Community Readiness Assessment Training

Segment 7: Conducting CRA Interviews

Training Agenda

- Provide knowledge and a roadmap for preparing to conduct a community readiness interview.

- Review interviewing basics and considerations.

- Describe the importance of practicing prior to conducting interviews.

- Review some common questions that may come up during the CRA interview process.

On the Webpage

- Video

- Supporting Materials
  - PowerPoint Slide Deck

- Tools:
  - CRA interview introduction
  - CRA interview script

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 Data
9. Develop a Plan to Increase Readiness

Prior to Beginning a CRA Interview

- Make sure you have your technology ready
  - Log into Zoom and make sure that the meeting invitation shows the correct day & time and that you have set the meeting to record.
  - If you are using phone or face-to-face techniques, check your recording device's battery level and audio quality and prepare to record the interview (audio pick up ear bud in position, ready to start a new recording, etc.).
- Make sure you know the name of the individual you will be interviewing and the sector (or area of your community) she/he is representing.

Key interviewing Considerations

- Interviewer qualifications
- Interviewer readiness
- Standardized interview
- Training the respondent
- Nondirective feedback/probing

Interviewer Qualifications

Interviewers must be…

- Completely honest in their work,
- Reliable and conscientious,
- Objective in their manner of asking questions,
- Faithful and neutral in recording the answers,
- Interested in people,
- Able to inspire people's confidence and put them at ease,
- Sensitive to participants' needs and concerns.

Interviewer Readiness

- Importance of practicing
  - Co-worker/colleague
  - Self-practice/voicing the interview questions

- Plan for the interview
  - Test technology and/or recording
  - Plan appropriately for travel (if necessary)
  - Have support materials ready (interview guide, notepad, pen)

- Personal readiness
  - Be in the moment/single focus is your interaction with the respondent
  - Minimize disruption from electronic devices

How to Standardize the Interview

- Read the question <u>exactly</u> as worded.
- If the respondent's answer to the initial question is not a complete answer, probe for clarification in nondirective way (do not influence the answer)
- Answer should be recorded without interviewer involvement (record ONLY what the respondent says)
- Communicate a neutral, non-judgmental stance with respect to the answers.
- Work to avoid simple yes/no answers by key informants.

Training the Respondent

- Being interviewed is a new experience for many community members.

- Read the Interviewee Introduction prior to beginning the interview process.
  - Sets community members' expectations
  - Tells them what you need them to do
  - Helps them understand that there are no right or wrong answers.

Interview Introduction

This may be the first time some of you have been interviewed. Let me read a paragraph that tells a little bit about how it works. I will read this same paragraph at every interview.

You have been recommended as a community member that is knowledgeable about many of the activities and opinions within this community. We will be interviewing around five or six community members on the topic of community readiness for a comprehensive approach to addressing suicide in our community. I am going to read the questions exactly as they are worded so that I ask the same way for every community member I talk with. I have a total of 36 questions to ask you and I would like you to respond to each one with whatever comes to your mind. From past experience this interview should take about one hour. Typically people enjoy talking about their communities and have a lot to say. Please listen carefully to each question and answer that question only. I will be recording this interview for the purpose of transcribing it. After it is transcribed, two people will score it according to a scale called the Community Readiness Model. This model has been used across the country with communities wishing to address some of the issues they see and would like to change. The only people who will see your responses are the transcriptionist and the scorers. Your name will not be used and when the scores are presented to be discussed, they will be anonymous. I cannot agree or disagree with anything you say. Please do not use anything I may say or gesture to influence your answers.

Do you have any questions before we start?

This interview will be recorded and transcribed for analysis. However, no participant names or organization names will be used in the final report. Your name will not be associated with any of your answers. All information is helpful to the process – even if you may perceive it to be negative or uncertain. Also, I will be following a scripted interview guide, which means that I am required to ask each question in the order in which they appear. Please do your best to answer each question and to stay focused on that particular question. Of course, you may always "pass" if you prefer not to answer a question.

By continuing to take part in this interview process, you are agreeing you are 18 years of age or older and that you understand that you are being audio recorded. Before we begin the interview, do you have any

questions?

Okay, I'm going to start the recording now.

Giving Feedback

Do Use Comments on Performance:	Do Not Use the Following:
• This is helpful information. It is important to find out what people think about this. • Thanks, it's important to get your opinion. • Uh-huh. • Thank you. • I see. • Could you talk a little more about that?	• What a good idea. • That's very interesting. • I totally agree with you on that. • Good and Fine. • Awesome! • Wow, sounds like amazing things are happening in your community! • I have never heard of a community being able to do this!

Community Readiness Interview Tips

- Validate response
- When respondents answer off topic/wrong topic
- Probing and situation where a respondent does not know the answer
- Getting more information
- When respondent get emotional
- When respondent gets angry/frustrated

Frequently Asked Questions

1. Why are some questions in the interview guide bolded?

2. Can I edit the interview guide?

3. How can I practice my interviewing skills?

Training Segment 7 Summary

- Segment 7 focused on the following:
  - Providing knowledge and tools to prepare you to conduct a community readiness interview.
  - Reviewing interviewing basics, tips, and considerations.
  - Describing the importance of practicing prior to conducting interviews.
  - Reviewing some common questions that may come up during the CRA interview process.
- Segment 8 will focus on transcribing your interviews.

Resources On the Webpage

- Video

- Supporting Materials
  - PowerPoint Slide Deck

- Tools:
  - CRA interview introduction
  - CRA interview script