

Key Persons Discussion Guide For Telephone Interviews

OFFICE ON WOMEN'S HEALTH (OWH)

COALITION FOR A HEALTHIER COMMUNITY (CHC)

Telephone Interview Guide for

[GRANTEE/SITE NAME]

Part I. Gender-based Approaches Retrospectively and Currently (for all interviewees)

Part II. Perspectives on the Coalition and Systems-level Changes (Non-grantee staff, coalition members who are not staff or co-chairs, and community leaders)

Part III. Perspectives on the Coalition- and Systems-level Changes (Project Directors, Project Coordinators, Evaluators)

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Interview Information Sheet

Date: (Month/Day/Year): ____/____/____

Time Started: _____ Time Completed: _____ Total Time Elapsed: _____

Community: _____

Respondent: _____

Organization: _____

Position on OWH CHC Grant: _____

Position on OWH CHC Coalition: _____

Sector Interviewee Represents on the Coalition or in Relation to the Coalition (see Sector Checklist):

Years in Current Position: _____

Years Active in Women's Health: _____

Years in Community: _____

Interviewer: _____

Recorder: _____

Observer: _____

Additional Participant/Role: _____

Additional Participant/Role: _____

Additional Participant/Role: _____

**OFFICE ON WOMEN'S HEALTH (OWH)
COALITION FOR A HEALTHIER COMMUNITY (CHC) INITIATIVE**

KEY PERSONS' INTERVIEW GUIDE

Grantee/Site: _____

INTERVIEWER: *The MayaTech Corporation has a contract with the Office on Women's Health (OWH) to conduct an evaluation of the Coalition for a Healthier Community (CHC) Initiative. The interview we are about to conduct consists of questions about the initiative in your community prior to the grant and over time. We are particularly interested in the activities for women and girls, but also for men and boys in [Grantee site].*

ORAL CONSENT

Prior to this call, we received your signed, written consent form. You should have received the form back with our witness' signature. Is that correct?

YES

NO (agree to send a copy to the participant)

Review the consents: Again, your participation is voluntary, you may withdraw or discontinue participation or refuse to answer any item without loss of any benefits to which you are otherwise entitled, and we will protect the confidentiality of your responses to the extent permitted or required by law. There are minimal risks for participation in that you might find some topics make you uncomfortable; and, if so, we can discontinue that part of the discussion. We will not ask you anything about your own or anyone else's personal health. We expect that, although you might not benefit personally from the evaluation, that your responses will shed light on important topics that will help the coalition to improve the health in your community, particularly for women and girls.

Do you have any questions about your participation that we can answer at this point?

NO

YES: Briefly note nature of questions and responses.

Do you provide permission to have your interview audio-recorded?

NO (do not audio-record)

YES (proceed with audio-recording)

Let's begin.

PREAMBLE: *In some instances, we're going to ask you about some of your "gender-based" programming. Are you familiar with what we mean by a gender-based program?*

PROBE: *If Yes, probe for their understanding, record, then provide OWH definition.*

If No, provide brief scripted explanation provided (OWH definition).

By a "gender-based" program, OWH means:

"A program which is designed that addresses the roles, behaviors, activities, and biological/psychological attributes that society assigns as 'appropriate' for men and/or women which impact treatment, access, and overall health." (OWH, 10/30/2014)

PART I. ALL INTERVIEWS

PAST and CURRENT STATE OF GENDER-BASED PROGRAMMING

First let's talk about the past state of gender-based programming in [your site] prior to 2011.

1. What were the big health issues for women and girls in [grantee site]?

[PROBE:] What groups were most affected by [health issue] in this community?

How were these groups affected?

2. Since that time what has been done to address the needs of these groups you mentioned?

[PROBE:] Are there any groups of women and girls for whom health issues are not being addressed?

[ELICIT INFORMATION REGARDING THE GROUPS MENTIONED IN RESPONSE TO QUESTION 1.]

3. How would you describe the availability of gender-based services in [the grantee site] for women and girls?

4. What significant **changes** were there this year in comparison to previous years in the availability of gender-based services and programs [in grantee site]?

[PROBE:] What would you say are the reasons for this?

[ASK EVEN IF NO CHANGE IS MENTIONED.]

COMMUNITY AWARENESS OF AND OPENNESS TO Gender-based Health Programming

*Let's talk about the awareness of and openness to gender-based activities and services in [Grantee site].
As a reminder, please focus your responses on women and girls as well as men and boys.*

5. How would you describe your community's general knowledge and understanding of gender-based health programming prior to 2011? How about in the past few years?

[PROBE:] Please provide specific examples.

[PROBE:] *What about the community's knowledge of the difference between sex and gender?
Would they have been generally aware of this difference?*

6. What significant **changes** were there this year in comparison to previous years in your community's general knowledge and understanding of gender-based health programming?

[PROBE:] What would you say are the reasons for this?

[ASK EVEN IF NO CHANGE IS MENTIONED—e.g., why no change.]

[PROBE:] What about the community's general knowledge about the difference between sex and gender? Would you say this has change? What are the reasons for this?

Collaboration

Now let's talk about collaboration. *Collaboration refers to working together to develop and implement gender-based services and programs.*

[IF NEEDED, REMIND RESPONDENT OF THE OWH DEFINITION OF GENDER-BASED PROGRAMS]

7. In general, in what ways are organizations working with each other to conduct gender-based activities and services?
8. What significant **changes** were there in recent years in comparison to previous years in terms of how organizations worked with each other to provide gender-based activities and services?

[PROBE:] What would you say are the reasons for this?

[ASK EVEN IF NO CHANGE IS MENTIONED.]

Coordination

Now let's talk about coordination. *Coordination refers to working together to avoid duplication and scheduling conflicts in providing gender-based services and activities.*

[IF NECESSARY, REPEAT DEFINITION.]

9. In general, how do organizations plan with each other to avoid duplication of gender-based activities and services?
10. What significant **changes** were there this year in comparison to previous years in terms of how organizations plan with each other to avoid duplication?

[PROBE:] What would you say are the reasons for this?

[ASK EVEN IF NO CHANGE IS MENTIONED.]

PART II. Perspectives on the COALITION'S GENDER-BASED PROGRAMMING (grantee staff who are not project director or coordinator; other coalition members; and community leaders not on coalition)

(SKIP TO PART III FOR PROJECT DIRECTORS, PROJECT COORDINATORS, and EVALUATORS)

11. [Skip to PART III for project directors, project coordinators, and evaluators]:
What do you know about the coalition in your community funded by the OWH Coalition for a Healthier Community Initiative?

**[IF RESPONDENT SAYS THAT THEY ARE NOT FAMILIAR, ASK About this for the specific
[Coalition's Name or Grantee Organization's Name].**

[IF RESPONDENT IS NOT FAMILIAR WITH THE COALITION, SKIP TO QUESTION 30.]

12. In what ways has the [OWH CHC-funded coalition] impacted the availability of gender-based services in grantee site?

13. a) Are you familiar with the gender-based intervention, curriculum and/or training program entitled, [*intervention title*]? This curriculum may have been introduced by the [*grantee name*]
[IF NOT AWARE: SKIP TO QUESTION 14.]

b) What has been the impact of the curriculum on women and girls' health issues in [the Grantee site]?

c) What has been the impact of the curriculum on health issues in general in [the Grantee site]?

Capacity-building Assistance and Training

The next set of questions is about **capacity-building** assistance or training provided by OWH or [*grantee name*] on gender-based analysis and gender-based programs.

PHRASE, AS APPROPRIATE, FOR RESPONDENT'S ROLE:

14. a) Did your organization receive any training or capacity-building assistance from [OWH or the grantee] between 2011-2015 related to gender-based health programming?
[IF NO, SKIP TO QUESTION 19.]

b) What types?

[PROBE:] Did you/your organization receive training on:

- a. Gender analysis?
- b. Gender-based Analysis (GBA)?
- c. The integration of the gender-based analysis into coalition planning?
- d. How frequently over the course of the grant were these trainings held?

15. a) In what ways did your organization's capacity to address gender-based health issues improve as a result of the training received?

[IF NO IMPROVEMENT, SKIP TO QUESTION 16.]

b) How has your organization been able to maintain these improvements?

Perspectives on Coalition's Impact

16. What has been the impact of [the coalition] on your organization?

[PROBE:] Please provide specific examples. Have you shared the training (either formally or informally) that you received from the coalition with your organization?

17. What differences has the OWH CHC funds had on [Grantee site/community's] overall capacity to address gender-based health issues?

[PROBE:] How has the initiative enabled [Grantee site] to address women and girls' health needs? Needs of men and boys?

- a. *Programming?*
- b. *Community?*
- c. *Leadership?*
- d. *Policy changes?*

Probe: How have gender-based policies and regulations changed to address the health needs of women and girls in [site name]?

18. Is there any assistance that is needed by your organization to develop or implement gender-based programming, policies, or services?

Multi-sectoral Nature of the Coalition

19. **[INTERVIEWER: Ask the following question, then use the checklist of sectors to indicate the sector(s) into which the respondent best fits. (Check all that apply).**

- a. For which sector are you or your organization a representative in this community?

Checklist of Sectors:

- Public health departments
- Schools/Academia
- Other governmental agencies (e.g., human and social services, housing, economic development, public safety, transportation) or elected officials
- Grassroots organizations
- Organizations that serve underrepresented racial/ethnic groups or English as a Second Language participants
- Healthcare settings
- Wellness (sports club, spa, trainer, prevention specialists)
- Affiliate of national health organization
- Communications and marketing
- Foundations and philanthropic organizations
- Insurance carrier/health plan
- Citizen/resident, no affiliation
- Business/industry/private entity
- Other (please specify): _____

Coalition Functioning [ASK ONLY OF THOSE FAMILIAR WITH THE COALITION]

20. How frequently was the coalition functioning assessed?

21. How frequently were coalition activities assessed?

22. Is there a strategic communications plan?

- a. What audiences or stakeholders are reached by the plan?

23. Was there a strategic plan to guide program directions, goals, and strategies?
24. To what extent were internal support/resources effectively managed at the program and local implementation sites? Would you say:

1	2	3	4	5	6	7
Very Effectively	Effectively	Somewhat Effectively	Not Sure	Somewhat Effectively	Ineffectively	Very Ineffectively

Please explain.

25. Were there organizations or individuals from particular sectors that should have been represented on the coalition, but were not? Please be specific.

- Public health departments
- Schools/Academia
- Other governmental agencies (e.g., human and social services, housing, economic development, public safety, transportation) or elected officials
- Grassroots organizations
- Organizations that serve underrepresented racial/ethnic groups or English as a Second Language participants
- Healthcare settings
- Wellness (sports club, spa, trainer, prevention specialists)
- Affiliate of national health organization
- Communications and marketing
- Foundations and philanthropic organizations
- Insurance carrier/health plan
- Citizen/resident, no affiliation
- Business/industry/private entity
- Other (please specify): _____

Leveraging of Resources

26. Are you aware of ways in which the resources of the coalition have been **leveraged** (e.g., used to acquire additional funds) for the work of the coalition?

Probe: How did your or other organization(s) benefit from the OWH CHC to acquire new funds or other resources to support gender-based programming or policies?

Sustainability

- 27. Have you or your organization been involved in any discussions about the sustainability of the Coalition's work in their community?

- 28. Please describe any specific examples of ways in which the coalition's resources have been used to secure other funding, support spin-offs for gender-based programming, etc.

- 29. To what extent do you believe the coalition is as a whole or in part (i.e., certain aspects or components) sustainable?

ASK ALL: Conclusion

- 30. In your opinion, what still needs to be done to increase the availability of gender-based health services for women and girls?
 - a. **Probe** for those not familiar with the coalition who skipped to this point:

 - b. Is there any assistance that is needed by your organization to develop or implement gender-based programming, policies, or services?

- 31. Is there anything else you would like to comment on about gender-based programming or women and girls' health in [OWH CHC's site name] community?

[END HERE FOR NON-STAFF]

[INTERVIEWER AND RECORDER PLEASE RECORD TIME ENDED.]

THANK YOU FOR YOUR PARTICIPATION IN THE EVALUATION. WE APPRECIATE YOUR HELP IN THIS IMPORTANT PROJECT AND LOOK FORWARD TO SPEAKING WITH YOU (AGAIN). WE WILL MAKE A SUMMARY OF OUR FINDINGS AVAILABLE TO OWH TO DISTRIBUTE TO THE PROJECT DIRECTOR FOR DISSEMINATION IN YOUR COMMUNITIES.

[END AUDIORECORDING AND VERBALLY RECORD UNIQUE IDENTIFIER CODE].

Time ended for PART II Participants (record here and on page 2): _____

PART III. Perspectives on the COALITION'S GENDER-BASED PROGRAMMING

(Project Directors, Project Coordinators, and Evaluators)

A. Gender-based Approaches

This next set of questions is about your coalition's specific gender-based approaches.

Remind interviewee that The Office on Women's Health defines a "gender-based program" as:

"A program which is designed that addresses the roles, behaviors, activities, and biological/psychological attributes that society assigns as "appropriate" for men and/or women which impact treatment, access, and overall health." (per OWH COR email, dtd 10/30/2014)

32. Please describe the gender-based approaches you used in your coalition's activities.
 - a. What approaches were used in the evidence-based intervention?
 - b. What approaches were used to facilitate coalition functioning?
 - c. What approaches were used in community-level activities?
 - d. What gender-based approaches were used to effect policies or other systems-level changes?
 - e. Were there any approaches used to make the community in general, participants in the interventions, or coalition members aware/more aware of the significance of disease status between men and women?

33. Did your coalition conduct trainings/orientations for coalition members on:
 - a. Gender analysis?
 - b. Gender-based Analysis (GBA)?
 - c. The integration of the gender-based analysis into coalition planning?
 - d. How frequently over the course of the grant were these trainings held?

34. Has the coalition conducted another gender-based analysis or community needs assessment like the one during Phase I on which the program was based?

___a. NO:

(1) Are there plans to conduct another analysis prior to the grant's end?

(2) What does your coalition use as the basis for assessing systems-level changes that have resulted from the coalition in terms of:

(a) Changes in community norms about women and girls?

(b) Policy changes that have resulted from coalition work?

(c) Any other changes that have resulted from the coalition's work?

___b. YES:

(1) What were the general findings related to the gender-based analysis in comparison to the previous analysis or assessment?

(2) What barriers seem to have been addressed by the coalition's work?

(3) Have gender-specific community needs improved, worsened or stayed about the same?

(4) Are gender-based norms and attitudes about the same, more favorable toward women and girls, or less favorable as compared to the initial assessment?

35. To what extent have data been analyzed to examine gender differences or sex differences?

a. At the intervention level?

b. At the coalition or community level?

B. Grantees' Public Health Systems Approaches

This next set of questions is about the public health systems approach used in your coalition.

A *public health systems approach* is described as follows: "Public health systems are commonly defined as 'all public, private, and voluntary entities that contribute to the delivery of essential public health services within a jurisdiction.' This concept ensures that all entities' contributions to the health and well-being of the community or state are recognized in assessing the provision of public health services." (cdc.gov)

Political Support from Leadership

36. To what extent was there political support for the program?
- a. From the [applicant organization]'s leadership (e.g., was there buy-into the program from:
 - (1) Senior/executive management?
 - (2) The Board?
 - b. What about the senior management or board of partnering organizations (e.g., organizations which the coalition members represented)?
 - c. What about grassroots organizations participating in the coalition?
 - d. What about local elected officials or governing bodies?
37. Were there any sectors on the coalition that were more difficult to engage or to get to provide political support than others?

Coalition Functioning

38. How frequently was the coalition functioning assessed?
39. How frequently were coalition activities assessed?
40. Is there a strategic communications plan?
- a. What audiences or stakeholders are reached by the plan?

41. Was there a strategic plan to guide program directions, goals, and strategies?
42. To what extent were internal support/resources effectively managed at the program and local implementation sites? Would you say:

1	2	3	4	5	6	7
Very Effectively	Effectively	Somewhat Effectively	Not Sure	Somewhat Effectively	Ineffectively	Very Ineffectively

Please explain.

Multi-sectoral Nature of the Coalition

43. To what extent was this initiative a multi-sectoral effort?

1—To little or no extent 2—Somewhat 3—A great deal

44. What sectors were involved? [INTERVIEWER: Please ask about the following and check all that apply and specify the name or type of partner where requested].

- Public health departments
- Schools/Academia
- Other governmental agencies (e.g., human and social services, housing, economic development, public safety) or elected officials
- Grassroots organizations
- Organizations that serve underrepresented racial/ethnic groups or English as a Second Language participants
- Healthcare settings
- Wellness (sports club, spa, trainer, prevention specialists)
- Affiliate of national health organization
- Communications and marketing
- Foundations and philanthropic organizations
- Foundations and philanthropic organizations
- Insurance carrier/health plan
- Citizen/resident, no affiliation
- Business/industry/private entity
- Other (please specify): _____

45. Were there organizations or individuals that should have been represented on the coalition, but were not? Please be specific.

- Public health departments
- Schools/Academia
- Other governmental agencies (e.g., human and social services, housing, economic development, public safety) or elected officials
- Grassroots organizations
- Organizations that serve underrepresented racial/ethnic groups or English as a Second Language participants
- Healthcare settings
- Wellness (sports club, spa, trainer, prevention specialists)
- Affiliate of national health organization
- Communications and marketing
- Foundations and philanthropic organizations
- Foundations and philanthropic organizations
- Insurance carrier/health plan
- Citizen/resident, no affiliation
- Business/industry/private entity
- Other (please specify): _____

46. To what extent do you believe the coalition as a whole or in part (i.e., selected aspects or components) is sustainable? Please elaborate.

47. Do you have recommendations for improving public health systems approaches to improving women and girls' health? Please provide examples.

Additional Comments

48. Do you have any additional comments about or suggestions for improvement of:

- a. The gender-based approach your coalition used?
- b. The public health systems approach your coalition used?
- c. The likelihood of sustaining the coalition or any of its activities?
- d. The cost-effectiveness of the coalition's activities?

e. The cost-benefit of the coalition's activities?

f. any other aspects of the initiative?

[RECORD END TIME AND THANK THEM FOR THEIR PARTICIPATION.]

EXPLAIN NEXT STEPS AS IN PART II]