

Community Readiness Assessment Training

Segment 5: Basics of
Conducting CRA
Interviews



Training Agenda

- Provide an overview of key steps in the CRA interview process
- Identify supplies, resources, and technology needed to support the CRA interview process

On the Webpage

- Video
- Supporting Materials
 - PowerPoint Slide Deck
- Tools & Resources:
 - CRA interview introduction
 - CRA interview script
 - SSOSPC Supplies

Basic Steps for Conducting a CRA

1. Select/define the community for the CRA
2. Identify a problem of practice
 - Our shared problem of practice is readiness to engage in a comprehensive approach to suicide prevention using the CDC strategies.
3. Plan to Conduct Your CRA
 - Form a CRA team
 - Obtain supplies (not many are needed!)
 - Prepare the interview and introductory script
 - Identify 5-8 key informants from various community sectors
4. Conduct Interviews (and record them!)
5. Transcribe Interviews
6. Score and Analyze the Data
7. Report the Data
8. Share the Results
9. Develop a Plan to Increase Readiness

Key Steps for Conducting a CRA Interview

1. Determine how the interviews will be conducted.
2. Gather all of the materials you will need for the CRA interviews
3. Select key informants for the CRA interviews
4. Recruit key informants to participate in the CRA interview process.
5. Prepare your key informants to be interviewed
6. Conduct the CRA interviews.
7. Transcribe the interviews.

Determine How Your CRA Interviews Will be Conducted

- Multiple options for conducting the interviews
 - Face-to-face
 - Telephone
 - Videoconferencing (such as Zoom)
- In the past, Ohio coalitions have used each interview modality successfully with CRA interviews.
- The realities of COVID-19 mean that face-to-face interviews probably are not the best way to conduct the CRA interviews for the SSOSPC initiative.

Using Zoom for CRA Interviews

- Due to the COVID-19 pandemic, we recommend that SSOSPC interviews be conducted via Zoom.
 - Allows audio-only and video connections.
 - Supports dial-in via phone if needed.
 - Video helps build rapport during the interview
- Coalitions will need to purchase a Zoom Pro account if the coalition does not already have one.
 - A Year subscription to Zoom is an allowable expense for the SSOSPC initiative.
 - \$149.90 for a year or \$14.99 month-to-month
 - Work with Michelle on any budget revisions that are needed.
- The Zoom resources page has video tutorials
 - www.zoom.com



Learning About Zoom

The image shows a screenshot of the Zoom website. At the top, there is a dark navigation bar with links for "REQUEST A DEMO", "1.888.799.9666", "RESOURCES", and "SUPPORT". Below this is a white navigation bar with the Zoom logo, "SOLUTIONS", "PLANS & PRICING", "CONTACT SALES", "JOIN A MEETING", "HOST A MEETING", "SIGN IN", and a prominent orange "SIGN UP, IT'S FREE" button. A green banner below the navigation bar contains the text: "We have developed resources to help you through this challenging time. [Click here to learn more.](#)".

On the left side, a large white box contains the text: "Committed to safety, security, and privacy for all Zoom customers". Below this text is an orange button that says "Explore resources and features".

Annotations include a red circle around the "RESOURCES" link in the top navigation bar, with a red arrow pointing to a red-bordered box containing the text "Training resources and videos". Another red-bordered box containing a white key icon is positioned below a grid of nine avatars and a bar chart.

Category	Count
desktop	128
laptop	834
console	556

Gathering Materials & Equipment for your CRA Interviews

- Materials you will need no matter how you do the interviews:
 - Interview introduction
 - Interview (CRM) script/questionnaire
 - Incentives (if you choose to provide them)
- Equipment needed will depend on how you conduct the interviews
 - Face-to-face: a digital recorder
 - Telephone: a digital recorder and a telephone pickup
 - Zoom: High speed internet, a computer or tablet with a webcam, and a strong microphone (you may also want to make sure your respondents have internet access and a webcam)
- Refer to the handout “SSOSPC Supplies” for additional details.

Identifying Key Informants for CRA Interviews

- Goal: collect information from a wide variety of community members who have firsthand knowledge about your community.
 - Go beyond your coalition membership!
- Good key informants have “big ears” and may or may not be the loudest voices in your community.
 - Key informants do not need to have a lot of knowledge about suicide as a public health concern in your community.
- Think about the 12 sectors for coalition building.
- Examples of key respondents include:

School personnel	Health/medical professionals
Law enforcement	Faith leaders
Judges and court personnel	Mental health & treatment providers
City/county employees and leaders	Community members

- Since you are seeking to conduct 6-10 CRA interviews, you may want to select 10-15 key informants to approach.

Identifying Key Informants for CRA Interviews

- Pages 20-23 in the CRM manual have a very helpful planning tool for identifying key informants.
- Segment 6 will focus on identifying key respondents in more detail.

Activity

Step 3: Choose Your Key Respondents

1. What **sectors of the community** should be represented given the issue, ensuring that all sectors combined give a comprehensive representation of the community? Examples include school, health, law enforcement, business, involved citizenry. Think of at least 6 sectors from which you will choose key respondents.

Sector 1: _____ Sector 2: _____

Sector 3: _____ Sector 4: _____

Sector 5: _____ Sector 6: _____

Sector 7: _____ Sector 8: _____

Sector 9: _____ Sector 10: _____

2. Within each sector, what type of respondent can speak to the attitudes, beliefs, and knowledge of at least this sector? (e.g., school principal, community health representative, director of housing) List other sectors each type of respondent may be able to give information about.

Sector 1: _____

Making the Ask: Recruiting Key Informants

- What you are asking key informants to do:
 - Spend an hour (or sometimes longer) with you on during a structured interview process
 - Share their knowledge, experience, and attitudes with you
- Segment 6 will focus more on making the ask, but consider:
 - Sharing your knowledge and commitment to addressing suicide with a comprehensive approach and using the CDC strategies will be important.
 - Your coalition's origin story is equally important in helping key informants see that by participating they are helping the coalition and your community.
 - You will need to be ready with an elevator speech that clearly outlines what you are asking them to do during the interview process.
 - Your enthusiasm is contagious!

Preparing Your Key Informants to Be Interviewed

- Being interviewed is a new experience for many community members.
- Read the Interviewee Introduction prior to beginning the interview process.
 - Sets community members' expectations
 - Ensures they know that you are following a scripted interview
 - Tells them what you need them to do
 - Helps them understand that there are no right or wrong answers.

Conducting the CRA Interviews

- Practice, practice, practice!
- Key components of conducting successful CRA interviews
 - Know how to operate technology and ensure that the interviews are recorded.
 - Have your materials ready—interview introduction and interview script
 - Administer the interview questions exactly as they are worded.
- A deep dive into CRA interviewing is the focus of Segment 7.

Transcribing your CRA Interviews

- After completing your CRA interviews, you will need to arrange to have them transcribed.
- You will use the transcripts during the scoring process.
- There are multiple options for transcription
 - We recommend Otter.ai
 - Refer to the “SSOSPC Supplies” handout for other transcription options.
 - Otter.ai costs are allowable costs for your SSOSPC funding.
- Transcription will be the focus of Segment 8.



Training Segment 5 Summary

- Segment 5 focused on the following:
 - Providing an overview of key steps in the CRA interview process
 - Identifying supplies, resources, and technology needed to support your CRA interview process
- Segment 6 will focus on:
 - Deciding who to interview
 - Engaging your selected key informants in the CRA process

Resources On the Webpage

- Video
- Supporting Materials
 - PowerPoint Slide Deck
- Tools & Resources:
 - CRA interview introduction
 - CRA interview script
 - SSOSPC Supplies
 - SSOSPC CRA FAQs