



KEY INFORMANT INTERVIEW QUESTIONS

Assessment of Community Readiness for Environmental Prevention Project

Hello. I'm _____ with the Institute for Public Strategies. As you may know, we're working with prevention specialists in your community interviewing a group of residents to determine the starting point for a prevention project to address alcohol issues in (YOUR COMMUNITY). We appreciate your taking the time to allow us to interview you.

Introduce others in the room, and their respective rolls. There should not be more than 3 people from the project in the room (ideally only 2) to ensure open and candid responses to the questions.

Note: Only one person reads the questions.
A second person documents responses as accurately and detailed as possible.
If a third person is present, they may also document responses or observe quietly.

The project we're collecting information for is an alcohol prevention project awarded to selected counties and reservations by the Montana State Chemical Dependency Bureau. So when you hear 'this project' referred to in the interview, that is the project we are referring to.

Also, when you hear 'this issue' referred to during the interview, we are referring to the two issues this prevention project will address: binge drinking by adults and youth, and drinking and driving by adults and youth.

This project will use an implementation model that looks at five different areas, so we'll be asking you questions about your community on each of those five areas. The areas are intentional community organizing, enforcement, media advocacy, policy and data.



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INTENTIONAL ORGANIZING

- Q1. In general, what kinds of activities, programs and strategies has the community experienced or received related to prevention of this issue? Do not include activities related to this project, but do include any other current or recent prevention efforts, whether they were directed toward a specific population group, school activities, alcohol outlets, etc.
- Q2. What is your sense of the community's interest in addressing this issue?
1. Doesn't see it as a problem
 2. Vaguely aware, sees it as someone else's problem
 3. Sees it as a personal or parental responsibility issue
 4. Recognizes a problem exists but doesn't believe anything can be done about it
 5. Recognizes a problem exists but doesn't know what to do about
 6. Recognizes that past prevention efforts haven't been enough and believe additional resources are needed do more of the same (more educational programs, more enforcement)
 7. Recognizes that past prevention efforts haven't been enough and are open to trying something new or different to address this issue
- Q6. Using a scale from 1 to 10, how much of a concern is this issue to the leadership in your community, with one being not at all and ten being a very large concern? Please explain.
- Q3. From your perspective, does the general community's willingness to address this issue extend to looking at existing practices and behaviors, also called community norms, that might impact this issue? This might result in an examination of things like accessibility of alcohol to youth, serving or selling alcohol to intoxicated customers, availability of alcohol at family-oriented community events, to name a few. Please explain your response.
- Q4. What community sectors have traditionally been involved in prevention efforts related to this issue in your community?
- Q5. Who has historically been seen as 'responsible for' prevention related to this issue in your community? What is that person's occupation and title?
- Q7. Describe the current make-up of the LSTeam addressing this issue in terms of community sectors represented. If necessary, describe the membership of a LSTeam / coalition of a similar past project within your community.
- Q8. To your knowledge, has the current LSTeam worked to recruit additional members to ensure participation by critical community sectors? If yes, please describe.
- Q9. To your knowledge, has the current LSTeam worked to build alliances with informal as well as formal community leadership necessary to progress policy-based solutions?
- Q10. Do you know if a strategic plan for this prevention project exists? If yes, continue
- Q10a. If you were involved in developing it, please describe the process in general.
- Q10b. How is the strategic plan used by the LSTeam?



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ENFORCEMENT

- Q11. What role has enforcement traditionally played in prevention of this issue within your community?
- Q12. Has this role varied among different enforcement agencies which cover your area? If so, please explain.
- Q13. What level of participation if any has enforcement had on local prevention coalitions related to this issue?
- Q14. Has the level of participation in prevention coalitions varied among enforcement agencies or groups which cover your community? If so, please explain.
- Q15. To your knowledge, are any enforcement resources allocated specifically to this issue? For what kinds of activities, programs, or strategies related to this issue does enforcement provide resources?
- Q16. Is this resource allocation typical for all enforcement agencies or groups which serve your community? If not, please explain.
- Q17. Are you aware of any new or different enforcement activities, programs or strategies related to this issue implemented in the past 6 months?
- Q18. Is enforcement related data for this issue visible to the community? If so, please describe the data.
- Q19. To your knowledge, how is this data used? Possible uses might include but are not limited to
1. Increase community awareness
 2. Identify resource priorities
 3. Identify need for new/ different enforcement strategies or approaches
 4. Justify request for additional resources
 5. Don't know



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MEDIA ADVOCACY

Q20. On average, how many times over the past 6 months do you recall seeing hearing a news item of any kind on this issue in the newspaper(s), radio stations, or television news which serve your community?

One news item every 6+ months was based on local data or info

One news item every 4-6 months

One news item every 2-3 months

One news item every month

One news item every couple of weeks

One news item every week

One news item every day

Don't know

Q21. What percentage of these news items on this issue would you say were based on local data?

0-20% or up to about 1 in 5 news items

21-40% or up to about 2 in 5 news items

41-60 % or up to about 3 in 5 news items

51-80 or up to about 4 in 5 news items

81 – 100 or up to about 5 in 5 items

Q22a. Are there other methods in which this community regularly shares information on current news items, such as a news letter or common bulletin board at the library?

Q22b. Please answer the same question about frequency of news items on this issue.

Q22c. Please answer the same question about percentage of news items on this issue based on local data.

Q23. Of the news items containing local data, what to you recall about the content of the piece. What was the *predominant type* of content of these news items as you recall? Some types of news items might include:

- Meeting announcements of prevention or treatment groups
- Sharing local data from surveys or data collection efforts to increase community awareness of this issue
- Prevention slogans or media campaigns
- Educational info about the risks associated with this issue through release of recent health studies
- Proposed policy solution as a prevention approach to this issue
- Other

Q24. Do you recall any news items over the past 6 months where a local community resident was the spokesperson for media on this issue? Who was that, and what is their occupation and title?

Q25. Of all of the local or state news articles or stories that you recall, were any specifically related to alcohol-related policies or laws? Can you recall the specific law or issue?



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POLICY

In an earlier question you described all of the current and recent prevention efforts within your community directed toward this issue. You noted activities such as (INTERVIEWER READ RESPONSES TO Q1 HERE).

Q26. Are you aware if any of these efforts looked at implementing or modifying policy, either formal or informal, as a way of addressing alcohol-related problems?

Q27. Are you aware if any of these efforts examined community norms or accepted ways of doing things that might impact alcohol-related problems, and worked with the community to change them?

If Key Informant answered yes to Q26,

Q28. Describe the proposed policy solution.

Q29. To your knowledge, why was that particular policy solution proposed?

Q30. From the perspective of the public, who was the owner of the proposed policy solution? In other words, who did the public associate with being responsible for getting the policy passed?

Q31. How far through the policy passage process did the proposed policy advance?

If Key Informant answered yes to Q 27:

Q32. Please describe this project, which community norms were examined, what actions were taken, and the outcomes.



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APPLIED DATA

- Q33. To your knowledge, who has been involved in identifying what local data should be collected to support this project?
- Q34. To the best of your knowledge, what local data is available related to this issue? Who collects it on what frequency?
- Q35. To your knowledge, what kind of data is currently available in the community related to this issue? (some examples- don't read out loud)
- Anecdotal data only of incidents
 - Data which defines the magnitude of the issue – student surveys, DUI stats
 - Data which defines the impact of the issue on the individual and the cost of issue to the community
 - Data which shows public perception of issue and solutions
 - Data of potential policy solutions and possible impact
- Q36. To the best of your knowledge, which statement best describes the data collection system related to this issue in your community?
1. Minimal local data collection; mostly anecdotal data available related to this issue
 2. Minimal data collected, usually only what is required by government agencies
 3. Sporadic or periodic data collected
 4. Fairly comprehensive data collect on this issue from several difference agencies / groups; data is compiled and analyzed centrally for community-wide use
 5. Comprehensive systemic data collection process in place; data is visible to community.
 6. Don't know.
- Q37. What kind of local data related to this issue do you recall having been shared with the community over the past 12 months? Please list all that you can remember.