

PROGRAM STAFF INTERVIEW GUIDE

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Interviewer's Note:

Remember that all interviewees must receive the consent form.

Throughout the interview, you may choose to refer to the draft program logic model as appropriate. Ask about the logic model or, particularly, the stated activities and outcomes. Does the interviewee feel it is an accurate representation of the program?

Remember also that the lead administrator should be asked questions for the program as a whole, not just for the specific location we are visiting.

I. HISTORY OF THE INITIATIVE

- 1) Were you involved in developing the initiative?
 - If so, what was your role?
 - Can you describe the planning involved in designing and implementing the initiative?
 - What, if any, barriers were encountered in developing the initiative? How were these challenges addressed?

II. DESCRIBE THE INITIATIVE

- 1) Can you please describe the initiative?
 - What types of changes have been made to the built environment?
 - What types of changes to the built environment have been programmed or are being planned, but may not have been implemented yet?
 - What types of services are provided?
 - What type of policy change(s) has occurred due to the initiative?
 - What types of activities are conducted?

- What geographic area does the initiative cover (name of county, city, towns, neighborhood, etc.)?
- 1) What would you say are the goals of the initiative *overall*?
[DO NOT READ; ASK ONLY IF NOT MENTIONED]
 - Establish policies that promote physical activity
 - Provide physical and social environments that encourage and enable physical activity
 - Provide a range of developmentally appropriate community programs for sports and recreation and active transportation
 - Develop long-range transportation plans
 - Increase use of public transit, decrease use of private motor vehicles (single occupant)
 - 2) What would you say are the *expected* outcomes? What changes do you expect to see as a result of the ATI?
[DO NOT READ; ASK ONLY IF NOT MENTIONED]
 - New or modified policies
 - Changes to the built environment
 - Increased physical activity levels of participants
 - 3) How has your initiative influenced other environmental or active transportation policy changes in your city, county, or State?
 - 4) What would you say are the strengths of the initiative?
 - What factors do you think positively affect the functioning of the initiative?
 - 5) What kind of training or support did you receive to perform your role in this initiative? What kind of training or support is provided to others who work on the initiative?
 - 6) Has the initiative been modified since its implementation? If so, why?
 - How was the initiative modified?

III. STAKEHOLDERS OF THE INITIATIVE

- 1) How would you describe your role in the initiative?
 - Do you work alone or as part of a team? What do others help with?
- 2) Which stakeholders (community organizations, residents, government agencies, etc.) are involved with the initiative?
- 3) How well do you think the stakeholders (community organizations, residents, government, etc.) know about this initiative?
 - What efforts were made to inform these stakeholders?

- 4) How would you describe the community or population this initiative serves?
 - Describe the target population (demographic information).
 - [DO NOT READ; ASK ONLY IF NOT MENTIONED: Underserved populations (which ones), community groups, schools, workplaces, government agencies, etc.]
- 5) How receptive does this target audience appear to be to the initiative?
 - How has the target audience reacted to it? What sorts of ways have you captured this information?
- 6) What benefit have you (your organization) seen from partnering with the initiative?
- 7) Has partnering with the initiative in any way been a burden on you or your organization? How so?
- 8) In your opinion, who else (agencies or roles, not names) needs to be involved with the initiative?
 - If you know, why are these organizations or individuals not currently involved?

IV. EVALUATION OF THE INITIATIVE

- 1) For this initiative and what it is trying to accomplish, how would you define success?
 - Has the definition of success changed over the course of the initiative?
How? Why?
- 2) Do you think the initiative has been successful?
- 3) What have been some key lessons learned from your experience with the initiative?

V. FUNDING

- 1) Do you know how the initiative is funded?
 - If so, who funds the initiative and at what level?
 - What other financial resources does this initiative rely on?
- 2) Is the funding sufficient to support adequate staffing and other resources to carry out the initiative activities?
 - If not, what aspects of the initiative are affected by insufficient funding?
How?

VI. CLOSING

Thank you so much, that wraps up my list of questions for you at this time. Do you have any questions for me? [ADDRESS ANY QUESTIONS]

- If no questions, “Thank you again for taking the time to speak with me. We sincerely appreciate and value your input