



INFOSHEET: Interview Guide

INTERVIEWS ARE USUALLY DEFINED AS A CONVERSATION WITH A PURPOSE. THEY CAN BE VERY HELPFUL TO YOUR ORGANIZATION WHEN YOU NEED INFORMATION ABOUT ASSUMPTIONS AND PERCEPTIONS OF ACTIVITIES IN YOUR COMMUNITY.

They're also great if you're looking for in-depth information on a particular topic from an expert.

Using an interview is the best way to have an accurate and thorough communication of ideas between you and the person from whom you're gathering information. You have control of the question order, and you can make sure that all the questions will be answered.

Your choice of interviewees will obviously be influenced by the information that you need – specific to building your community physical activity profile.

Consider the following interviews:

- Mayor and City/Town Council members
- Chief and Band council members
- School board officials
- Community volunteer leaders
- Community business leaders
- Other:

- Other:

BASIC INTERVIEWS:

Two options of interviews:

- a. Face to face
- b. Telephone interview

CONDUCTING THE INTERVIEW:

- Practice – prepare list of questions, interview friends or colleagues, know your questions
- Start with small talk to build rapport
- Be natural
- Listen – react to what you hear
- Keep your goals in mind – remember you want to obtain information – keep the interview on track – focus on questions
- Don't take “yes/no” answers – ask for elaboration, probe, ask why
- Respect – make them feel like answers are very important to you

INTERVIEW QUESTIONS:

Questions are a fundamental part of the interview.

In your preparation for the interview keep a few things in mind:

- Try to ask questions in a relaxed manner
- Try to avoid two in one questions
- Try to start with easy questions and move onto more sensitive and complex questions later
- Try to be concise
- Keep to timeline.



EXAMPLES:

Sample interview questions for stakeholders: use detailed survey questions as a guide for interview questions.

- What do they see as their role in increasing physical activity?
- What are the strengths of their community around increasing physical activity?
- What's working really well?
- What do they see that could be improved?
- What specific challenges do they face around increasing physical activity opportunities?
- What are some solutions that may have been explored or heard about?
- Within their role, what do they feel that they can do to increase physical activity opportunities?
- How active do they feel are the members of the community – specifically children and youth?
- What studies or surveys have been done over the past 3 – 5 years that would assist in providing information on physical activity opportunities?
- Are there policies that support physical activity?
- Are there programs that support physical activity?
- Are there any awareness events or campaigns?
- Are there educational programs – bike safety clinics, bike maintenance, bike rodeos?
- Are there partners they work with in the area of physical activity?
- Do community events include opportunity for physical activity?
- If we could rally strong community partners, what do you see as your community's greatest opportunity to getting more kids, more active, more often?

E-mail Template for Requesting Stakeholder Interview

Subject: Request to Meet

Dear [Stakeholder name],

I'd like to take this opportunity to introduce myself, [name], as a member of the [Community name] *in motion* Action Team. We've been working in partnership with community leaders to create a community profile to assist in identifying opportunities in our community to get more kids, more active, more often. As an important member of our community, we would like to request a time to meet with you. Everyone has a role to play! As a key stakeholder in our community, and given your experience, we thought you could share some valuable advice on [enter details here]. Would it be possible to have a brief conversation with you? I could meet you at the [coffee shop/office/local restaurant], etc. Let me know what works best for you! Thank-you and I look forward to hearing from you.

[First name] [last name]
 [Community] *in motion* Action Team
 [contact information]

E-mail Template for Follow-up and Thank-you for Stakeholder Interview

Subject: Thank-you – Stakeholder interview with the [Community] *in motion* Action Team

Dear [Stakeholder name],

Thank you for taking time [yesterday/today] to meet with me. It was great to get your insight on [interview topic]. This information will be valuable as we take action to increase physical activity opportunities in [community name]. We're excited to continue our work and appreciate your support as we move forward.

Thanks again and we will be in touch soon,
 [First name] [last name]
 [Community] *in motion* Action Team
 [contact information]

Note: Make sure you reference and include any follow-up documents if requested during the interview.