

ATTACHMENT D5:  
DISCUSSION GUIDE - INNOVATION FUNDING RECIPIENTS

**Public Burden Statement:** Public reporting burden of this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid Office of Management and Budget control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Centers for Disease Control and Prevention/Agency for Toxic Substances and Disease Registry Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-XXXX).

---

This page left blank for double-sided copying.

---

## WISEWOMAN Evaluation Site Visit Discussion Guide Innovation Funding Recipients

---

### A. Introduction [5 minutes]

My name is [fill in]. Thank you for your time today. As we mentioned when we scheduled this interview, General Dynamics Information Technology (GDIT) and Mathematica Policy Research are supporting the Centers for Disease Control and Prevention (CDC) in conducting an evaluation of the WISEWOMAN program.

As part of the evaluation, we will be producing a series of case studies that highlight activities that the seven recipients of the innovation component awards have initiated to reduce risks, complications, and barriers to the prevention and control of heart disease and stroke.

To prepare for this interview, we reviewed program documents and spoke with your project officer to learn more about the work you are implementing through your innovation funding. The purpose of today's discussion is to gather additional information about this work as well as any facilitators or barriers you have encountered through this work.

This interview will take about 45 minutes. I would like to record the conversation as a back-up for our notes. We will keep the recording private and use it only for reference purposes for this program. We will not attribute any statements or quotes to you without permission. Is it OK for me to begin recording?

[BEGIN RECORDING]

1. First, briefly tell me a bit about yourself and your job.
  - a. What is your position? (IF CLINICIAN: And what kind of medicine do you practice?)
  - b. What are your roles and responsibilities in this position?
  - c. How long have you been in this position?
  - d. *If applicable:* How long have you been working with the WISEWOMAN program?

**[Note to interviewer: Sections B through F should be tailored based on the innovation strategy being implemented and the respondent being interviewed.]**

### B. Purpose of Innovation Strategy [5 minutes]

Next, let's talk about why [STRATEGY] is being implemented by your program.

1. Can you describe the issue or issues that [STRATEGY] is intended to address?
  - Why is an innovative approach needed to address this issue?
  - Was work on [STRATEGY] motivated by you (the recipient) or one of your partners?

- Does [STRATEGY] build on existing work or was it developed specifically for this grant?
- 2. How does [STRATEGY] differ from the work you were implementing through your primary WISEWOMAN funding?

### C. Innovation Component Implementation [10 minutes]

Now, let's talk more about how [STRATEGY] is being implemented, who is involved in implementing it, and how this work is being monitored.

1. Can you tell me more about how [STRATEGY] works?

**[Tailor probes below as needed based on the strategy being implemented]**

- What is the target population for [STRATEGY]? How did you select this target population? Has this target population changed over the course of the funding agreement? If so, how and why did it change?
  - How many providers/sites are implementing [STRATEGY]? How were these providers/sites selected?
  - Who are the key staff and partners involved in implementing [STRATEGY]?
  - Have you provided any staff training related to [STRATEGY]? If so, can you tell us more about the training provided? Who was trained and how were they trained?
  - Have you provided ongoing support and TA related to [STRATEGY]? If so, can you tell us more about the support/TA provided?
2. Have you made any changes to your original plan for implementing [STRATEGY]? If yes, what were these changes and why were they made?
    - How does your progress to date compare to where you expected to be with this work at the outset of implementation?
  3. How is implementation of [STRATEGY] monitored?
    - What types of data are you collecting? Do you use any non-MDE data sources for this work? Are there other data sources you plan to use or would like to use to support this work?
    - How are you using these data?
      - o Are you using these data for program monitoring or evaluation purposes?
      - o Are you using these data to make improvements to your program? If so, what improvements have you made?

### D. Effectiveness of Innovation Work [10 minutes]

Next, I'd like to talk about the effects of [STRATEGY] on providers and participants.

1. In your opinion, has [STRATEGY] resulted in any changes in participant's access to or use of WISEWOMAN services? Can you tell us more about these changes?

- Do you have any data (from surveys or other data collection efforts) on how [STRATEGY] has affected participants' access to services?
2. In your opinion, has [STRATEGY] resulted in any changes in participant health or behavior? Can you tell us more about these changes?
    - Can you provide any stories or anecdotes of how [STRATEGY] has affected women's health or behaviors?
    - Do you have any data (from surveys or other data collection efforts) on how [STRATEGY] has affected participants' health or behaviors?
  3. Have you received any feedback from participants on [STRATEGY]? If so, how was this feedback gathered (for example, through a participant satisfaction survey)? Can you tell us more about the feedback you have received?
  4. Have you received any feedback from staff or partners involved with implementing [STRATEGY] (for example, through a provider satisfaction survey)? If so, how was this feedback gathered? Can you tell us more about the feedback you have received?

#### E. Sustainability [5 minutes]

The next few questions are about your plans for continuing [STRATEGY] after the WISEWOMAN innovation funding ends.

1. Do you have any plans to scale up or build on [STRATEGY] moving forward?
  - If so, how?
  - If not, why?
2. Do you think [STRATEGY] would be sustainable without innovation funding?
  - If yes, how?
  - If not, what types of resources would need to be in place to make this possible?

#### F. Successes and Challenges [10 minutes]

We are almost done. The last few questions are about factors that facilitated or hindered this work, and any lessons you have learned.

1. In your opinion, what have been the most successful aspects of [STRATEGY]?
  - Please describe any factors, either internal (such as characteristics or your team or your partner(s)) or external (such as local policies), that have facilitated this work.
2. What are the biggest challenges or barriers you encountered through your work on [STRATEGY]?
  - How did you work to overcome these challenges?
  - Were you successful in overcoming these challenges?

3. Have there been any lessons learned from implementing [STRATEGY] that might be helpful to share with other WISEWOMAN recipients?
  - What has surprised you most about this work?
  - Would you do anything differently if you were starting this work now?
  - What would you tell another organization considering similar work?
4. Is there anything else you'd like to tell us about your innovation work?

Thank you for taking the time to speak with us today. If you have any additional comments or questions, please feel free to reach out to us.