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| **Worksheet** | **2.5 Key Informant Interviews** |
| **County** |  |
| **Meeting Date** |  |
| **Meeting Location** |  |
| **Assessment Cycle** |  |

A **Key Informant Interview** is a structured conversation with a person who has knowledge of or a unique perspective of complex information regarding the health of your county. The purpose of the interview is to obtain qualitative data that utilizes their expertise to explore a specific health issue in your county in depth, including potential intervention strategies. The interview should focus on the perspective of the interviewee. Interviews are ideally conducted in person, by may be done by telephone or video conference.

**How should the CHA Team select an interviewee?**

Seek an individual who has a high-level perspective or serves as a “gatekeeper” to information that would inform the assessment, selection of priorities, or identifying opportunities for action items.

As a health council, use the following questions to brainstorm potential interviewees:

Who are the persons with expertise in the areas of interest to the health council? *(consider strengths and opportunities for improvement identified in 2.1*)

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Who in our community is in a position of leadership that allows them to facilitate important programs, policies, or other changes?

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After the team discussion, compile a list of individuals whom the team agrees would be suitable interviewees based on the above considerations. Determine who will conduct the interviews, and who will take notes.

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| **Name** | **Organization / Affiliation** | **Sector** | **Contact Information** |
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**Tips for Conducting a Successful Interview**

* Learn about the interviewee & practice in advance
* Open by introducing yourself, thanking the interviewee and reviewing purpose
* Ensure confidentiality
* Take notes/record audio if possible (with the interviewee’s permission)
* Use small-talk to ease transitions
* Listen first & respect opinions that differ
* Seek more information than just yes/no answers
* Conclude by thanking interviewee

**How do you analyze the results of the interview?**

* Review the transcripts and/or notes
* For each interview consider:
  + Does this interview provide unique insights or add depth of understanding to a health issue?
  + Does the information from this interview represent the community (as a whole or a desired subgroup)?
* Summarize conclusions from each interview
* Compare interviews looking for common themes or common concerns

**Sample Introductory Script and Questions for Key Informant Interview**

Hello, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I am a with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ County Health Council

and am working with the Health Council and the Tennessee Department of Health on our County Health Assessment. *(Introduce others with you, if needed)*

Thank you for taking your time to meet with us and agreeing to participate in the County Health Assessment. As part of the assessment we are interviewing community leaders such as yourself as a way of identifying the priority health needs of \_\_\_\_\_\_\_\_\_\_\_\_\_ County.

We anticipate the interview will take approximately 30 minutes. We have a set of questions we will be asking. I will be recording your selections and comments, so that the information may be combined with the responses of other interview participants.

Please note: a CHA report may be made publicly available and posted on a Tennessee Department of Health website. We will be acknowledging the participation of community leaders by industry grouping. Your responses will be summarized and aggregated with others, and your name will not be linked to specific responses or comments.

Are you ready to begin?

1. What do you think are your community’s strongest assets?
2. Based on your experience, what are the top three issues that you are most concerned about in your community? [*Probe: What keeps you up at night?]*
3. Thinking specifically about health and healthcare, what are the biggest concerns in the community?
4. What do you think are the barriers to addressing these issues? (*from Qs #2 & #3*)

5. If you had a magic wand, what top health initiatves would you implement in your community in the next three years?

6. Was there anything you wanted to discuss today that we didn’t cover?

7. Do you have any questions for us?