

ATTACHMENT A:

In-Depth Interviews with Representatives of System of Care Organizations: Interviewer's Guide

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COMPOSITION OF GROUPS:

15 telephone interviews with project director, social marketing staffer, family representative, youth representative:

Sites 1–7 (urban)

including early childhood, young adults, Tribal

Sites 8–15 (rural)

including early childhood, young adults, Tribal, at least one territorial

Questions:

Branding:

1. Do you know what the Caring for Every Child's Mental Health Campaign is?
 - a. Probe: What is it? What is your relationship to it?

General Social Marketing:

1. I'm going to name some activities you may do as part of your system of care expansion cooperative agreement. I want to know two things. On a scale of 1 to 5, with 5 being the most important, how important is each thing? And second, could you use some help with any of these activities?
 - o **Partnership development**—How important is this on a scale of 1 to 5, with 5 being the most important? Could you use some help with this?
 - o **Funding**—How important is this on a scale of 1 to 5, with 5 being the most important? Could you use some help with this?
 - o **Outreach to policy-makers**—How important is this on a scale of 1 to 5, with 5 being the most important? Could you use some help with this?
 - o **Outreach to educators**—How important is this on a scale of 1 to 5, with 5 being the most important? Could you use some help with this?
 - o **Outreach to business leaders**—How important is this on a scale of 1 to 5, with 5 being the most important? Could you use some help with this?
 - o **Outreach to faith-based organizations**—How important is this on a scale of 1 to 5, with 5 being the most important? Could you use some help with this?
 - o **Getting people in your system of care on the same page**—How important is this on a scale of 1 to 5, with 5 being the most important? Could you use some help with this?
2. How do you incorporate social marketing into your cooperative agreement?
 - a. Probe: Do you have monthly meetings with the social marketer? Is social marketing integrated, or do you "hire out" the social marketing function? If so, do these contractors participate in ongoing social marketing activities?
3. What kinds of social marketing technical assistance would you like to receive that you are not getting currently?

4. Do you see a relationship between social marketing and sustainability?
5. Where do you see yourself in knowledge about social marketing on a scale of 1 to 5, with 5 being expert and 1 being a total lack of understanding?
6. Does your cooperative agreement have a social marketing plan? Why/why not? Would it be helpful to get support in developing a plan?
7. How would you like to receive technical assistance around the topic of digital platforms like Facebook and Twitter?
 - a. Probe: via live webinar? Archived webinar that you could do at your own convenience? Something else?
8. Overall, what is the most useful method of receiving social marketing technical assistance? One on one? Through a webinar you can access on your own time on relevant topics? Other?
9. How often have you watched a pre-recorded webinar? On what topics?
 - o **Never**
 - o **Once or Twice**
 - o **Frequently**
10. How often do you look at the website samhsa.gov/children, and do you find it helpful?
 - a. Probe: What content would be helpful?
11. What is your No. 1 social marketing need?
12. When you use technical assistance of any kind (not just social marketing) do you use:
 - o **Site visits by social marketing TA Provider**—Do you use this? How useful is it? What would make this more useful?
 - o **Telephone calls with TA provider**—Do you use this? How useful is it? What would make this more useful?
 - o **Awareness Day**—Do you participate? How useful is it? What would make this more useful?
 - o **Webinars in real time**—Do you use this? How useful is it? What would make this more useful?
 - o **Archived webinars that you revisit at your convenience**—Do you use this? How useful is it? What would make this more useful?

- o **Tip sheets**—Do you use this? How useful is it? What would make this more useful?
- o **Online templates that you can download and fill out**—Do you use this? How useful is it? What would make this more useful?
- o **Excellence in Community Communications and Outreach (ECCO) recognition program**—Do you participate? Why or why not? Is it helpful to see what other communities are doing in their award entries? How do you use that information?
- o **Other (probe)**

13. Is there anything you believe would make your interaction with your social marketing TA Provider more effective?

14. Would you use materials to help you reach your education community? What kinds would be helpful?

15. Would you use materials to help you reach your business community? What kinds of materials would be helpful?

16. Would you use materials to help you reach the faith-based organizations in your community? What kinds of materials would be helpful?

17. What are some barriers to expanding your system of care?

18. What would be most helpful in expanding your system of care?

19. Family representative: Have you ever received training from your social marketing TA Provider on persuasive storytelling (i.e., how to tell your family's story)? On a scale of 1 to 5, with 5 being the most useful, how useful was that training?

20. Youth representative: Have you ever received training from your social marketing TA Provider on persuasive storytelling (i.e., how to tell your story)? On a scale of 1 to 5, with 5 being the most useful, how useful was that training?

Communication:

1. Do you know who your social marketing TA Provider is?

a. Probe: If no, why not?

2. Do you use social marketing technical assistance?

a. Probe: If no, why not?

3. How often would you expect to/would you like to be communicated with by the Caring for Every Child's Mental Health Campaign?
4. How is it best to get you information (e.g., email, phone call, listserv, etc.)?
5. Is it helpful when the Campaign sends out information and reminders ahead of meetings, events, and deadlines?
6. When the Campaign sends out information, whom do you share it with?
7. What is your method of internal communications within your cooperative agreement?
 - a. Probe: Do you send emails? Are there regular telephone calls or meetings?
8. Who in your site SHOULD the Campaign be communicating with that it is currently not reaching?
9. Is the way communication is being handled around new offerings (such as a tip sheet, the Awareness Day theme, KSOC-TV) adequate? Is the frequency adequate? Do you feel informed about each of these things?
10. What would be the best way for you to learn about the best practices discovered by other grantee sites? Answer with as many as apply:
 - o **ECCO**
 - o **Special interest groups**
 - o **Listservs**
 - o **One-on-one social marketing technical assistance**
 - o **Other (probe)**
11. What are some barriers to applying for an ECCO award?
 - a. Probe: Timing, lack of time to create an entry, lack of content for an entry, unfamiliarity with the technology, unfamiliarity with the award?
12. Social marketing content is on the samhsa.gov/children website. How often do you visit that website? What website content would be helpful to you?

Personnel/Infrastructure:

1. Does your community have a social marketing workgroup? Who is in that group? How do you communicate with them?

2. Family representative: Are you or other family leaders involved in social marketing activities or on the social marketing committee in your community? Why/why not?
3. Youth representative: Are you or any other youth representative involved in social marketing activities or on the social marketing committee in your community? Why/why not?

Awareness Day

1. What is your understanding of the purpose of National Children's Mental Health Awareness Day?
2. How does it affect the work of your funded community?
3. Were you aware that Awareness Day is part of social marketing technical assistance?
4. What would prevent you from participating in Awareness Day in your community?
5. What kinds of assistance would help you plan for Awareness Day?