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Evaluation of Enhancing HIV Prevention Communication and  
Mobilization Efforts through Strategic Partnerships

**Attachment 3c:  
Key Informant Interview Guide**

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## **MAIN PURPOSES OF INTERVIEWS:**

- Explore promising implementation practices
- Ascertain ongoing training and technical assistance needs
- Describe the implementation environment

### **Introduction**

Hello, my name is [\_\_\_\_\_] from [contractor name], a nonprofit research firm, and [Name] is also on the phone. As mentioned in the email invitation you received from the CDC, [contractor] is evaluating the [specific name of Partnership Program] for the CDC. As part of the evaluation process, we are talking with a representative from each [Partnership Program organization] to learn more about the context in which [name of Partnership Program] is being implemented. Our discussion should take up to 60 minutes; please let me know if you need to go earlier. Is this still a good time to talk?

Before we get started, I just want to mention a couple of procedural issues. Please know that you can choose to not answer questions and can stop this interview at any time. Also, I would like to audiotape our conversation so that I can refer back to it if necessary when I am going over my notes. Please know that the audiotapes and my interview notes will be destroyed after this project. Do I have your permission to tape this conversation? [IF NOT, CONTINUE WITHOUT TAPING THE INTERVIEW] I also would like to point out that we will be providing a summary of all of our interviews to the CDC. The summary will not identify which comments came from which participants. Therefore, as you respond to questions, if possible, please leave out any identifying information from your comments.

If you have any questions or concerns about the interview, feel free to contact [CDC contact name] by phone at [CDC contact phone] or via email at [CDC contact email], or the evaluation contractor at [contractor phone number].

Thank you again for your time and help. May we proceed with the interview now?

**[NOTE: TAILOR QUESTIONS FOR SPECIFIC OBJECTIVES AND PROGRAM PRIORITIES, AND FOR START-UP VERSUS IMPLEMENTATION OR MAINTENANCE YEARS]**

Please keep in mind that we will be discussing activities, events, and the implementation of other strategies that have occurred over the past year, that is, Program Year X (Month 20XX through Month 20YY). So let's begin.

1. [FOR FIRST PROGRAM YEAR ONLY] We'd like to know about your overall experience during the first program year, focusing on when you were putting the pieces in place for implementation. [Probe for issues related to staffing, resources, relationship building, systems, technical knowledge, grant management, etc.)
  - What aspects did you find easiest?
  - What aspects did you find most challenging?
  - What lessons did you learn about starting a program like this?
  - Are there things you wished you had known early on that would have helped during the ramp-up period? If yes, what are they?
2. [TRANSITION FOR FIRST PROGRAM YEAR ONLY] Now let's talk more specifically about [Program Year 1] goals and objectives. The overall goal for the [Partnership Program] in Program Year X is [describe goal].
  - In thinking about Program Year X, how successful do you think your organization was in achieving this goal? To what do you attribute your success?
  - What overall barriers and/or challenges did you face in pursuing this goal? How did you address the challenges? Were there any that you could not solve?
  - What lessons did you learn in Program Year X related to pursuing this goal?

**[Strategy X]**

**[INSERT DESCRIPTION OF STRATEGY X AND RELATED ACTIVITIES]**

3. One of the objectives for Program Year X under the [insert strategy] is that [insert each objective related to strategy]. Your quarterly tracking data tells us the degree to which you achieved this objective. We'd like to know more about how you implemented activities related to this objective. Specifically, we want to know the ways in which your organization implemented activities related to this objective.
  - Please describe and provide examples of Program Year X [insert activities related to this objective].

- Please describe what worked well with these efforts in Program Year X– including things that you did in a non-traditional way.
  - What barriers and/or challenges did you face with carrying out these activities in Program Year X?
  - In your opinion, do you foresee being able to meet the [insert objective for the next Program Year]?
  - What type of support might you need from CDC in order to achieve this objective?
4. Another objective for Program Year X under the [insert strategy] is [insert each objective related to integration]. Your quarterly tracking data tells us the degree to which you achieved this objective. We'd like to know more about how you implemented activities related to this objective. Specifically, we want to know the ways in which your organization implemented activities related to this objective.
- Please describe and provide examples of Program Year X [insert activities related to this objective].
  - Please describe what worked well with these efforts in Program Year X– including things that you did in a non-traditional way.
  - What barriers and/or challenges did you face with carrying out these activities in Program Year X?
  - In your opinion, do you foresee being able to meet the [insert objective for the next Program Year]?
  - What type of support might you need from CDC in order to achieve this objective?
5. [Add additional questions that are not directly linked to an objective as appropriate] In thinking about Program Year X, [insert question and probes on topic(s),e.g., other types of activities such as PSAs or virtual events, non-CDC resources used and needed for dissemination and integration efforts, leadership support for these activities]?
- How was this accomplished?
  - What were the successes?
  - What were the barriers/challenges?

**Repeat questions 3-5 for remaining strategies and key objectives**

## **Technical Assistance**

6. Please tell us about the training and/or technical assistance you requested from CDC during Program Year X. In particular, what topics, materials, and/or trainings did you request assistance on?
7. Did CDC provide or coordinate the requested TA and/or training?
  - If no: Why not?
  - If yes: Was it helpful? *If yes, why? If no, why not?*
8. How could the TA and/or training be improved?
  - On what other topics would you or your organization like to receive training?
  - Would you be interested in receiving additional TA on [specific topic(s)]?

## **Collaboration with CDC, other Partnership Program grantees, and external collaborators**

9. In thinking about Program Year X, how would you describe the relationship between your organization and CDC?
10. In thinking about Program Year X, how would you describe your collaborations with other Partnership Program partners?
  - What strategies did you use to collaborate with other partners?
  - What types of events or activities did you conduct with other partners?
  - (What worked well in collaborating with other partners, and where is there still room for improvement?
  - Do you need additional resources to further collaborations with other grantees? If so, what types of resources and from whom (internal, external, or CDC-provided)?
11. In thinking about Program Year X, how would you describe your collaborations with external partners?
  - What strategies did you use to collaborate with external partners, particularly at the national level?
  - What types of events or activities did you conduct with external partners? In particular, can you describe any HIV testing and prevention activities that you conducted with external partners?
  - What worked well in collaborating with external partners, and where is there still room for improvement?

- Do you need additional resources to further collaborations with external partners? If so, what types of resources and from whom (internal, external, CDC-provided)?

**Follow up/Broad Questions**

12. Do you plan to do anything differently with your [name of Partnership Program] activities in the next Program Year?
13. In thinking about the key areas for improvement that were raised during the last round of key informant interviews [LIST AREAS], which areas have been addressed to your satisfaction? Are there areas that are unresolved?

**Closing**

I know I have asked you many questions today; but, is there anything I have not asked you related to [name of Partnership Program] that you would like to share with me?

Thank you very much for taking the time to talk with us today. We really appreciate it.