



# Key Informant Interviews

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Community Health Assessments (CHA) Project  
June 2022





## What are Key Informant Interviews?

Qualitative, in-depth interviews with 15 to 35 people selected for their first-hand knowledge about a topic of interest.

Interviews are loosely structured, relying on a list of issues to be discussed.

Key informant interviews resemble a conversation among acquaintances, allowing a free flow of ideas and information.

Interviewers frame questions, probe for information and take notes

# Why do Key Informant Interviews?

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- Gain knowledge or expertise on a particular topic
- Gather community perspective
- Collect community input



# Refresher on Consent

- Consent is a critical part of key informant interviews
- It tells people what they are participating in, shares potential risks and benefits, provides resources, and tells them how their data will be used

## Parent Consent Form for Community Health Assessment Survey (For parent or guardian of survey participants ages 13 to 17)

Karuk Tribal staff, the California Rural Indian Health Board, Inc., and the California Tribal Epidemiology Center are inviting youth to take a short survey about health experiences and opinions on new programs. For youth to participate, you as a legal guardian/parent must consent to have your son or daughter participate in this survey. This is being done as part of our Community Health Assessment (CHA). This will help us find ways to improve the health of local youth. Before you decide to participate, please read this form carefully.

### What is the survey about?

The survey will ask you for your son's or daughter's opinions on health problems in your community. It will also ask what programs your child might want to take part in. It will take your child about 15 to 30 minutes to complete this survey.

### What if I don't want my child to take part in the survey?

It's fine if you don't consent to have your son or daughter participate. They can also choose to not answer any questions, or to stop the survey at any time.

### Will taking part in the survey cost me anything? Will I be paid?

Any Tribal services they currently receive will not be negatively impacted by their participation. Taking part in the survey will not cost them anything. Your child will be given a \$25 gift card for their participation.

**What are the benefits of participating in this project?** We expect this project will help improve the health of local youth in your community.

**What are the risks associated with participating in this project?** There is minimal risk associated with the project. When discussing health issues with a high-risk or vulnerable population, there is always the possibility that an individual will be triggered (positively or negatively) regarding their health in some way. Participants may experience mild discomfort in response to being asked personal questions related to their health, particularly relating to stigmatizing topics such as substance misuse. You and your son/daughter are being provided with contact information for individuals that can provide assistance if this is the case.

### How will my child's information be protected?

Your son's or daughter's responses will not be connected to their name at all, so no one will know how he/she responded to the survey.

### What happens with the results?

Results will be included in a final report. Karuk Tribal staff will use the results to plan future projects for youth on the reservation. Participants will never be identified in any reports, presentations, or papers from this project.

### What should I do if I would like more information about this before I decide to take part?

# Consent

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- Answer all questions on consent before you begin the interview.
- Share information with the participant on what is done to maintain confidentiality. Maintain confidentiality.
- Participation at any time is voluntary.



# Interview Recruitment

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- Recruit **adult** participants using community focused advertising approaches:
  - Hanging flyers:
    - Tribal offices
    - Indian Health Programs/Clinics
  - Word-of-mouth promotion:
    - Any/all adults you meet through work
    - Key stakeholders or large families within the community
  - Post flyer on Health Program/Clinic website or social media
  - Tribal newsletter





# Youth Tribal Community Health Assessment (CHA)

## *We need your voice!*

The Karuk Tribe and the California Rural Indian Health Board, Inc./California  
Epidemiology Center is seeking individuals to take part in **focus group session:**  
**-informant interviews** to be held on \_\_\_\_\_.

Participants will engage in a lively discussion regarding various health and Tribal topics.  
Voice your views, concerns, and comments on important health matters. **Space is limited,  
reserve your spot today.**

Individuals will receive a \$25 gift card for their participation.

### **Eligibility**

You must be:

- American Indian/Alaska Native
- 13-17 years old
- Serviced or belonging to the Karuk Tribe

**Location:** \_\_\_\_\_

**Health Program:** \_\_\_\_\_

**Health Program Address:** \_\_\_\_\_

**Time of Focus Group:** \_\_\_\_\_

**Time of Key-Informant Interview:** \_\_\_\_\_

**Interested?**

To participate and sign up or for more information, call or email by: \_\_\_\_\_

**Project Contact Person: Nichole Campbell**

**Phone Number: (530) 842-9200 ext. 6107 or (530) 643-0844**

**Email Address: [ncampbell@karuk.us](mailto:ncampbell@karuk.us)**

# Interview Recruitment

## Important Points:

- Add your program logo
- Update contact person information
- Provide information on the interview location, date, and time

# ENHANCED COMMUNITY HEALTH KEY INFORMANT INTERVIEW

HEALTH PROGRAM: \_\_\_\_\_

INTERVIEW  
ADDRESS: \_\_\_\_\_

HP Interview participant tracking form will be used to organize contact information. This information will be kept in a secure folder at the Health Program site office and destroyed.

Provide contact information if you are interested in participating in the ECHP Project.

PRINT NAME AND AGE	PHONE: INCLUDE AREA CODE	

# Interview Sign-Up Form

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Use an interview tracking sheet for participant information to provide follow up reminders to Key Informant interviewees.



# Interview Planning

1. Conduct interviews in a private, one-on-one setting.
2. Tell your participant in advance roughly how much time you think an interview will require. Give extra time in case it is needed.
3. Record the interview
4. Take notes



Conducting  
Interviews

# How to Conduct an Interview

- Have the participant sign the consent before the interview begins
- Ensure you're knowledgeable about the project and purpose of the interviews
- Practice your questions beforehand for familiarity
- Interviews should be 1-2 hours.

# Interview Questions



## SCRIPT AND QUESTIONS

**Instructions:** This form is to be used as a script and guidelines for Focus groups sessions. Text in italics should be spoken aloud to the group and may be paraphrased. Text in bold is instructional and meant to guide the process, not to be spoken aloud. The space at the bottom of this page should be filled in for project records. No participant names or identifying information should be written. Note: In a Key Informant Interview, the facilitator and note taker may be the same person.

*Hello, and thank you for taking the time to volunteer for this focus group. My name is \_\_\_\_\_, and I am a staff member of [insert name of Tribe or organization]. With me, I have \_\_\_\_\_. They will be taking notes during our conversation to make sure we accurately record what you say. We will not include your names in any of the notes, so what you say will be anonymous.*

*Today we are going to be talking about which health issues are most important to you or that you find most relevant to our community. Discussion topics will include health care access, quality of life, Tribal services/events, education, and Karuk culture. We are interested in your subjective opinions and any stories you feel comfortable sharing with us.*

*This focus group will probably take about an hour but may go as long as an hour and a half. You may choose not to answer a question at any time. We will be taking notes, but your voices will not be recorded. Please feel free to speak openly about any thoughts that come to you. Do we have permission to do this? Is the group ready to proceed? **[Await response]***

*Great. Let's start with introductions. Note that your names will not be recorded or linked to any of your responses in any way. **[Ask every person present to introduce themselves with their name and age if they are comfortable, noting that names will not be written down in the notes. They may use a fake name if they prefer. If you like, you may also ask for a fun fact or icebreaker question.]***

*We'd like to state a few ground rules for this discussion. **[List rules of discussion, and if preferred, write them on a whiteboard. Rules may include "Respect everyone's opinions," "Do not interrupt," "Please do not discuss our conversation outside of this group," or other rules as determined by the facilitator and/or participants.]***

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To be completed by facilitator or note taker for Focus Groups:



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# Techniques for Interviewing

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- Interviewees are doing us a favor, be courteous and interested.
- Make sure the interviewee is comfortable.
- Listen intently, follow-up on anything you want clarified
- Don't be afraid to stray from your questions if that is where the conversation leads...

# Interview Techniques

- Sustaining Flow: Show continuing interest with nods and little conversational tags like, "I see."
- Repeating a key word can also be used to focus the elaboration.

For example:

"She gave Jeff some money."

"Jeff?"

"Yeah, she always thought Jeff was more responsible than Janet."

- Such elaborations by participants can often lead to surprisingly useful discussions.
- If a new topic of interest emerges this way, don't drop it merely because it was not in your initial list. You are learning about your participant's world.

# Techniques for Interviewing

- Pause and give time for response
- Redirect if they get off topic

Sometimes people can be hesitant to share, probe for more when needed; Examples:

“Tell me a little more about that.”

“What happened next?”

“How did that make you feel?”

# Note Taking

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Notes can help capture key points, gestures, or moments for recall later:

- Tell the participant you may jot some notes down as they share key points.
- Write down important topics or things that stand out
- Try to keep note taking discrete enough that conversation can remain normal.
- Capture what the recording may not through note taking, this could be gestures or demeanor, it is important data



# Ending the Interview

- Interviews end when the questions are completed, the time has run out, or the participant terminates.
- Thank them for their time and let them know what comes next in the project – people are often invested in what happens next!
- You ask if it would be okay if you make contact again if there is something you need clarified when the data is analyzed.
- Most participants will answer in the affirmative. (That also means you need to keep adequate contact information.)

# After the Interview

- Transcribing
- Transcribing a full recorded interview is *very* labor-intensive and not always necessary. This is where note taking can help provide a list of key topics!
- Participant quotes must be written or paraphrased accurately. Do not change thoughts. Do not take quotes out of context; be true to the interviewee's ideas and intent.

Questions?

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# Thank You!

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- **If you have any questions, feel free to contact**
- Project related questions –
- Omara Farooq at [ofarooq@crihb.org](mailto:ofarooq@crihb.org)
- California Rural Indian Health Board, Inc.
- Techniques on conducting focus groups/KII –
- Kelley Milligan at [milligan.kell@gmail.com](mailto:milligan.kell@gmail.com)
- Allyson Kelley & Associates, PLLC.