

Key Informant Interview Guide

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Introductory Text:

Thank you for your time today in helping us understand your perspectives on CDC's Motor Vehicle Prioritizing Interventions and Cost Calculator for States and a potential new iteration of this tool to help support transportation safety decision-making.

I will ask you a few questions first on the Motor Vehicle Prioritizing Interventions and Cost Calculator for States, followed by some questions on a potential restructuring of this Tool to support transportation safety program, policy, and practice decision-making with a Safe System and equity-centered framing.

I expect this interview to take no longer than 50 minutes. If at any point you do not want to continue the interview, you are welcome to say so, and I will stop the interview. I will be taking notes during our discussion but also wanted to ask if it is okay if I record our interview to fill in any gaps in my notes. Once notes are checked and data is synthesized, all recordings will be deleted.

Is it alright if I record our conversation?

Do you have any questions before we begin?

Questions *[Note to interviewer: probe if needed to gather their current thoughts on the current tool and future iteration.]*

First, I will ask you a few general questions about the current CDC Motor Vehicle Prioritizing Interventions and Cost Calculator for States. I'm going to put the link to the site in the chat so you can easily access it:

<https://wisqars.cdc.gov/mvpiccs/>.

(First impressions)

- What are your first impressions of the website?

(Navigation)

- How easy is it to navigate the site?
- Now please select a state from the map to show the analysis dashboard. What do you like about the options/selections on the dashboard?
- What do you not like about the options/selections on the dashboard? *[Probe as needed: do you think anything is missing?]*
- Please run the model (with any selections chosen), could you please describe the output screen you are seeing.
- What do you like about the output screen?
- What do you not like about the output screen? *[Probe as needed: do you think anything is missing?]*

(Content)

- To what extent is the language on the site clear?
- Which sections, if any, did you find the content lacking or overwhelming?

Thank you for your insights on this current site. In the next iteration of the site, we are considering a redesign of the tool that would provide 3 key sections: a data section, a self-assessment section, and a recommended approaches and

strategy section. I'd like to ask you questions about this potential design overall, as well as of each of these potential sections?

(Data)

- How helpful would it be to have a data component to the new site that either pulls in or links to CDC death certificate data and social determinants of health information for your state to set the stage for strategy prioritization? *[Probe as needed: Or do you feel that you are already equipped with and using this data through other channels?]*
- What type of data is most useful for you to have when prioritizing equity-focused transportation safety strategies for your state? *[Probe as needed: death data; measures of socioeconomic status, e.g., household level vehicles, income and education, race/ethnicity; nonfatal injury data?]*
- Is it most helpful to have this information at the state level, county level, or some other level of stratification?

(Self-assessment. Note pieces below would be shown on a screen share (e.g., scales, potential scorecard linked below.)

- After potentially examining relevant data and before examining recommended strategies, would it be helpful to have a short self-assessment on the site to support thinking on which strategies are vs. are not being used in your state?
- For example, would a scale like this be useful? *[Note: Show scale to participants on screen or read out, as needed.]*

Score	Meaning
0	The strategy is not applicable OR has not yet been implemented.
1	The strategy has started to be implemented within the past 6 months.
2	The strategy has been implemented for between 6 and 12 months.
3	The strategy has been implemented and has been the way we do things for at least the past 12 months.

- Do you think this assessment would be more effective as an optional or required screen, if it were included? *[Probe with a "and why?" after they answer.]*

(Recommended Strategies)

- We are considering grouping strategies (and the specific policies, practices, and programs) by
 - 1) their function in protecting road users from harm and
 - 2) whether they align with primary or secondary/tertiary prevention principles?For example, functions in protecting road users might include separating road user types, another might be managing speeds effectively.
And then primary prevention approaches could be design measures that prevent a crash entirely vs. secondary prevention measures, like ensuring people are wearing seat belts, which help prevent injury if a crash has occurred.
 - o What do you think of this way of organizing the strategies?
 - o Are there other ways you think of organizing potential strategies?
- Which outputs related to recommended strategies would you most like to see? *[Probe: for example, we could show injury effectiveness estimates or cost of implementation estimates]*
- How important is it to specifically highlight the equity impacts of each strategy?
- How important is to specifically highlight the potential partners and collaborations that might be needed to successfully implement a strategy?
- How would you ideally like outputs displayed? *[Probe: for example, would you like them in table format or a summary sheet for each strategy?]*

(Overall, if time)

- What are your overall thoughts on the proposed new site's flow, starting with data, then moving to a self-assessment, and ending with recommended strategies for improving transportation safety?
- What else do you think might be helpful to include in such an online tool?

- Is there any other feedback or thoughts you would like to provide?