

Commitment to Healthy Communities Collective Impact Community Assessment

Community Leaders Interview Guide

CONTEXT QUESTIONS

1. What is your official title?
2. Are you a part of an organization? If so, which one?
3. In what way are you affiliated with the **[program]**?

M: Program Awareness/Support

Introduction: We're interested in learning about your perspective and what you think the community's perspective is for how this program fits into the community.

Individual Perspective

Context questions

- What are the main goals of [program name]?
- Who is the community you serve?
- What do you think are the major health needs/concerns of this community?

1, 2, 3. On a scale from 1 to 10, how important is this program to your community? Please elaborate.

- a. Are there certain components of the program that may be considered more important to your community than others? If yes, please explain.

4, 5. You just mentioned that the program goals are [xxx]. On a scale from 1 to 10, how much do the program goals align with the community's health needs? Please elaborate.

6, 7. On a scale from 1-10, how involved/engaged are you in [program name]? Please elaborate.

- a. In what ways are you involved with [program name]?

8. Do you talk about [program name] to your community?

- a. If yes, what do you say when you talk to the community about [program name]? Which communication channels do you use? (e.g., social media)
9. Have you ever actively recruited participants for [program name]?
- a. If yes, how?
 - b. If not, why?
 - c. What ways do you think would be helpful to increase awareness of/recruit participants for [program name]?

Community Perspective

Context question

- What does the community think are their major health needs/concerns?

1, 2. Do you believe the community has an accurate picture of the health needs/concerns they have? Please elaborate.

3, 4. Do you believe the community knows how their health issues can affect them (long-term, quality of life etc)? Please elaborate.

5. On a scale from 1-10, to what extent do you believe the community is concerned with these health issues?

6, 7. Does the community believe [program name] is important to them?

a. If yes, please elaborate.

b. If no, is there something that could be changed with the program to make it more important to them?

c. Do you believe the majority of your community could describe the main goals of [program name]?

8. On a scale from 1-10, how much does the community think that the [program goals] could meet their health needs/concerns? Please explain.

9. On a scale from 1-10, how involved/engaged is the community with [program name]? Please elaborate.

a. In what ways, do they show support/engagement for the program?