

ATTACHMENT L: ADMINISTRATOR-STAFF INTERVIEW GUIDE

Introduction: As you know, your clinic participated in the project that worked to engage adolescents in your community using an in-office component (the RAAPS health screener) and an out-of-office components (the Facebook sites and Twitter). The components have been active in your clinic since [start date of in-office and out-of-office components for this site]. Since it's been up and running for about [number of months since started], we'd like to hear your thoughts and impressions of how the different components worked. I'll ask some open-ended questions and you can respond however you like; so, there are no right or wrong answers. We also want to hear both positive and negative comments you might have. Just as a reminder, your participation in this interview is voluntary. I also want to remind you that I will audio record the interview so I don't miss any important points you make. I'll take a few notes as we talk. No names will be used and your answers will kept confidential to the extent permitted by law, including AHRQ's confidentiality statute, 42 USC 299c-3(c).

1. For starters, tell me just a little bit about your role here in this clinic and about long you've worked here? [PROBE: other than a <physician, nurse, etc.>, what other jobs or duties do you have in this clinic, either formal or informal?]

<Out-of-office component>

2. I want to focus first on what we call the out-of-office part of this project that used Facebook and Twitter to reach adolescents. I want you to think back to when you first heard about this. What were your first thoughts about using Facebook or Twitter to reach adolescents in your clinic?
3. What comes to mind when you think about the Facebook or Twitter sites now?
4. What have you heard from patients about the project's Facebook pages or Twitter feeds?
5. How much work was maintaining the clinic's Facebook page?
6. What do you think you would do differently?

<In-office component>

I want to change directions a little bit and talk about what we called the "in-office" part of this project, which was the netbook computer and the RAAPS health screener. Again, think back to when you first heard that your clinic was going to use netbooks to ask adolescents about their health and health behaviors.

7. What was your first reaction to using netbooks in your clinic?
8. What comes to mind when you think about the netbooks now?
9. What have you heard from other staff or clinicians in this clinic about the Facebook or Twitter?
10. What have you heard from patients about the project's Facebook pages or Twitter feeds?
11. How well did the netbooks fit into the regular flow of patients? What changes did the staff/clinicians have to make to get these into the routine flow of patients? How disruptive was that change?

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