

ATTACHMENT E4

**SITE VISIT DISCUSSION GUIDE - COMMUNITY PARTNERS**

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**WISEWOMAN EVALUATION  
SITE VISIT DISCUSSION GUIDE  
COMMUNITY PARTNERS**

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<p><b>Q.1. Introductions</b>  (5 minutes)</p>	<p>My name is [fill in]. Thank you for your time today. As we mentioned when we scheduled this interview, SRA International and Mathematica Policy Research are supporting the Centers for Disease Control and Prevention (CDC) in conducting an evaluation of the WISEWOMAN program. The purpose of the evaluation is to find best practices in program implementation and develop evidence on the program’s effect on outcomes. This year, we are visiting six funded WISEWOMAN programs across the country to meet with administrative staff and program partners. [IF PROGRAM YEAR 3: We are also conducting focus groups with WISEWOMAN participants to learn more about their experiences.]</p> <p>This interview will take about 45 minutes. I would like to record the conversation as a back-up for our notes. We will keep the recording private and use it only for reference purposes for this project. We will not attribute any statements or quotes to you without permission. Is it OK for me to begin recording?</p> <p>First, please tell us a bit about yourself and your job.</p> <ul style="list-style-type: none"> <li>- What is your position?</li> <li>- What are your roles and responsibilities?</li> <li>- How long have you been in this position?</li> </ul>
<p><b>Q.2. Background</b>  (8 minutes)</p>	<p>Next, we are interested in hearing more about the work that [fill org name] conducts.</p> <ul style="list-style-type: none"> <li>- What type of activities does your organization engage in related to cardiovascular health? <ul style="list-style-type: none"> <li>o Does your organization provide direct services?</li> <li>o What types of services does your organization provide?</li> </ul> </li> <li>- What population does your organization serve?</li> <li>- On average, how many clients does your organization serve in a year? How many of these are women between the ages of 40 and 64 who are underinsured or uninsured?</li> <li>- In what policy or systems activities related to cardiovascular health does your organization engage?</li> </ul>
<p><b>Q.3. Partnerships</b>  (15 minutes)</p>	<p>Next we will ask about the specific ways that you partner with WISEWOMAN and other organizations in the community. Let’s begin by talking about WISEWOMAN.</p>
	<p>Please tell me about the relationship between your organization and WISEWOMAN. What are your main forms of interaction?</p> <ul style="list-style-type: none"> <li>- What do you see as the purpose of the partnership with WISEWOMAN?</li> <li>- Do you have a memorandum of understanding (MOU), contract, or other sort of agreement with [fill WISEWOMAN grantee name]?</li> </ul>

	<p>How frequently does [fill org name] communicate with WISEWOMAN?          In what ways does your organization collaborate with WISEWOMAN?          Does [fill org name] ever refer people to WISEWOMAN?          IF YES:</p> <ul style="list-style-type: none"> <li>- How often do you refer people to WISEWOMAN?</li> <li>- What types of people do you refer to WISEWOMAN?</li> </ul> <p>When you refer people to WISEWOMAN, are you likely to know whether they followed through? Why or why not?</p>
	<p>In what other ways does [fill org name] collaborate with WISEWOMAN (for example, submit joint proposal, plan health education events, plan other outreach events in the community, share data, and work on developing policies)?</p>
	<p>Would you describe the relationship between your organization and WISEWOMAN as mutually beneficial, or does one organization benefit more than the other? What makes you say that?</p> <ul style="list-style-type: none"> <li>- From your perspective, what have been the greatest benefits for [fill health org name] in partnering with the WISEWOMAN program?</li> </ul> <p>What have been the biggest weaknesses or roadblocks to a productive partnership with WISEWOMAN?</p>
	<p>To what extent does your organization partner with other organizations in the community?</p> <ul style="list-style-type: none"> <li>- How many MOUs or contracts does your organization have? With what types of organizations do you have MOUs? What do the MOUs cover? What types of activities do you conduct with the organizations with which you have formal partnerships?</li> <li>- With how many organizations do you have informal or verbal partnerships? What types of joint activities do you conduct with them?</li> </ul> <p>Does [fill org name] refer people to other places in the community that offer other services?          IF YES:</p> <ul style="list-style-type: none"> <li>- To what places does [fill org name] refer these other people?</li> <li>- How often does [fill org name] refer these other people?</li> </ul> <p>How does your relationship with WISEWOMAN compare with your relationships with other organizations in this community?</p> <ul style="list-style-type: none"> <li>- More or less formal?</li> <li>- More or less productive?</li> <li>- More or less key to fulfilling the mission of your organization?</li> </ul>

<p><b>Q.4. Community</b> (7 minutes)</p>	<p>Let's talk about the community in which your organization operates.</p>
	<p>Can you describe the demographic, cultural, and linguistic characteristics of your community?</p> <ul style="list-style-type: none"> <li>- What languages are most common?</li> <li>- In addition to language, are there any special cultural considerations for any of these populations related to improving cardiovascular health?</li> </ul>
	<p>What types of resources are available in the community to support cardiovascular health? Can you describe the most helpful? The least helpful?</p> <p>What are the biggest barriers to cardiovascular health in the community?</p> <p>Based on your interactions with WISEWOMAN, does it seem that WISEWOMAN services are valued in the community?</p>
<p><b>Q.5. Challenges/ Strengths</b> (10 minutes)</p>	<p>We are almost done. We will ask you a few more questions about your perceptions of the WISEWOMAN program's greatest strengths and weaknesses.</p>
<p><i>Strengths</i></p>	<p>From your perspective, what have been the greatest strengths of the WISEWOMAN program in your community?</p> <p>How much of an impact do you think the WISEWOMAN program makes on the community?</p> <p>Describe what you see as WISEWOMAN's key achievements toward improving the community.</p> <ul style="list-style-type: none"> <li>-What do you see as the biggest benefits to having WISEWOMAN in the community?</li> </ul>
<p><i>Weaknesses</i></p>	<p>What have been the biggest weaknesses or roadblocks to the WISEWOMAN program's success?</p> <p>What resources would help the WISEWOMAN program become more successful?</p>
	<p>What else would you like to share about your experiences with the WISEWOMAN program in your community?</p>
<p><i>Wrap-Up</i></p>	<p>Is there anything else you would like to share with us about your experiences with the WISEWOMAN program?</p> <p>Thank you for taking the time to speak with us today. If you have any additional questions, please feel free to reach out to us.</p>