

Key Informant Interviews (KII) for LLA 6-Month Extension



Overview

What: A Key Informant Interview (KII) was added to all LLA's current 2017-2021 scope of work as part of the 6-month extension process

Who: All Local Lead Agencies are required to complete this activity. Interviews may be conducted by LLA staff or external evaluator depending on need, external evaluator's subcontract, timing, etc.

Where: Interviews will likely be done remotely via Zoom or phone

When: The deliverable for this activity is due December 31, 2021 to OTIS

Why: The purpose of these KIIs is to provide LLA project staff with information that will help inform activities in the next SOW as they will look a little different with our End Commercial Tobacco Campaign. These KIIs will explore people's opinions on these goals in your communities. These data can be used to pinpoint potential communities to focus on as well as strategies to employ.

How: Use plain language and avoid jargon. Avoid using the term "endgame" specifically, as it may not resonate with those outside of tobacco control.

*There is NO statewide analysis, so there are no required questions. There are no required types of key informants to be selected.

Brief reminder about the End Commercial Tobacco Campaign

The End Commercial Tobacco Campaign's goals are to promote health justice, eliminate tobacco-related disparities, and reduce health inequities for all Californians. These goals will be accomplished by:



Sample Questions

General End Commercial Tobacco Campaign questions

Objectives will depend on the LLA's End Commercial Tobacco Campaign Policy Pathway (either "Trailblazer" or "Pathfinder"). [Read more about the Policy Pathways on Partners.](#)

- "What does (name of community) look like without tobacco?"
- How would (objective) affect
 - Local retailers
 - Smoke-free spaces
 - Communities of interest
 - Cessation efforts
 - Local cannabis industry
- What is the ideal? What are some important milestones or incremental changes? What are the first/next steps to take over the next # of years?
- How are decisions made in this community? Are there special subcommittees, staff, volunteers, others to include? On retail? On parks/beaches/recreation? On housing?
- Who would need to be involved? Who are potential partners/opponents?
- Of (list objectives) what do you think would be most impactful? Which would be easiest to enact?
- What challenges need to be overcome?
- What info would you need to help you understand the issue?

Questions related to local demographics/priority populations

- How would (this demographic) benefit from (objective)?
- How would (this demographic) be affected by (objective)?
- How can (this demographic) be engaged in (objective)?
- What resources do priority populations need as policies are changed?
 - *Example: Residents of multi-unit housing often cannot "vote with their feet" by moving out when a policy is changed. What resources might they need?*
- What messaging would resonate with people?
 - *Example: Messaging could relate to wildfires, waste, water shortages, climate change, youth, pets/animals, clean air and being outdoors due to COVID restrictions, COVID changes and stress, etc.*
- How do we support tobacco users to come along? What are the needs of tobacco users in our community?
- How can we bring more partners in (this population) to the table as allies? What can we do for them?

Questions about strategies

- Envisioning a community free from commercial tobacco, how long do you think it would take?
- What would it look like to have (objective) in place?
 - *Example: What would it look like if our city prohibited the sale of flavored tobacco?*
- What would be needed to help retailers pivot/transition? What other products could retailers sell?
- What resources could we draw on for (objective)?
- Regarding enforcement, what challenges are you currently facing? How could expanding tobacco control policies impact enforcement?
- How do we sustain change?
- How would (objective) affect surrounding communities? Or how would your community be impacted by what other surrounding communities are doing? Which community would make the most sense to go first? Unincorporated areas first, or specific city?

Choosing Key Informants

While it may still be necessary to reach out to familiar key informants, take the opportunity to rethink some of this work.

- Engage old and **new** partners in a vision of what your community would look like without tobacco.
- Ask, “**who else should be included from the community?**” Where can we plant the seed, getting folks to participate in decision making-- all the while creating more buy in and ownership throughout the process.
- There is a heavy focus on health equity and on people disproportionately affected. These KIIs really need to **include priority population representation**--What would/wouldn't work, for these communities.
- If we are going to be doing more ambitious work, **we can't keep contacting the same people.**

General Tips for Conducting KIIs

- A [key informant interview](#) is a guided conversation—the informant should be doing most of the talking.
- Use open-ended questions, as well as probing questions to encourage your informant to provide more detail to their answers.
- Practice and prepare for different scenarios. Watch some [common scenarios in interviews here](#).
- Keep your audience in mind. KIIs are also a chance to build a good relationship with a potential ally in your community.
- Plan out the logistics of your interviews. Be open to [remote interviews](#).
- Take steps to ensure confidentiality--aggregate data and don't report unnecessary demographic data that could identify the respondent.
- Read more about [active listening and steering the conversation here](#).
- As with all data collection activities, include an introduction about why you are collecting the data and how you plan to use it.
- The introduction and beginning of the key informant interview conversation can start broader with warm up discussion about public health and/or health equity in general.

Need more help?

Contact TCEC at tcecTA@phmail.ucdavis.edu