

Office on Women's Health Prevention Awards (OWHPA)
Key Informant Interview Guide: [Grantee Staff](#)

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Grantee Interview Guide

The goal of these interviews is to collect information regarding grantees' experiences with the Office on Women's Health Prevention Awards (OWHPA) Prevention of Opioid Misuse in Women grant program. Questions in this discussion guide include overarching discussion questions with probes or sub-questions to be used as needed.

Introduction

Good morning/afternoon. My name is XX and I work in the Public Health Research Department at NORC at the University of Chicago. The HHS Office on Women's Health has engaged NORC to conduct an evaluation of the Prevention of Opioid Misuse in Women, Office on Women's Health Prevention Awards, or the OWHPA program. Funded projects as part of the program are working to prevent the misuse of opioids by women across the lifespan, focusing on primary or secondary prevention efforts and including partnership and collaboration components.

We are conducting interviews to gather information on your team's work to adapt and implement your program and achieve your program objectives. It will provide important additional contextual information to the data already gathered in your Quarterly Progress Reports.

Our discussion will last no longer than one hour. Your participation is voluntary, you may skip questions, and you may stop the interview at any time without adverse consequences. Do you consent to participate in this interview? *[all parties on the line must say "yes" to proceed. If "yes" then proceed. If "no," then terminate the interview].*

Do you have any questions before we begin?

NORC would like to audio record this interview in order to ensure our notes are as accurate as possible. This recording will be deleted at the end of the project. Do you consent to have this interview recorded? *[if all parties say "yes" then proceed, and continue to record the interview. If "no" then say, "That's fine. Please be patient as we take notes - we may stop and ask a question to confirm that we have your response correctly." Then, stop and delete the recording.]*

Background and Context

1. First, can you tell me about your role, and in your role how you are related to the OWHPA initiative?
2. Over the course of your project, were there any critical/sentinel local events that might have affected the project or your community?
 - a. PROMPTS: *e.g. a change in state funding levels, or a significant event that changed the local conversation about opioids.*
3. Over the course of your project, were there any critical/sentinel national events that might have affected the project or your community?
 - a. PROMPTS: *e.g. legal challenges to pharmaceutical companies, changes in prescribing guidelines, or opioid-related tragedies with a lot of media attention.*

Organizational Partnerships

One of the key elements of the OWHPA program is the development of partnerships or partner networks to facilitate prevention activities, support recruitment, or provide in-kind support.

4. Did you establish any new partnerships over the course of the project?
 - a. [IF YES]: What strategies or approaches were successful in bringing new partners on board?
 - b. [IF NO]: Were there any attempts to engage partners that were not successful? What were some of the challenges?
5. Of your organizational partners [INSERT LIST FROM QPR], which organization (or type of organization) was most critical to your success?
 - a. What made this relationship useful or productive?
6. Were there any partnership activities that you felt were particularly supportive of accomplishing your objectives? Any activities that were not particularly successful?
7. What challenges did you experience when working with partners?
 - a. In partnership development?
 - b. In partnership maintenance?
 - c. How did you address those challenges?

Program Adaptation

In the Funding Opportunity Announcement, OWH encouraged applicants to propose original projects or to customize and build upon existing evidence-based projects, strategy models, tools, and materials. We'd next like to talk about your program approach, and how you prepared to serve your target population.

8. What was your target population?
 - a. Why did you select this particular group?
 - b. Did selecting this population present any challenges?
9. When you were beginning to design your program, were you familiar with other community approaches to this problem?
10. Why did you select your chosen program approach?
11. [IF ADAPTED] How did you adapt program materials to fit your selected target population?

Program Activities

We'd now like to talk about the activities your team completed as part of your project. These include both primary and secondary prevention activities.

12. What were some of the most successful outreach strategies your program employed?

- a. PROMPTS: *Why were these strategies successful for your target population? How were they modified to better fit the needs of your target population over time?*
 - b. Did your partners support outreach? How did their strategies differ?
 - c. Why do you think these strategies were successful?
13. What challenges did you experience during outreach and/or recruitment?
14. [IF USING EDUCATIONAL TRAININGS] In your QPR, your program reported using educational trainings to reach your target audience. [OR: Although you have not reported in your progress reports that you used educational trainings to reach your target audience(s), we wanted to check in and ask if any of your activities may have served the purpose of educational training?]
- a. How successful do you think these trainings were at disseminating primary prevention messages, tools, or resources?
 - i. PROMPTS: *What evidence do you have that these trainings were successful?*
 - b. How successful do you think these trainings were at disseminating secondary prevention messages, tools, or resources?
 - i. PROMPTS: *What evidence do you have that these trainings were successful?*
 - c. What training methods or practices were most successful? Least successful?
 - d. What challenges did you experience developing or administering these trainings?
15. [IF USING MEDIA CAMPAIGNS] In your QPR, your program reported using media campaigns to reach your target audience. [OR: To confirm, while you didn't report any media campaigns in your quarterly reports, over the course of the project did you ever use social media or traditional media (such as radio, print publications, flyers, or billboards) to reach your target audience?] How successful do you think those campaigns were in achieving that goal?
- a. PROMPTS: *What evidence do you have that these campaigns worked?*
 - b. Of the methods you used (e.g. social media, radio, billboards, etc.), which do you think were most successful? Least successful?
 - i. Looking back from this point, what would you have done differently?
16. How was your experience trying to change or implement policies? By policies, we mean to be inclusive of organizational, local, or state policies.
- a. In your organization?
 - b. In your community?
 - i. PROMPTS: *What do you think contributed to your successes? What were some of the challenges you experienced and how did you address them?*

Achieving Outcomes

Next, we would like to ask specifically about the objectives and outcomes you established for your program.

17. [IF OBJECTIVES CHANGED OVER QPR PERIOD]: In your QPR reports from the past two years, your program reported changes to your objectives.
- a. Can you share with us why those objectives evolved?

18. How successful was your program in achieving your stated outcomes?
 - a. What were some of the challenges you experienced? How did you address those challenges?
19. Were there any tools or practices that facilitated success in achieving your outcomes?
 - a. In particular, what tools or practices could be adopted by other organizations?
20. Are there any other program accomplishments you'd like to share with us?

Next Steps

As you know, OWH funding for your project will end this year. We'd like to close by talking a bit about your plans for sustaining these project activities once the project formally ends.

21. Are there parts of the initiative you are planning to maintain?
 - a. What is it about these components, in terms of structural resources, that you think makes it possible to sustain them?
22. What partnerships, if any, do you plan to maintain?
 - a. Have you had conversations yet with these partners about sustainability planning?
PROMPTS: *What strategies have you discussed?*
23. Which components of your program do you see as being difficult to sustain (and why)?
24. Is there anything else you'd like to add that would be important to share to help us understand your story and how your work can be sustained that we should share in our report to OWH?

Thank you for sharing your experiences with us. Please feel free to reach out to us if you have any questions.