Probes
	Lessons Learned	18. During your CPPW experience, were there any unexpected issues or challenges encountered that you did not anticipate?	<ul style="list-style-type: none"> • Please describe them. • How were they addressed or overcome?
		19. What advice would you give to CDC/federal government when planning efforts similar to CPPW?	
		20. Is there anything else about your work on CPPW that you think would be important for us to know at this time?	<ul style="list-style-type: none"> • If so, please describe