

**Attachment 2: Structured Interview Form**

## Qualitative Interview Guide

OMB No.: 0925-XXXX  
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Collection of this information is authorized by The Public Health Service Act, Section 412 (42 USC 285a-1). You are being contacted by phone to complete this interview so that we can improve the Cancer Control P.L.A.N.E.T. website. Participation is voluntary, and there are no penalties for not participating or withdrawing from the study at any time. Refusal to participate will not affect your benefits in any way. Rights of study participants are protected by The Privacy Act of 1974. The information collected in this study will be kept private under the Privacy Act. Names and other identifiers will not appear in any report of the study. Information provided will be combined for all study participants and reported as summaries.

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including the time for reviewing 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 aspect of this collection of information, including suggestions for reducing this burden to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-XXXX). Do not return the completed form to this address.

## Introduction and Consent

Thank you very much for taking the time to talk with me today. I am \_\_\_\_, with the CDM Group, and \_\_\_\_ has joined us on the call to take notes so that we can capture the conversation for our subsequent report. Please know that your participation in this study is completely voluntary; you do not have to answer all questions, and are welcome to stop at any time. Do we have your permission to take notes? We will not attribute any remarks to you by name, without your explicit permission, but will develop a summary from about 50 interviews with new, current, or past users of Cancer Control P.L.A.N.E.T. IF RECORDING: [We would like to digitally audio record the interview in order to help us to take comprehensive notes of this discussion. We will not share the audio file with any other party, and all files will be destroyed after we have reviewed them.]

As mentioned in the request for this interview, the National Cancer Institute (NCI) is interested in getting a fuller understanding of your use of Cancer Control P.L.A.N.E.T., the factors influencing your utilization, the ease of use, and relevance of the information on or linked from the site to your work. As stated on the web site's home page, Cancer Control P.L.A.N.E.T. provides access to data and resources that can be used to design, implement, and evaluate evidence-based cancer prevention and control programs.

[Answers from quantitative survey (QS) will be integrated into discussion].

## Interest and Experience in Cancer Issues

*[QS Professional position or interest in cancer issues and organization = record]*

- 1) Tell me about yourself:
  - a) You noted on the survey that you are \_\_\_\_\_ (Verify respondent's professional position or interest in cancer issues and organization)
- 2) How does your position or interest in cancer issues involve cancer control planning? [if no cancer planning involvement, go to 3]
  - a) We would like to know more about a recent experience with cancer control planning. Please describe the plan (e.g., type of cancer addressed, when plan was developed/ implemented/ evaluated, target community, collaborators, programs or interventions developed/adapted) and your role.
  - b) What resources did you use in developing/implementing/evaluating the plan?
    - i) CCP-related [describe]
    - ii) Other [describe]
    - iii) [if others listed] What affects your decision to use one resource over another?
- 3) Have you developed/conducted any kind of cancer-related evaluation/research? [If no cancer evaluation/research involvement, go to General Impression]
  - a) We would like to know more about a recent experience with cancer-related evaluation/ research. Please describe the project/study (e.g., type of cancer addressed, when project/study was developed/implemented, target community, collaborators, programs or interventions developed) and your role.
  - b) What resources did you use in developing/conducting the evaluation/research?
    - i) CCP-related [describe]
    - ii) Other [describe]
    - iii) [if others listed] What affects your decision to use one resource over another?

## General Impression of CCP Site

*[QS Visited CCP portal = within past 6 months, within 1 year, over year ago]*

- 1) You noted that you used the CCP [Response to QS Visited CCP].
- 2) What was the main reason for your visit?
- 3) What is your general impression of the site?
  - a) Prompts: appearance; ease of use; content; ability to navigate?
  - b) What determines how often you visit the site?
- 4) What other evidence-based resources are you using in conjunction with *Cancer Control P.L.A.N.E.T.* to support your cancer control work?

*[QS Visited CCP =Never Go to Non-User Section]*

## Topics

*[If QS= Used the Topics link]*

- 1) You indicated you accessed the [QS Topics accessed] on CCP.

- a) What is your general impression of the Topics portion of the site?
  - b) How does the organization of the information help guide or hinder your search?
  - c) Is it clear that the topic link incorporates all of the resources listed on the home page of the portal, but only containing information specific to the topic?
  - d) (Ask the following questions for each Topic accessed) Did you find what you were looking for under this Topic?
    - i. If yes, how did you use the information? In what way(s) was the information helpful?
    - ii. If no, what was missing (e.g., type or amount of information/resources)?
  - e) How can NCI improve the current offerings under this Topic?  
[\[If QS= Other Topics link\]](#)
- 2) You indicated you would like to see [QS Other topics] on CCP. (For each suggested resource) Please describe how you would use this resource.

## State Cancer Profiles

[\[If QS= Used the State Cancer Profiles \(SCP\) resource\]](#)

- 1) You indicated you visited the State Cancer Profiles [QS Visit SCP Frequency] in the past year.
- 2) You noted that you used [QS SCP data features used]. (Ask the following questions for each SCP data feature used in past year).
  - a) What is your general impression of [name the data feature] (e.g., presentation; ease of use; content)?
  - b) How did you use the resources (e.g., maps, tables)?
  - c) In what way(s) did you find the information helpful?
  - d) How can NCI improve this portion of the site?

[\[If QS=Not Used a specific data feature\]](#)

- 3) (For each feature not used) Please give us your reason(s) for not using [name each data feature].
- 4) What other types of State cancer data resources would you find useful in your work?
  - a) (For each suggested resource) Please describe how you would use this resource.
- 5) [\[If QS=Not Used the SCP\]](#)

The State Cancer Profiles contains information about *cancer incidence* and *mortality* at the national, state, and county levels, as well as information on *screening and risk factors* to identify high-risk populations and cancer control priorities [refer to link, if available to participant]. Would that information be useful to your current work?

- a) (If yes), what specific features are of particular interest?
- b) (If no), why not?

## Research to Reality (R2R) Collaboration

[\[If QS= Used the R2R collaboration resource\]](#)

- 1) You indicated you visited the R2R site [QS Visit R2R Frequency].

- 2) You noted that you attended/participated/reviewed [QS R2R activities] and that on average, the relevance of the material is [QS R2R Relevance]. (Ask the following questions for each R2R activity attended in past 6 months)
  - a) Tell me about your experience with (R2R activity).
  - b) How useful is the content of the material/discussion for your current work/interests?
  - c) What type of content would you want to see more of? Less of?  
*[If QS= Participated in Discussion]*
  - d) What types of R2R discussion thread topics, if any, have you followed or participated in?
    - i) [if no interaction reported] What would encourage you to post a discussion or comment?
  - e) Are as many people as you expected interacting in the discussions?
    - i) Why or why not?
  - f) Are the amount of responding posts, the quality of posts, and the types of people who post what you expected?
    - i) Why or why not?
- 3) Have you ever had a conversation off-line with someone you made contact with through the site?
  - a) Tell me about that experience.
- 4) How can we make the site more engaging?
  - a) What topics would you want to see featured on the R2R site?
  - b) What additional types of resources would you be interested in having on the site?
    - i) Prompt: some examples are journal articles, training materials, publications, and tools.
  - c) What additional interactive activities would you be interested in having on the site?
    - i) Prompt: data sharing.
- 5) You indicated that you have not used the R2R site recently [QS Frequency past 6 months]. Have you ever used the site?
  - a) If yes, how did you participate? In a cyber seminar, discussion thread, event?
  - b) Tell me why you have not visited recently.
  - c) Tell me some reasons why you would visit the R2R site?
- 6) What are your expectations of a site that says it encourages collaboration and interaction?  
*[If QS= Never used the R2R collaboration resource]*
- 7) (Refer respondent to website link and suggest clicking on features) What is your general impression of the site (e.g., appearance; ease of use; content; ability to navigate)?
  - a) Would that kind of activity be useful to your current work/interests?
    - i) If yes, which features might you use in the future?
  - b) What do you see as either incentives or barriers to actively participating on the R2R site?

## Research Synthesis

*[If QS= Used the Research Synthesis(RS) resource]*

- 1) You indicated you viewed [QS RS Resources Viewed] in the past year (Ask the following questions for each RS resource used in past year)
  - a) What is your general impression of this resource (e.g., presentation; ease of use; content)?
  - b) How did you use the resource?
  - c) In what way(s) did the information contribute to your work?
  - d) How can we improve this resource?
- 2) How would you like to see genomic information integrated into CCP in the future?

## Research-tested Intervention Program (RTIPs)

*[If QS= Used the RTIPs resource]*

- 1) You indicated you used the RTIPs searchable database of evidence-based cancer control programs. What is your general impression of the RTIPs website (e.g., appearance; ease of use; content)?

*[If QS= Used the RTIPs by topic]*

- 2) You indicated you accessed materials [QS How access materials] for [QS RTIP topic] (Ask the following questions for each RTIP material by topic used).
  - a) What is your general impression of the materials (e.g., presentation; ease of use; content)?
  - b) Did you find what you were looking for under this RTIP topic?
    - i) If yes, in what way(s) was the information helpful for this effort?
    - ii) If no, what was missing (e.g., type or amount of information/materials/resources)?

*[If QS= Implemented the RTIP]*

- 3) You indicated you implemented an RTIP [QS Implement with/without modifications] with [QS RTIP topic]. (Ask for each RTIP implemented) Please describe your role, the implementation process, and the factors that influenced you to implement with/without modifications.
  - a) What resources did you use in developing/implementing/evaluating the RTIP?
    - i) CCP-related [describe]
    - ii) Other [describe]
    - iii) [if others listed] What affects your decision to use one resource over another?
- 4) Have you ever considered submitting, or have you submitted, a program for the RTIPs website?
  - a) If yes, tell me about the program (and your experience with the submission process).
  - b) If no, tell me what stopped you from submitting your program.
- 5) What additional features or topic areas would you be interested in seeing on the RTIPs website?

*[If QS= Did not use the RTIPs resource]*

- 6) (Refer respondent to website link and suggest clicking on features) What is your general impression of the site (e.g., appearance; ease of use; content; ability to navigate)?
  - a) Does it appear to have information that might be relevant to your work/interests?
    - i) If yes, which features might you use in the future?

## RE-AIM Evaluation

*[If QS= Used RE-AIM]*

- 1) You indicated you visited RE-AIM [QS Visit RE-AIM Frequency] in the past year. How did you access the RE-AIM website: through the CCP home page, through RTIPs, or directly at RE-AIM.org?  
*[If QS= Used the Re-AIM resource/tool]*
- 2) You noted that you used [QS RE-AIM tools/resources used]. (Ask the following questions for each RE-AIM tool/resource used in past year).
  - a) What is your general impression of this tool/resource (e.g., presentation; ease of use; content)?
  - b) What parts of RE-AIM did you use? How?
  - c) In what way(s) did you find the information helpful?
- 3) What other evaluation resource can you suggest for the evaluation section of CCP?

## US and International Comprehensive Plans

*[If QS =Yes to US and/or International Plans link]*

- 1) You indicated you used the [US Comprehensive Plans or International Comprehensive Plans link] within the past year.
  - a) What was your overall impression of the material you found?
  - b) How did you make use of the material?
  - c) Has this material affected your project research question/goals/design?
    - i) If yes, in what way(s)?

*[If QS =No to Using Plans link in past year]*

- 2) You indicated you did not use the [US Comprehensive Plans or International Comprehensive Plans link] in the past year.
  - a) Tell me why you have not visited recently.
  - b) Tell me some reasons why you would visit the Plan link.

## Non-User of Site

*[If QS Visited CCP portal = never visited the site]*

1. You indicated that you have never visited CCP (Refer respondent to website link and suggest clicking on features).

What is your general impression of the site (e.g., appearance; ease of use; content; ability to navigate)?

- a. Does it appear to have information that might be useful to your work/interests?
    - i. If yes, which features might you use in the future?
2. What evidence-based resources are you using to support your cancer control work?
  3. CCP contains a section called **Topics**. Information and resources related to planning, implementing, evaluating, and collaborating around cancer control efforts are presented by specific topic areas. Would any of the current topics be useful to your current work?
    - a. (If yes), what specific features are of particular interest?
    - b. (If no), why not?
    - c. Are there other topics that would be of interest to you?
  4. CCP contains information about **cancer incidence and mortality** at the national, state, and county levels, as well as information on **screening and risk factors** to identify high-risk populations and cancer control priorities [refer to link, if available to participant]. Would that information be useful to your current work?
    - a. (If yes), what specific features are of particular interest?
    - b. (If no), why not?
  5. The **Collaboration** section of CCP features the Research to Reality (R2R) resource that provides an interactive online community of practice for practitioners, researchers, program planners to discuss facilitators and challenges to moving evidence-based programs into practice. There are opportunities to participate in discussions, seminars, and other events. Would that kind of activity be useful to your current work?
    - a. (If yes), what specific features are of particular interest?
    - b. (If no), why not?
  6. The **Research Synthesis** section of CCP provides links to other sites that contain information on the effectiveness of different health related prevention approaches. Would that information be useful to your current work? (If no, skip to **Research-tested Intervention Programs**)
    - a. (If yes), what specific features are of particular interest?
    - b. (If no), why not?
  7. The **Research-tested Intervention Programs (RTIPs)** resource of CCP provides a database of evidence-based cancer control intervention programs proven to be effective in individual scientific studies. Many RTIPs can be downloaded or ordered at no cost on a CD-ROM or

ordered through the program developer. Would that database of information be useful to your current work?

- a. (If yes), what specific features are of particular interest?
  - b. (If no), why not?
8. CCP provides resources that allow for the evaluation of cancer control programs on criteria from the **Research Effectiveness Adoption Implementation Maintenance (RE-AIM)** framework, to translate research into practice. Would that information be useful to your current work?
- a. (If yes), what specific features are of particular interest?
  - b. (If no), why not?
9. The **State and International Plans** section [refer to link, if available to participant] of CCP provides guidelines and resources for planning, implementing, and evaluating comprehensive cancer control programs. Would that information be useful to your current work?
- a. (If yes), what specific features are of particular interest?
  - b. (If no), why not?

**Thank you for your participation in this evaluation of the Cancer Control P.L.A.N.E.T.!**