

Community Readiness Assessment Training

Segment 6: Deciding
Who to Interview and
Engaging Their
Participation



Training Agenda

- Deciding who to interview
- Engaging your selected key informants in the CRA process

On the Webpage

- Video
- Supporting Materials
 - PowerPoint Slide Deck
- Tools & Resources:
 - Identifying Key Informant Activity

Recap: 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. Identify key informants for the CRA interviews
4. Engage key informants in the CRA interview process.
5. Prepare your key informants to be interviewed
6. Conduct the CRA interviews.
7. Transcribe the interviews.

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.
- 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 Sectors & Potential Key Informants for CRA Interviews

- Think about the 12 sectors for coalition building.
- Pages 20-23 in the CRM manual have a very helpful planning tool for identifying potential key informants.
- The activity will help you identify sectors that should be represented as part of a CRA on comprehensive approaches to suicide using the CDC strategies.
- You will identify the types of key informants from each sector.
- You will map/match/brainstorm people to as many sectors as possible.
- Key outcome from this activity: a list of key informants to consider engaging

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: _____

Key Informants: Building Your List

Table -- Potential Key Respondents					
Name	Affiliation/Title	Primary Phone #	Secondary Phone #	e-mail address	Yes/No*

- Once you have the list, the next step is to collect basic information about each potential key informant:
 - Organizational affiliation and title
 - Phone numbers
 - Email addresses
- Organize the information into a table for easy reference
- Customize the table so that it works for you and your coalition!
 - Microsoft Word, Excel, Google Doc
 - Include columns and fields that help you and your coalition manage the engagement process
 - Example: who on your coalition knows the potential key informant?

Engaging Key Informants in Your CRA Process

- What you are asking key informants to do:
 - Spend an hour (or sometimes longer) with you completing a structured interview process.
 - Share their knowledge of the community, their experience, and attitudes with you.
- How you “make the ask” of your potential key informants is critically important to engaging them in the interview process!
- As you prepare to begin contacting and engaging your potential key informants, consider these basic elements:
 - Who should make the ask?
 - How should the ask be made?
 - What should be shared as part of the ask?
 - How should you follow-up after the ask?



Who Should Make the Ask?

- No hard and fast rules: you and your coalition know your community best.
 - It may be that one person on your coalition can lead the process of making the ask.
 - This may be a good opportunity for engaging a cross-section of your coalition's membership
- Consider the knowledge, skills, attitudes, and experiences of members making the ask.
 - Are they comfortable with this type of activity?
 - Have they done something similar in the past?
- Positive personal relationships with a potential key informant can facilitate engagement in CRA interviews.

How Should the Ask Be Made?

- Key considerations
 - Community context & norms
 - Knowledge about potential key informants
 - Existing relationships with potential key informants
- Prioritize individual contacts
 - Individual asks show your key informants that you value them
- Multiple ways to make the ask
 - Face-to-face
 - Telephone
 - Email

What Should You Share When You Make the Ask?

- Be prepared with an elevator speech that includes the basics of what you are asking potential key informants to do:
 - Participate in a one hour interview
 - Share their knowledge about their community and their experiences.
- Be ready to help your potential key informants understand why their help is important.
 - Share a brief version of your coalition's origin story and background on its work in your community.
 - Sharing your knowledge and commitment to addressing suicide with a comprehensive approach will be important.
 - You can talk about how using the CDC strategies will help your community address suicide and how the community readiness interviews will help the coalition know how, where, and when to start this important work.
 - Help key informants see that by participating they are helping both 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!

Anatomy of Making The Ask

- There are multiple ways to make the ask; what matters most is a process that works for you!
- The ask usually is a short conversation
- One process:
 1. Built rapport: start with pleasantries, note any relationships and any previous work together.
 2. Make a transition: start the conversation about what you are asking of the potential key informant.
 3. Make a connection: talk about any ways that your paths may align or how the work of the coalition and the key informant may be aligned.
 4. Create a value proposition: talk about the importance of your coalition's work, the importance of addressing suicide using a comprehensive approach, and how the CRA process is an important starting point that you need their help with.
 5. Explain exactly what you need the key informant to do.
 6. Ask them to help with your CRA process by participating in an interview.
 7. Be ready to answer basic questions about the process
- Tailor your ask and the process you use to what you know about each key informant.
- Practice, practice, practice!

Key Things to Remember

- You are just talking to another member of your community!
- The “worst” outcome is a no.
- It’s all about relationships!
 - Even if the potential key informant isn’t able to help with the CRA, the connection you make may open the door for future possibilities with the coalition.



Resources On the Webpage

- Video
- Supporting Materials
 - PowerPoint Slide Deck
- Tools & Resources:
 - Activity template