

## Healthy Delaware 2010 Stakeholder Interview Guide

**Introduction:** I'm \_\_\_\_\_ from the Public Health Foundation. The Delaware Division of Public Health has asked our organization to assist in developing a statewide plan to improve the health of Delawareans by the year 2010. The final product will be a state health plan, called Healthy Delaware 2010. The expected completion date is April 2000.

*The purpose of these interviews is to collect information from stakeholders before planning begins. This information will help the steering committee focus its efforts, create a plan that people will use, and engage both the private and public sectors in important health efforts. As the plan is developed, there will be other opportunities for public input and involvement.*

*The Public Health Foundation will be writing a summary of the interview findings that will be submitted to the steering committee. Your identity will be kept completely confidential, so please feel free to speak openly.*

### 1. What health issues are of greatest concern to your organization?

- ...to your constituency or members?
- ...to your community?
- ...those you work with?

*(Interviewer: follow up on concerns of others as appropriate to the organization or the person's role; clarify as needed whether the person is speaking for the organization—preferred—or for him/herself)*

**Record responses, then show written prompts:** *physical activity and fitness, nutrition, tobacco use, substance abuse, family planning, mental health, injury prevention, violence prevention, educational and community based programs, occupational safety and health, environmental health, food safety, medical product safety, oral health, maternal and infant health, heart disease and stroke, diabetes, HIV/AIDS, sexually transmitted diseases, immunizations, infectious diseases, arthritis, osteoporosis, cancer, asthma & other respiratory diseases, child health, population health disparities (people with disabilities, racial and ethnic populations), access to quality health care (preventive care, primary care, emergency services, long-term care and rehabilitative services), access to health information, public health system issues (health costs and expenditures, laboratory services, workforce training, performance standards, enforcement of regulations, surveillance and data systems, research and evaluation, public health policy)*

**How do you feel public health issues relate to what you do in your organization?** (If they feel public health issues do not relate to them, why?)

## **What has your organization done to address health issues?**

*(For those with many health activities, what are the most important ways your organization has addressed health issues?)*

**Prompts:** *assisted with policy development, provided resources (money, labor, supplies), developed and implemented programs (screenings, health fairs, educational classes, wellness programs, etc.), community mobilization, information, enforcement, etc.*

## **How did you choose what you are doing to address health issues?**

**Prompts:** *received funding, due to policy or legislation, findings from a needs assessment, agency strategic plans, worker demand or expectation, constituency or public interest, direction of leaders, etc.*

## **2. If your boss were to ask you what role written plans play in your everyday work, what would you say?**

*(Interviewer: Follow up as appropriate to identify what specific plans are presented as most important. Why? How are they supposed to be used? Probe specifically if Healthy Delaware 2000 is mentioned.)*

## **If a friend outside your field or organization were to ask you what role written plans play in your everyday work, what would you say?**

*(Interviewer: Follow up as appropriate to identify what specific plans are used in practice. How?)*

**3. Where do you find out about health issues that you address (or that you are interested in)?**

***Prompts:** newspaper, television, radio, magazines, billboard advertisements, professional journals, books, etc.*

Ask only if they state that they address certain health issues:

**Where or from whom do you get your ideas for health-related programs or policies?** Ask them to give examples.

***Record responses, then show written prompts:** local hospital, national initiatives, your organization (initiatives, strategic plans, national or state headquarters), state agencies, universities, health department, personal experience, physician or nurse, religious leader, elected officials, journal articles, reports & plans from other groups (community organizations, government, advocacy groups, associations, conferences & training programs), grants or funders, newsletters, Internet, media*

If they get ideas from several sources, ask which **source they prefer**.

Ask if they have any **examples (verbal or hard copy) of publications about health or social issues that caught their attention**. Also ask what they would consider **appealing or important enough to read as opposed to shelving it or throwing it away**.

***Prompts:** is it the color, length, format, who it came from (ask them to name person or organization), subject matter (ask them to name topics that catch their attention), geared toward people in their line of work, etc.*

What would health related materials need to look like or say to seem relevant to what you do?

4. **At what level would you be interested in assisting with the state health plan or addressing issues covered in the plan?** (If not at all, probe into why.)

**Record responses, then show written prompts:** *join a work group, comment on draft plans, give input at a public meeting, contribute resources (monetary donations, printing/copying, mailing/distribution, host promotion events, administrative staff, technical staff) motivate other leaders to be involved, integrate state plan into current organization plans, publicly support the plan's priorities, evaluate or track progress in certain areas, publicly commit to addressing certain areas, propose new health policies, develop or expand programs or initiatives (employee, community, agency, school)*

5. **What could be done to make the state health plan helpful & easy for you to use?**

What would **motivate you, or other (people like you)** to use a state health plan?

How could a state health plan **help you advance your organization's involvement** in health issues?

OR What could be done to **make it easier for you to do more to address health** issues? (If they are not currently involved in health)

*(Interviewer: If person is familiar with Healthy Delaware 2000, probe for ways a new health plan should be different from the last plan. Document which responses were in comparison to Healthy Delaware 2000.)*

6. **If it were left up to you to promote the state health plan to other (people like you), what benefits or characteristics would you emphasize?**

What would make a state health plan **credible** to other (people like you)?

**Prompts:** *collaboration of a wide range of stakeholders, companion documents that address specific areas or topics, backing by prominent public figures, availability of resources to put the plan into action, etc.*

What would be the greatest **barriers** to promoting a state health plan to other (people like you)? How would you address them?

**Prompts:** *resources, getting them interested, reaching them, not specific enough, making it seem relevant, enormity of the task, etc.*

7. All things considered, what is the most important message we should give to the people making the state health plan?

*Thank you for your input. This concludes the interview.*

*Would you like additional information about the Healthy Delaware 2010 plan and ways you or your organization can be involved? If yes, may we pass along your name and your interest to the steering committee? Your other comments will remain confidential.*

*Note to interviewer:*

*Concerns or questions about the Healthy Delaware 2010 project may be addressed to Dr. Terrance Zimmerman, Director, Strategic Planning and Budget Coordination, Delaware Division of Public Health, 302-739-3034.*