

## Healthy Delaware 2010 Stakeholder Interview Purposes

### Public Health Foundation

1. To learn aspects of health that are of greatest concern to stakeholders and their constituencies.
2. To learn how stakeholders perceive planning efforts and use plans in their work.
3. To identify user publication preferences and needs, in order to recommend audiences and formats for companion documents as well as the most useful formats for the general plan.

*Additional purposes relevant to targeting HD 2010 publications and communication include: to learn what would make a plan easy to use; to identify whether stakeholders perceive public health issues apply to them; and to learn what a state health plan would need to look like or say to make it seem to apply to them.*

4. To identify what can motivate stakeholders to commit to help achieve HD 2010 objectives (or simply, "do more to address health issues" if unfamiliar with 2010).

*For stakeholders already committed to addressing specific health issues, the purpose would be to identify how a state plan could advance their efforts.*

5. To learn how stakeholders currently get, and prefer to get, ideas for specific health policies and activities.
6. To identify what stakeholders are most likely to do to support 2010 efforts.
7. To learn what audiences perceive as the most important benefits and characteristics of a Healthy Delaware 2010 plan.

#### Preliminary Target Audiences for Stakeholder Interviews:

1. Policy makers and elected leaders
2. Businesses or large employers
3. Health and social service organizations
  - Potential health and social service audience segments include:*
    - *Environmental health professionals*
    - *Community or grass-roots organizations*
    - *Minority health stakeholders (also may include policy makers and businesses)*
    - *Hospitals and managed care organizations*
    - *Coalitions, associations, and other nonprofit groups*
    - *Schools and youth serving organizations*

Number: 24 meetings (7 focus groups, 17 individual meetings), gathering input from approximately 60 people