

CDC WORKPLACE HEALTH PROMOTION RESOURCE CENTER JOURNALISTS NEEDS AND INTERESTS INTERVIEW GUIDE

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Introduction

This interview will ask about your needs and interests around accessing credible and effective resources regarding workplace health promotion initiatives. This project is funded by the Centers for Disease Control and Prevention. Many parts of the project are being managed by ICF International. ICF is a private sector consulting firm with leadership and practical assistance in research, data collection, and all types of program evaluation based in Fairfax, VA. They are helping CDC design and build a Workplace Health Promotion Resource Center. Johns Hopkins University, an academic institution located in Baltimore, MD and part of the ICF Team designed this survey.

Informed consent

Before you get started, we'd like to give you some more information to help you decide whether or not you would like to participate.

- Your participation is voluntary. In the course of this discussion, you may refuse to answer specific questions. You may also choose to end the discussion at any time.
- The discussion is designed to take about 45 minutes.
- All of the comments you provide will be maintained in a secure manner. We will not attribute your responses to your or your organization without your permission unless we are compelled by law.
- There are no right or wrong answers or ideas—we want to hear about YOUR experiences and opinions.
- CDC is authorized to collect information for this project under the Public Health Services Act.

- There are no risks or benefits to you personally for participating in this discussion.
- We are interested in your comments so that we can improve the CDC Workplace Health Promotion Resource Center for future participants. Please feel free to contact Dr. Enid Roemer at Johns Hopkins University. Her phone number is 202-817-3743 and her email is eroemer1@jhu.edu.

Informed Consent (A written informed consent form will be emailed to participants before the interview)

Before we get started, did you receive the informed consent document?

- a. If no, re-email the informed consent document
- b. If yes, say: “by continuing to participate in this interview, we assume that you are well informed about this project and agree to participate. If not, please let me know now. Thank you for agreeing to this interview.”

Journalists Needs and Interests

Say: “As a reminder, we are helping the CDC build and maintain a workplace health promotion resource center – a type of clearinghouse for evidence-based workplace health promotion resources, tools, and guidance materials. The resource center will house readily available information for employers wishing to initiate or improve workplace health promotion programs for their employees that can improve the health and well-being of workers and also positively impact the culture and business climate of the organization.”

Needs and Interests

1. Describe how you typically look for Workplace Health Promotion Information on the web?
 - a. Probe: Where do you currently find resources, tools, or guidance materials?
 - b. Probe: What do you like and dislike about those sources?
 - c. Probe: Have you used any CDC tools and resources? If yes, which resources have you used? What do you think about the materials you used? What do you like the most? The least?
2. What WHP topics do you regularly search for on the web?
 - a. Probe: Are there any particular format(s) you find most useful when seeking WHP information? E.g., educational materials (articles, white papers, FAQs), webinars, videos, interactive tools, training workshops, other?

Attachment D-3

3. What information/resources do you want or need that is currently missing or hard to access when you write on the topic of Workplace Health Promotion?
4. Which topics and questions related to WHP do you see as most important or sought after by your readers?
5. Describe how you would like to be able to use an online resource center provided by CDC?
 - a. Probe: What would it need to offer in order for you to use it?
6. Would you subscribe to a distribution list to be kept informed of news, events, new resources, etc.?
7. How would you like to see CDC's resource center organized? What structure/organization/functionality would be useful/easy to navigate?
 - a. Probe: For example, would you like to see information organized by health topics, by stage of development for the program (early, middle, mature) as frequently asked questions (FAQs), as a searchable resource library, video webinars, case studies...or some other way?
8. Are there any online resources that you can point to that can serve as a template/model for the structure/design/specific features that you would like to see in the Resource Center?
9. Would an online discussion forum within the resource center be useful? How would that work best for you?
10. How would you point your readers to the resource center?