

CDC Prevention Status Reports (PSRs) Follow-up Interview Guide

Goal: To explore survey topics in more depth and provide greater context to understand perceptions and use of the PSRs, including perceived successes, challenges, and suggestions for improvement.

STATE	
INTERVIEWEE ROLE (AGENCY LEADER/UNIT LEVEL STAFF)	

SCRIPT FOR INTERVIEW DISCUSSIONS AFTER WEB-BASED QUESTIONNAIRE DATA ANALYSIS**Background and Introductions**

- Thank you for taking the time to speak with me today. My name is [insert] and I'm from [insert]. I'm a member of the team that is assessing the Prevention Status Reports, or PSRs for short, in collaboration with the Centers for Disease Control and Prevention, or CDC.
- CDC is working with Health Resources in Action and the National Network of Public Health Institutes to assess the quality, use, and impact of the PSRs. CDC will use the results of this assessment to help determine the value of the 2013 PSRs and inform CDC's future efforts related to the PSRs.
- A few weeks ago, you completed a web-based questionnaire about the PSRs. Our conversation today is a follow-up on your responses to the questionnaire. During this conversation, I will ask you to provide some specific examples of your experience with the PSRs. This interview should take about 20 minutes to complete. I would also like to introduce you to [insert] from [insert] who will be assisting me by taking notes during the conversation.
- All names and responses will remain anonymous. Nothing you say here will be connected directly to you. We greatly appreciate your honest feedback and insight.
- Your participation in this interview is voluntary, and you may choose not to answer some of the questions. You may also discontinue the discussion at any time. Do you have any questions before we get started?
- Before we begin, I would like to confirm your willingness to participate. Do you want to continue with the interview?
 - o IF "No": Thank the participant for his or her time and end the conversation.
 - o If "Yes": Thank you.

Public reporting burden of this collection of information is estimated to average 20 minutes per response, including the time for reviewing the 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 aspects of this collection of information, including suggestions for reducing this burden, to CDC/ATSDR Information Collection Review Office, 1600 Clifton Rd. NE, MS D-74, Atlanta, GA 30333; ATTN: PRA (0920-0879).

Instructions to interviewer:

The relevance of the questions and probes depends on participant responses to the web-based questionnaire and, in some cases, on their responses to interview questions. Not all questions and probes are relevant to all participants. Please use the participant's questionnaire responses, as well as his or her interview responses, to guide interview question and probe selection.

I'd like to start by learning more about how you have used the PSRs, as indicated by your responses to the web-based questionnaire.

[INTERVIEWER NOTE: INTERVIEWER WILL PROBE ON SELECTED USE ACCORDING TO RESPONSE TO QUESTION 8 ON THE WEB-BASED QUESTIONNAIRE. THE PRIORITY WILL BE TO EXPLORE EXAMPLES OF HOW RESPONDENTS HAVE USED THE PSRs. IF NEEDED, EXAMPLES OF HOW RESPONDENTS INTEND TO USE THE PSRs WILL BE EXPLORED.]

1. On the web-based questionnaire, you indicated that you have used or intend to use the PSRs for [NAME SELECTED CATEGORY OF USE]. Can you give a specific example of how you used or intend to use the PSRs in this way?
 - a. Which of the PSRs did you use or do you intend to use in this way? [IF NEEDED, probe for type of report or specific topic used (e.g., state report, state summary, food safety, HIV, etc.)]
 - b. What were you able to accomplish/do you hope to accomplish?

[INTERVIEWER NOTE: ONLY ASK PROBES c-e, if asking about actual use vs. intended use]

- c. How helpful were the PSRs in your efforts?
 - d. Can you describe any challenges you faced to using the PSRs in this way?
 - e. What made it easier to use the PSRs? What facilitated your use of the PSRs?
 - i. What about the PSRs made them easier to use? [IF NEEDED, PROBE FOR PSR LEVEL FACTORS: CDC's credibility, report format, rating criteria, etc.]
 - ii. What about your local context or environment facilitated your use of the PSRs? [IF NEEDED, PROBE FOR CONTEXTUAL/ENVIRONMENTAL LEVEL FACTORS: political environment, organization's commitment, available resources, etc.]
2. Is there another way you have used or intend to use the PSRs that you consider important? [IF NO, SKIP THE REST OF ITEM 2] Can you give a specific example of how you used or intend to use the PSRs in this way?
 - a. Which of the PSRs did you use or do you intend to use in this way? [IF NEEDED, probe for type of report or specific topic used (e.g., state report, state summary, food safety, HIV, etc.)]
 - b. What were you able to accomplish/do you hope to accomplish?

[INTERVIEWER NOTE: ONLY ASK PROBES c-e, if asking about actual use vs. intended use]

- c. How helpful were the PSRs in your efforts?
 - d. Can you describe any challenges you faced to using the PSRs in this way?
 - e. What made it easier to use the PSRs? What facilitated your use of the PSRs?
 - iii. What about the PSRs made them easier to use? [IF NEEDED, PROBE FOR PSR LEVEL FACTORS: CDC's credibility, report format, rating criteria, etc.]

- iv. What about your local context or environment facilitated your use of the PSRs? [IF NEEDED, PROBE FOR CONTEXTUAL/ENVIRONMENTAL LEVEL FACTORS: political environment, organization's commitment, available resources, etc.]
3. [IF APPLICABLE] You indicated on the web-based questionnaire that you do not intend to use the PSRs for [NAME SELECTED CATEGORY OF USE]. What are the reasons you do not intend to use the PSRs in this way?

Thank you for discussing the ways in which you've used or intend to use the PSRs. I'd like to end the interview with a couple of questions about any additional challenges you may have experienced with using the PSRs and your suggestions for improvement.

4. Can you describe any additional challenges to using the PSRs that you've encountered?
 - a. Why was this a challenge?
 - b. Can you give a specific example of how this was challenging?
 - c. What do you think would help CDC address this challenge or barrier?
5. What else do you think would help increase use of the PSRs? Do you have any other suggestions for improving the PSRs?
 - a. How would you want to see these changes implemented?
 - b. What specifically would this change look like?
 - c. What would be important for CDC to consider if they were to implement these suggestions?

CLOSING

That is all for my questions today. Is there anything you would like to add that you didn't get a chance to mention?

We greatly appreciate your feedback and participation.