

## Appendix C: Key Informant Interview Protocol

### Key Informant Interview Protocol Health Information Seeking Preferences of Rural Residents in Western Maine

Interviews will be held with members of the rural community in Western Maine. Community partners have identified potential interviewees and we will ask them to refer to us other key members of the community.

#### 1. Introduction

Thank you for taking the time to participate in this interview. As I mentioned earlier, this discussion will go no more than 45 minutes.

Let me tell you a little bit about myself, my name is Sabrina Kurtz-Rossi, I am a health literacy educator and I work on a number of health education projects including a new project that is looking to improve health information outreach in Western Maine. I'd like to interview you to learn more about where people go to find answers to health questions. And specifically, how people living in Western Maine look for health information.

I'll be asking you some questions and look forward to hearing your answers. There are no right or wrong answers to these questions. I am looking for your opinion.

I want to remind you that if you do not want to be apart of this project or answer any questions, you do not have to.

I would like to tape record this interview so I can remember what we discuss today. I will be taking a few notes while we talk. Do I have your permission to do so?

IF "Yes" I will start the tape now.

Please do not use your name during the recording.

IF "No" I will be taking notes of our interview.

#### 2. Warm Up

*Before we get started with the interview questions, I'd like to know a little bit more about you. I'd like to know what kind of work you do and what drew you to this work.*

##### Probes:

- Where do you work and what do you do?
- Who do you work for/with?
- Who are your clients?
- What other agencies in the community do you work with?
- How much of your work is with rural communities?
- What kind of work do you do with rural communities?

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- What drew you to your work?
- How long have you been in Western Maine? Where did you live before?
- Is English your first language? Do you speak any other languages?

### **3. Gain an understanding of the health topics of concern in rural communities in Western Maine.**

*Based on your experience working with the community, what do you believe are the primary health topics that concern rural folks in Western Maine?*

#### **Probes:**

- What are some of the health topics of concern for women, men, teens, and seniors?
- How much are people concerned about chronic illnesses like diabetes and high blood pressure?
- How about preventive care?
- How do members of the community learn how to stay healthy?
- What are some of the barriers that rural residents encounter when looking for health information they need?

### **4. Gain an understanding on how rural residents in Western Maine are accessing health information, specifically via the Internet.**

*Now, I'd like to talk about where people look for and find the health information they need. Where do people look for and find answers to health questions they may have?*

#### **Probes:**

- Do they seek out and find information by listening to the radio or watching TV? Which radio/TV station?
- Do they ask their friends and family members? Who in the family?
- How comfortable do you think people are asking health care providers questions?
- How common is it for people to seek advice from Complimentary or Alternative medicine providers?
- How often do people use the Internet to find health information? Who in the community uses the Internet the most?
- Where do people access the Internet? Home, school, work, library, other?
- Note: Let interviewee know that you will discuss barriers and supports to accessing and using the Internet later in the interview.
- What websites do people use? Do they prefer to go to websites with information in English and/or other languages?
- What health information websites have you used? Do you use information in English and/or other languages?
- Have you ever used any of the following websites: MedlinePlus.gov, NIHSeniorHealth.gov, WebMD.com, FamilyDoctor.org, KidsHealth.org?

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- What other kinds of information sources/formats do people like (e.g. print, video, audio, poster, brochures, newspaper, magazine, factsheets, online tutorials, online tools like BMI calculators, other)?

### **5. Gain an understanding on how confident people in rural communities in Western Maine are in using the Internet to find health information?**

*How confident are people with using the Internet, and searching for and finding health information they can trust?*

#### **Probes:**

- How confident do you think people are at finding information about health and illness in general?
- How confident do you think people are at finding information about health and illness using the Internet?
- What are some of the resources in the community that assist people in finding health information?
- Do these resources provide community access to the Internet? Do they provide support using the Internet?
- How much do people trust the information they find on the Internet?
- How confident do you think people are that they can find reliable (trustworthy) health information using the Internet?

### **6. Determine the barriers and supports within rural communities in Western Maine to using the Internet to find needed health information?**

*I'd like to talk about who are some of the leaders and role models in Western Maine. Who do you look up to in the community?*

#### **Probes:**

- What are the barriers to using the Internet to find health information for community members?
- What would aid (i.e. supports) community members in using the Internet to find reliable health information?
- Where could people go to learn the skills they need to use the Internet to find reliable health information?
- What is the best way to teach people how to use the Internet?
- Who are the people in the community that could help teach others how to use the Internet, and show them where on the Internet to find reliable health information?
- What would be the best way for community leaders to get the word out to members of rural communities in Western Maine?
  
- Who else in the community would you recommend that I talk to about this topic? Who else should I interview for this project? Could you provide me with their contact information?

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- If I wanted to speak to a group of community members about this topic, where could I find pre-existing groups that might be interested? Would you or your organization be able to help me organize / schedule such a session?

### 7. Wrap up

*Before we wrap up, is there anything else you would like to add? Or do you have any suggestions for questions that I should ask in the future? Thank you for taking the time out of your busy schedule to talk to me.*

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### Key Informant Interview Protocol Health Information Seeking Preferences of Latino Residents in Providence, Rhode Island

Interviews will be held with members of the Latino community in Rhode Island. Community partners have identified potential interviewees and we will ask them to refer to us other key members of the community.

#### 8. Introduction

Thank you for taking the time to participate in this interview. As I mentioned earlier, this discussion will go no more than 45 minutes.

Let me tell you a little bit about myself, my name is Meg Coffman and I am a graduate student at Tufts University in Health Communication. I am working with Sabrina Kurtz-Rossi, a health literacy consultant, to look at how members of the Latino community in Rhode Island seek out health information, what their health concerns are, and where people go to find answers to their health questions.

I'll be asking you some questions and look forward to hearing your answers. There are no right or wrong answers to these questions. I am looking for your opinion.

I want to remind you that if you do not want to be apart of this project or answer any questions, you do not have to.

I would like to tape record this interview so I can remember what we discuss today. I will be taking a few notes while we talk. Do I have your permission to do so?

IF "Yes" I will start the tape now.

Please do not use your name during the recording.

IF "No" I will be taking notes of our interview.

#### 9. Warm Up

*Before we get started with the interview questions, I'd like to know a little bit more about you. I'd like to know what kind of work you do and what drew you to this work.*

##### Probes:

- Where do you work and what do you do?
- Who do you work for/with?
- Who are your clients?
- What other agencies in the community do you work with?
- How much of your work is with the Latino community?
- What kind of work do you do with the Latino community?

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- What drew you to your work?
- How long have you been in Rhode Island? Where did you live before?
- What languages do you speak? What is your first language?

### **10. Gain an understanding of the health topics of concern for the Latino population in Rhode Island.**

*Based on your experience working with the community, what do you believe are the primary health topics that concern Latinos in Rhode Island?*

#### **Probes:**

- What are some of the health topics of concern for women, men, teens, and seniors?
- How much are people concerned about chronic illnesses like diabetes and high blood pressure?
- How about preventive care?
- How do members of the community learn how to stay healthy?
- What are some of the barriers that Latinos encounter when looking for health information they need?

### **11. Gain an understanding on how Latinos are accessing health information, specifically via the Internet.**

*Now, I'd like to talk about where people look for and find the health information they need. Where do people look for and find answers to health questions they may have?*

#### **Probes:**

- Do they seek out and find information by listening to the radio or watching TV? Which radio/TV station?
- Do they ask their friends and family members? Who in the family?
- How comfortable do you think people are asking health care providers questions?
- How common is it for people to seek advice from Complimentary or Alternative medicine providers?
- How often do people use the Internet to find health information? Who in the community uses the Internet the most?
- Where do people access the Internet? Home, school, work, library, other?
- Note: Let interviewee know that you will discuss barriers and supports to accessing and using the Internet later in the interview.
- What websites do people use? Do they prefer to go to websites with information in Spanish/ English?
- What health information websites have you used? Do you use information in Spanish / English, or both?
- Have you ever used any of the following websites: MedlinePlus.gov, NIHSeniorHealth.gov, WebMD.com, FamilyDoctor.org, KidsHealth.org?

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- What other kinds of information sources/formats do people like (e.g. print, video, audio, poster, brochures, newspaper, magazine, factsheets, online tutorials, online tools like BMI calculators, other)?

### **12. Gain an understanding on how confident members of the Latino community in Rhode Island are in using the Internet to find health information?**

*How confident are people with using the Internet, and searching for and finding health information they can trust?*

#### **Probes:**

- How confident do you think people are at finding information about health and illness in general?
- How confident do you think people are at finding information about health and illness using the Internet?
- What are some of the resources in the community that assist people in finding health information?
- Do these resources provide community access to the Internet? Do they provide support using the Internet?
- How much do people trust the information they find on the Internet?
- How confident do you think people are that they can find reliable (trustworthy) health information using the Internet?

### **13. Determine the barriers and supports within the Latino community in Rhode Island to using the Internet to find needed health information?**

*I'd like to talk about who are some of the leaders and role models in the Latino community in Rhode Island. Who do you look up to in the community?*

#### **Probes:**

- What are the barriers to using the Internet to find health information for community members?
- What would aid (i.e. supports) community members in using the Internet to find reliable health information?
- Where could people go to learn the skills they need to use the Internet to find reliable health information?
- What is the best way to teach people how to use the Internet?
- Who are the people in the community that could help teach others how to use the Internet, and show them where on the Internet to find reliable health information?
- What would be the best way for community leaders to get the word out to members of the Latino community in Rhode Island?
- Who else in the community would you recommend that I talk to about this topic? Who else should I interview for this project? Could you provide me with their contact information?

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- If I wanted to speak to a group of community members about this topic, where could I find pre-existing groups that might be interested? Would you or your organization be able to help me organize / schedule such a session?

### 14. Wrap up

*Before we wrap up, is there anything else you would like to add? Or do you have any suggestions for questions that I should ask in the future? Thank you for taking the time out of your busy schedule to talk to me. Your feedback will help us better communicate with members of the Latino community in Rhode Island.*