

Million Hearts Social Network Analysis—Key Informant Interviews

ASPE Generic Information Collection Request

OMB No. 0990-0421

Supporting Statement – Section B

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Contracting Officer Representative

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Section B – Data Collection Procedures

1. Respondent Universe and Sampling Methods

This is an exploratory study in which we are trying to identify facilitators and barriers to public-private partnerships with the federal government by examining the Million Hearts (MH) Initiative. The data we collect will be used to potentially inform future partnerships and collaborations of similar size and scope.

This study proposes to use an environmental scan, key informant interviews, and a social network analysis to describe the partnership engagement process, changes in activities, and successful techniques to maintaining large public health initiatives. As mentioned previously, this study will submit a separate information collection request for the social network analysis.

Our sample will be derived from the universe of Million Hearts partners. This will include all organizations that have made a formal pledge on the Million Hearts website as well as any other entities that arise through the environmental scan and discussions with our federal technical working group (TWG). The TWG will be comprised of federal employees who work extensively on MH. Key informants will be representing the organization where they work and will be providing information about the organizations role in the overall MH Initiative. We anticipate conducting 30-50 interviews with staff from MH partner organizations.

2. Procedures for the Collection of Information

We have developed a telephone interview protocol (not more than 1 hour in length) that focuses on the following topics: MH network partners, collaborations with partners, effective communication strategies, new partnerships, lost partnerships, and changes in organizational activities.

3. Methods to Maximize Response Rates Deal with Nonresponse

We will recruit participants via email and follow up phone calls to non-respondents. Most of the informants we plan to speak with are federal staff, are heavily involved in the MH Initiative, or have at least worked with members of our TWG. We do not anticipate problems with response rate or nonresponse. In the event that a key informant does not respond or chooses not to participate we will seek out another individual to represent the organization and speak about the MH Initiative.

4. Test of Procedures or Methods to be Undertaken

We will pilot the interview protocol with members of the TWG before interviewing Million Hearts key staff. Feedback from the key informants will be used for the social network analysis, for which we will be submitting a separate information collection request as mentioned previously.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

Dr. Malcolm Williams and Dr. Danielle Varda are experts in analyzing qualitative and social network data. Both investigators also have extensive knowledge of public health issues. The project team is composed of federal staff who have expertise in this area and qualitative methodology as well.