

## Attachment B:

### Community Guide Decision and Implementation Support System Prototype

*Script and Questions – Feedback on decision and implementation support needed for using evidence-based interventions from The Community Guide website.*

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Good morning <insert name of interviewee>, thank you so much for taking the time to speak with me today. My name is Talayah Jackson and I am with PricewaterhouseCoopers. The Community Guide Branch contracted with PricewaterhouseCoopers LLP (PwC) to develop a proof of concept and prototype for a decision and implementation support system that supports users in locating, reviewing, selecting, and implementing evidence-based strategies. This system will be used to improve The Community Guide website meet customer needs for decision and implementation support in using evidence-based strategies.

As part of the initial phase of the project, The Community Guide staff and PwC (project team) is gathering feedback from public health decision makers as it relates to decision and implementation support for using Community Preventive Service Task Force recommendations found on The Community Guide website. You are being invited to take part in this collection of feedback because we feel that your experiences as a <insert role > can contribute much to our understanding and knowledge about using evidence in public health practice.

Your participation involves an interview with an estimated length of one hour. Your participation is entirely voluntary. You may change your mind later and stop participating even if you agreed earlier. Your individual responses will not be connected with you as an individual in any reporting of this data.

If you have any questions, you can ask them now or later. If you wish to ask questions later, you may contact any of the following: Dr. Kathi Wilson, 404-498-0980, [kxw1@cdc.gov](mailto:kxw1@cdc.gov) or Talayah Jackson, 678-419-1801, [talayah.jackson@us.pwc.com](mailto:talayah.jackson@us.pwc.com).

#### ORGANIZATIONAL CHARACTERISTICS

**SCRIPT: I would like to find out a little more about your organization, role, and activities you perform, and will ask you a series of questions related to your organization and work.**

- Which one of the following best describes your organization or employer? *Health care delivery organization; Voluntary health organization; Federal agency; Research center; Charitable foundation; Advocacy; Professional organization; Business/for profit; Voluntary service organization; Community coalition.*
- Please describe the mission of your organization and scope of program activities?
- What percentage of your work involves planning or implementing public health interventions or making

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## **PUBLIC HEALTH PROGRAM PLANNING**

**SCRIPT: Next, I am going to ask you a series of questions about your program planning process and the role of evidence in your work.**

- In your work, do you focus on a broad range of topics / issues? Just a few? Or a single topic / issue?
- Of the public health interventions you plan or implement, what are the factor(s) that influence your decision to implement the interventions?
- What type of information do you need, but are not able to access, to plan and implement public health strategies?
- How important is having scientific evidence that a program or approach works in your consideration of what strategies to plan and implement?
- In your opinion is there increasing demand for you to plan and implement evidence-based public health strategies?

## **COMMUNITY GUIDE AWARENESS AND USAGE**

**SCRIPT: I am now going to ask you a series of questions related to your awareness and use of The Community Guide.**

- Have you heard of The CDC-sponsored Guide to Community Preventive Services (The Community Guide)?
- Have you used the Community Guide?
- At what stage of the planning and implementation process do you use the Community Guide?
- What were you looking for when using the Community Guide website?
- How confident do you feel that you could adapt the Community Guide recommendations to fit your needs?
- What type of information would you need to adapt the Community Guide recommendations to fit your needs?

## **DECISION AND IMPLEMENTATION SUPPORT – CURRENT STATE**

**SCRIPT: I am now going to ask you a series of questions related to your current decision and implementation support needs related to using evidence. Your responses will help us improve the functionality of the next iteration of The Community Guide website.**

- What non-public health related internet portals / sites do you find the most convenient for locating exactly what you are looking for (e.g., Google, E-bay, Amazon, etc)?
- What resources and systems do you currently use to make decisions about what evidence-based interventions to plan and implement? Do you access a particular resource or multiple resources?

- What are some of the beneficial features of the systems and tools you currently use to make decisions about what evidence-based interventions to plan and implement?
- What are some of the limitations of the systems and tools you currently use to make decisions about what evidence-based interventions to plan and implement?
- Once you find evidence-based strategies that may be relevant, how do you determine the most appropriate implementation strategy?
- What attributes do you typically use to compare evidence-based programs?
- What supplemental information do you need (i.e., cost barriers to implement) when determining whether or how to implement an evidence-based program?
  - o How could a system / tool support you in your decision making (i.e., forecasting, decision trees)?
- Once you find information, in what format you prefer to reference (e.g., print, RSS, on-screen, mobile)?
- Once you find information you need for your work, how do you determine:
  - o The relevance of information you find to the work you do?
  - o The quality of information you find to perform your work?
- When you find information you need, how do you enable finding the information again in the future (e.g., bookmark, link, and print)?

#### **DECISION AND IMPLEMENTATION SUPPORT – FUTURE STATE**

***SCRIPT: I am now going to ask you a series of questions related to your future decision and implementation support needs related to using evidence. These responses will also be used to improve the functionality of the next iteration of The Community Guide website.***

- What information would you find helpful (i.e. demographics, community, etc.) in understanding the success of evidence-based programs implemented by other agencies and/or users of The Community Guide?
- If there was a system to assist you with planning and implementing evidence-based programs, what information would be important for you to have in deciding which strategies to adopt?
  - o The quantity of the available relevant information
  - o The quality of the available information (as assessed by a quality control service or by other users)
  - o What other organizations have used the approach?
- Would it be helpful to see information on various implementations of interventions to help you determine the best for your community?

- What types of hands-on guidance would you prefer to have access to when making the decision to implement specific evidence-based programs?
- Would you find it useful to read through comments/feedback from other users on their experience with implementing public health interventions? Would you be willing to provide and share your feedback on a community-focused internet site?
  - What types of comments and feedback from other users would be useful to you as you plan to implement your own programs?
  - How do you think you might be able to learn from other users of such a tool?
  - Would you be willing to provide and share your feedback on a community-focused internet site?
  - What types of input or feedback would you like to be able to provide to a system or tool that provides evidence-based information?
  - What types of documentation regarding your own program adaptation or implementation would you be willing to provide to an evidence-based information system?
- Do you have any reservations about registering as a user on a website of company/organization that you trust and providing basic identifying information (name, contact phone and email, organization and title)?
- Do you have any reservations about a website of a company/organization that you trust tracking your browsing history in order to customize your output based on this history?
- Are there specific user collaboration features or tools that you would like to see implemented within a system to help make evidence-based decisions (i.e. chat, internal email, etc.)?
  - What features do you find the most beneficial and why?
- How would you make use of evidence-based information presented within RSS feeds?
- If it were available, how would you make use of a tool that offered access to evidence-based programs even when you weren't connected to the internet?
  - When using a SMART phone or tablet?

## TECHNOLOGY ACCESS

**SCRIPT: I am now going to ask you a series of questions related to your access and use of various technologies in accessing evidence. Your responses will be used to improve delivery of information by The Community Guide website.**

- At the location where you usually access the Internet, do you have high speed Internet access (Cable/DSL/T-1)?
- Would you use a smart phone / tablet as a primary device for use in researching public health interventions?

- Do you typically access information related to your work away from your office desktop?
- Are you familiar with/do you use social networking services like Twitter and / or Facebook?
- Do you use social media for your work? If so, what apps / sites do you most frequently use?

*That concludes the interview. We greatly appreciate your involvement in this effort. Your feedback will help PwC and the Community Guide Branch assess the feasibility of a decision and implementation support system to support public health practitioners' use of evidence-based strategies. Thank you again for your time and contributions. If you have any questions about this assessment, or to learn more about the project in general, you may contact - Dr. Kathi Wilson, 404-498-0980, [kxw1@cdc.gov](mailto:kxw1@cdc.gov).*