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Dating Matters® Toolkit Key Informant Interviews Updated 8.5.19

Interview Guide

The CDC's Division of Violence Prevention (DVP) has recently launched the Dating Matters® Toolkit, a resource for communities to implement Dating Matters*. DVP is soliciting your input and feedback to learn more about what works well and what does not regarding the Toolkit. This information will help us improve the user experience.

We would like you to participate in a customer satisfaction survey that will last approximately 30 minutes and can be conducted from the comfort of your own office or home. Participation is voluntary, and no personally identifiable information will be collected.

For the purpose of this online survey, please first spend about 15 minutes exploring the Dating Matters Toolkit, then follow with the online survey which should take no more than 15 minutes. Go to <https://staging.vetoviolence.org/apps/dating-matters-hub/#/> to explore the Dating Matters Toolkit.

Please allow yourself time to review the Toolkit in a quiet, comfortable environment. After you have reviewed it, please click the link below to begin your survey. At the end of the survey, you will be asked if you are interested in participating in a follow-up survey specific to select components within the Dating Matters model. This would be a second part scheduled at a later date and at your convenience. Your participation would be greatly appreciated.

*Dating Matters: Strategies to Promote Healthy Teen Relationships is a comprehensive teen dating violence prevention model developed by the CDC to stop teen dating violence before it starts. Dating Matters is based on the current evidence of what works to prevent teen dating violence. It focuses on teaching 11 - to- 14-year-olds healthy relationship skills. The model includes prevention strategies for individuals, peers, families, schools, and neighborhoods.

First, we would like some initial information about you and your work within violence prevention.

1. What is your professional background?

- Public health professional
- Educator (K-12)
- Other youth-serving professional

Researcher/academic
Health Educator (community-based)
Community Organizer
Law enforcement/Public safety
Medical professional
Other: _____

2. Does your current job involve work related to violence prevention?

Yes
No

3. [Skip pattern, if yes above] How many years of experience do you have in violence prevention?

Less than 1 year
1 to 4 years
5 to 9 years
10 or more years

4. Are you looking at the desktop or mobile version of the Dating Matters Toolkit?

Desktop
Mobile

Next, we will ask you some questions about your impressions of the Toolkit website and content.

How clear was the purpose of the Dating Matters Toolkit website?

Extremely clear
Very clear
Somewhat clear
Not so clear
Not clear at all

How easy is the Toolkit website to navigate and find information?

Very easy
Easy
Neither easy nor difficult
Difficult
Very difficult

The materials provided on the Toolkit website are well-organized.

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

The design of the Toolkit website helped me find what I needed or was most interested in.

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

The Dating Matters Toolkit website has a pleasing look and feel.

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

The Toolkit is credible.

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

The Toolkit is research-based.

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

The resources within the Dating Matters Toolkit are current.

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

The Dating Matters Toolkit is easy to understand.

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

The Dating Matters Toolkit is action-oriented.

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

The Toolkit includes all the materials and information I would need to implement the Dating Matters prevention model in my community or organization.

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

How interested are you in implementing one or more components the Dating Matters comprehensive prevention model in your community or organization?

Very Interested
Interested
Neither Interested nor Disinterested
Not very interested
Uninterested

With the right resources and partnerships in place, would it be possible to implement all seven components of the Dating Matters model in your community or organization?

Definitely possible
Possible
Neither possible nor impossible
Impossible
Definitely impossible

We would like to better understand why you believe that implementing all seven components of the Dating Matters model in your community or organization would be impossible. Choose up to three reasons below:

- Too expensive/lack funding
- Too difficult
- Not interested in all components
- Insufficient staffing or expertise
- Lack of community support or “buy-in”
- Do not see the need or potential benefits of comprehensive prevention
- Already implementing other complementary strategies
- Some components are not applicable to our population/organization
- Lack necessary community partnerships
- Other/comments: _____

Thank you for completing this survey! We would like to invite you to participate in a follow-up interview in which you will review materials related to one of the Dating Matters Toolkit in more detail and provide your feedback on the materials. Your additional feedback is very important to us! We are striving to improve the resources to best fit your needs as a professional in the field. If you are willing to participate, Banyan Communications will conduct an interview with you by video conference that will last no more than 30 minutes. It can be scheduled at your convenience.

1. Would you be willing to participate in a follow-up interview via phone?
Yes
No

If yes, please provide your email _____