

Guidance for Identifying/ Scheduling Interviews

Public reporting burden of this collection of information is estimated to average 45 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 Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: **OMB 0920-XXXX**

CCC-TCP Partnership Study Site Visits

<<Name of Site Visit Location – e.g., Health Department>>
<<City, State>>

TABLE OF CONTENTS

Contents

Site Visit Preparation Instructions.....	Error! Bookmark not defined.	4
TABLE OF CONTENTS.....		1
I. PURPOSE & SIGNIFICANCE OF THE CCC-TCP PARTNERSHIP STUDY.....		2
II. BACKGROUND & PURPOSE OF THE PARTNERSHIP STUDY SITE VISIT.....		2
III. PLANNING FOR THE SITE VISIT.....		2
a. Site Visit Preparatory Call.....		2
b. Identifying/ Scheduling Potential Interviewees.....		3
c. Conducting the Site Visits.....		4
IV. REPORTING/ DISSEMINATION.....		5
V. WORKSHEETS FOR SCHEDULING INTERVIEWS.....		5
A. Worksheet for identifying potential interviewees.....		5
B. Worksheet for Scheduling Site Visit Interviews.....		6

I. PURPOSE & SIGNIFICANCE OF THE CCC-TCP PARTNERSHIP STUDY

- CDC is strongly invested in enhancing the relationship between its Comprehensive Cancer Control (CCC) and Tobacco Control Programs (TCP). As a first step, there is a need to better understand how CCCs and TCPs currently work together to address cancer control; and more specifically, how each program utilizes its network of resources to cross-promote the other's activities. The purpose of the CCC-TCP Partnership Study is to document examples of collaboration between CCC-TCP programs across these 7 states. The outcomes of this study will be used by CDC to inform policies and externally to disseminate information about collaboration practices of state agencies.

II. BACKGROUND & PURPOSE OF THE PARTNERSHIP STUDY SITE VISIT

- As the data collection contractor for CDC, RTI International will design and implement a qualitative study (via case study site visits) to summarize the cross-collaborative efforts, facilitators, and barriers between CCCs and TCPs in seven states. RTI, in collaboration with CDC, will collect data from site visits, a literature review, and document reviews.
- The site visit component of the Partnership Study involves a visit (i.e. site visit) to all seven participating states. The purposes of the site visits are to:
 - **Enhance our understanding of how the CCCs and TCPs cross-collaborate at each site;**
 - **Describe each site's:**
 - overall integration of CCC and TCP programs;
 - unique approaches to CCC-TCP program collaboration, including overcoming barriers and capitalizing on facilitators;
 - extent to which the respective CCC and TCP use their existing networks to cross-promote each other's activities;
 - **Identify key factors that can be collected across sites to assess aspects of CCC-TCP cross-collaboration; and**
 - **Understand the expectations, experiences, perceived benefits and barriers to working with counterpart programs (CCC and TCP) both formally and informally, particular in terms of program development.**
- Please note that the purpose of the site visits is **NOT** to evaluate, audit, or provide technical assistance/consultation to individual programs, but rather to collect in-depth qualitative information to describe the current nature of collaboration between CCC and TCP programs. Specific details regarding the site visits are described later.

III. PLANNING FOR THE SITE VISIT

a. Site Visit Preparatory Call

To prepare for the site visit, we'll conduct a 1-hour "planning call" with the <<State>> Director of the Health Department, CCC and TCP directors, and key staff who may assist RTI in identifying appropriate individuals to interview, and coordinating and scheduling the interviews and other logistics. **The planning call is scheduled for <<Day, Date>> from <<Timeframe>> (EST).** We would like your permission to tape-record the discussion for back-up purposes only. This will ensure we have adequately captured key points from the discussion. Below is a sample call agenda that will be shared with your site approximately 5-7 days in advance of the scheduled planning call.

Sample Planning Call Agenda

Site and RTI Team Introductions/Roles

1. Review Background and Purpose of the Site Visit
2. Planning for the site visit
 - a. Identify potential interviewees (see Section V)

Some of the individuals with whom we'd like to meet are:

**Note, we realize that your organization may have different names for some of the roles indicated below.*

- Health Department Director or a high level Health Department staff member
- CCC Program Director and additional staff members including:
 - o Project Manager
 - o Outreach Coordinator
 - o Media Coordinator
 - o Evaluation Specialist
- TCP Program Director and additional TCP staff members including:
 - o Project Manager
 - o Outreach Coordinator
 - o Media Coordinator
 - o Evaluation Specialist
- Quitline Coordinator
- Other key stakeholders as deemed appropriate (e.g. CCC Coalition Leader/Member; TCP Coalition Leader/Member).

- b. Coordinating the visit/ logistics
 - Securing a private room(s)/ office for interviews (with telephone if needed)
 - Scheduling site interviews (see Section V)
 - Identifying any observational opportunities (at CCC-TCP program meetings or joint activities)
 - Recommendations for lodging (**The site visit team will be responsible for booking their own air/transportation/lodging.**)
 - Available site/campus maps
 - Identify contact person to assist in coordinating site visit interviews and other logistics
 - Establish timeline for finalizing site visit schedule

3. Questions?
-

b. Identifying/ Scheduling Potential Interviewees

- We are planning for a <two-> <three-> day visit to your site. During the first day of the visit, we can come as early or stay as late as you need in order to accommodate people's schedules. For example, we recognize that the people we hope to meet with while in <<State name>> are very busy and some will be working on activities. We can also come early on the second/last day for interviews, but will need to plan to leave by mid-day on this day so the site visit team can catch a flight home.

- During our visit, we will conduct individual (or group, as schedules allow) interviews. See Section V for a sample list of individuals/role with whom we'd like to interview and estimated interview times.
- During the site visit, RTI will conduct individual or group interviews with key management and program staff and stakeholders involved in the implementation of CCC/TCP/QL activities/events while CDC observes the interview. It will be important for us to talk to key CCC and TCP staff, state health department leadership staff, quitline staff and others, who have been critical to your organizations. Talking with these individuals will allow the case study team to provide a rich, qualitative description of CCC-TCP collaborative efforts including (1) details about the varied program activities and interactions, (2) challenges faced by the programs, and (3) unique efforts to overcome collaboration difficulties.
- Interviews will last between 30 - 90 minutes, depending on the person we're meeting with and their level of involvement in implementation/collaborative efforts. For example, to start off the interviews for our site visit we would like to meet with the Director of the State Health Department for 90 minutes. The purpose of this meeting will be for us to gain a broad understanding of the CCC and TCP organizational structure and barriers and/or facilitators of this structure that may influence CCC-TCP collaborative efforts. Other interviews, with CCC and TCP management, will likely last approximately 60-90 minutes. Section V of this document provides our suggested list of potential interviewees and the suggested times allotted for each.
- RTI has obtained the appropriate IRB and OMB approvals needed to conduct this study. Each interview will include our obtaining the consent for participants to be interviewed. We will also assure interviewees privacy in their responses. We will have a note-taker present during each interview who will be typing up notes as the person speaks and will ask permission to digitally record each interview.
- In preparing for the visit, we will work with you to determine who it makes the most sense for us to meet with for longer or shorter periods of time but will rely on your advice in terms of who you think can provide us with the deepest knowledge of the CCC and TCP activities and cross-collaborations. We can also work with you to determine if it makes sense to combine interviewees.

C. Conducting the Site Visits

- To make these visits a success, we need your site's help with the following:
 - identifying appropriate staff and stakeholders for site visit interviews;
 - scheduling site interviews (see Section V of this document)
 - securing a private room for conducting interviews (with a phone if needed);
 - suggesting hotel accommodations for the team;
 - providing any available site/ campus maps to the team; and
 - identifying a contact person from your program who can help us set up times for interviews
- If you think it would be a good use of time, we would be happy to provide an introductory overview of interested site visit staff. Having conducted numerous site visits like this in the past, we recognize that people often have a lot of questions about the visits, what they are for, and how the information obtained during them will be used. If you would like to schedule a time when we provide this information to a group of people, we'd be happy to offer this service but it is completely up to you whether you want us to spend time doing this. Prior to each interview, we will explain to each interviewee the purpose of our meeting with them and how the information will be used.
- **Follow-up phone interviews.** For key staff and personnel who are not available to meet with us during the scheduled site visit, we will conduct follow-up phone calls (no longer than 1 hour) with some of them to ask additional questions. We will work with you while on site to identify those people and will follow-up with them upon return from the visit to schedule the call.
- Although any offers to provide the team with meals are greatly appreciated, we cannot accept them due to federal regulations. Other than your assistance in planning for the visit, you do not need to prepare in any

special way for these visits. We do ask that you help us to build in short AM/PM breaks and a lunch break during the visit. Also, any recommendations on nearby places to eat are greatly welcomed!

IV. REPORTING/ DISSEMINATION

- Interviewee responses during the site visit interviews will NOT be identified by name. The report produced for the CDC will summarize data from the site visits across all seven states. We will work with CDC to determine when findings will be shared with the sites and will keep you apprised as these decisions are made.

V. WORKSHEETS FOR SCHEDULING INTERVIEWS

A. Worksheet for identifying potential interviewees

Organization		
Role <i>*Note, we realize that your organization may have different names for some of the roles indicated below.</i>	Names	Suggested interview length
Health Department Leaders & Management Staff		
➤ Director, State Health Department		45 minutes
Key CCC Program Staff		
➤ Program Director		60 minutes
➤ Project Manager		60 minutes
➤ Outreach Coordinator		60 minutes
➤ Media Coordinator		60 minutes
➤ Evaluation Specialist		60 minutes
Key TCP Program Staff		
➤ Program Director		60 minutes
➤ Project Manager		60 minutes
➤ Outreach Coordinator		60 minutes
➤ Media Coordinator		60 minutes
➤ Evaluation Specialist		60 minutes
➤ QuitLine Coordinator		60 minutes
Other		
➤ CCC Coalition Leader		60 minutes
➤ CCC Coalitions Member		60 minutes

Organization		
Role <i>*Note, we realize that your organization may have different names for some of the roles indicated below.</i>	Names	Suggested interview length
➤ TCP Coalition Leader		60 minutes
➤ TCP Coalition Member		60 minutes

B. Worksheet for Scheduling Site Visit Interviews

CCC – TCP Partnership Study

Sample Site Visit Schedule

<NAME OF HEALTH DEPARTMENT>
<CITY, STATE>

Note: These worksheets are drafts only. Sites are encouraged to adapt them to best meet the availability/schedules of people we hope to interview while on site.

Day 1:	<Date>	Suggested Interview Length	<Location (i.e. building, room #)>
M o r n i n g			
Suggested Time Slot	Interviewee(s)/ Role/ Contact Information		
8: 00 am - 8:45 am	Health Department Director	45 minutes	
9:00 am - 10:00 am	CCC Program Director	1 hour	
10:00 am – 10:15 am	-----Break (15 min) -----		
10:15 am – 11:15 am	CCC Project Manager	1 hour	
11:15 am – 12:15 pm	CCC Outreach Coordinator	1 hour	
12:15 pm – 1:30 pm	LUNCH The site visit team will have a lunch break alone to debrief.		
A f t e r n o o n			
1:30 pm – 2:30 pm	CCC Media Coordinator	1 hour	
2:30 pm – 3:30 pm	CCC Evaluation Specialist	1 hour	
3:30 pm – 3:45 pm	-----Break (15 min) -----		
3:45 pm – 4:45 pm	CCC Coalition Leader	1 hour	<i>These 2 interviews can be combined if needed.</i>
4:45 pm – 5:45 pm	CCC Coalition Member	1 hour	

Day 2:	<Date>	Suggested Interview Length	<Location (i.e. building, room #)>
M o r n i n g			
Suggested Time Slot	Interviewee(s)/ Role/ Contact Information		
8:00 am - 9:00 am	TCP Program Director	1 hour	
9:00 am - 10:00 am	TCP Project Manager	1 hour	

10:00 am – 10:15 am	----- Break (15 min) -----		
10:15 am – 11:15 am	TCP Outreach Coordinator	1 hour	
11:15 am – 12:15 pm	TCP Media Coordinator	1 hour	
12:15 pm – 1:30 pm	LUNCH The site visit team will have a lunch break alone to debrief.		
A f t e r n o o n			
1:30 pm – 2:30 pm	TCP Evaluation Specialist	1 hour	
2:30 pm – 3:30 pm	Quitline Coordinator	1 hour	
3:30 pm – 3:45 pm	----- Break (15 min) -----		
3:45 pm – 4:45 pm	TCP Coalition Leader	1 hour	<i>These 2 interviews can be combined if needed.</i>
4:45 pm – 5:45 pm	TCP Coalition Member	1 hour	