

# CDC ENGAGE Functionality Project

## Conversation Guide

State, Tribal, Local, and Territorial (STLT) public health agency (PHA) personnel are the experts about their needs, challenges, and priorities related to data, surveillance, and technology (DST) engagement with CDC (e.g., support requests). The goal of our interviews is to learn from their experiences so we can develop CDC ENGAGE in a human-centered way. The following table describes the topic areas we will explore in our conversations, the objectives that will drive the conversations, and sample questions we may use to achieve OPHDST's goal.

| Topic                            | Objective                                                                                                                                                                                                                                                                                                          | Question Example                                                                                                                            |
|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Background</b>                | <ul style="list-style-type: none"><li>• Learn about their role at a PHA or related partner organization.</li><li>• Discover some highlights about their PHA or related partner organization.</li></ul>                                                                                                             | <ul style="list-style-type: none"><li>• What is your role and what is your work like at your PHA or related partner organization?</li></ul> |
| <b>Work Activities (Process)</b> | <ul style="list-style-type: none"><li>• Identify/understand tools, systems, and ways they communicate or engage with CDC to solve their DST challenges.</li><li>• Discuss current state of interacting with the CDC and listen for any positives or negatives.</li><li>• Discuss any processes involved.</li></ul> | <ul style="list-style-type: none"><li>• How do you communicate or engage with CDC in your DST work?</li></ul>                               |
| <b>Current State</b>             | <ul style="list-style-type: none"><li>• Listen for challenges and needs and understand the impact of those.</li><li>• Understand opportunities for support and paths to resolution.</li></ul>                                                                                                                      | <ul style="list-style-type: none"><li>• What challenges do you experience in your engagement with CDC related to DST?</li></ul>             |
| <b>Top Concerns</b>              | <ul style="list-style-type: none"><li>• Identify what seems most important to them in terms of helping improve/streamline CDC engagement when it comes to DST.</li></ul>                                                                                                                                           | <ul style="list-style-type: none"><li>• What are the top three things you want to change about your DST engagement with the CDC?</li></ul>  |
| <b>Communication</b>             | <ul style="list-style-type: none"><li>• Discuss how DST communication channels and process are working.</li><li>• Get a sense of what they have heard about CDC ENGAGE.</li><li>• Listen for ideas about how to foster more awareness of and enthusiasm for CDC ENGAGE.</li></ul>                                  | <ul style="list-style-type: none"><li>• How effective is DST communication, coordination, and or collaboration with CDC today?</li></ul>    |

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