



Community Interviews FAQ & Draft Interview Questions

- **What will the community interviews look like?**
 - The interviews will be a 90-minute Zoom meeting, during which we ask all participants to have their cameras on.
 - **Please review the below draft interview questions in advance of your March 1:1.** Amy and Brittany will ask you for feedback on the following, so that we can tailor the interview to your team's priorities:
 - Specific question you'd like to spend more time on
 - A probe you want us to add after one of the main questions
 - An agenda for the interview, including final questions, will be shared closer to your interview date.
 - The interviews follow an [Appreciative Inquiry](#) framework, a strengths-based approach to exploring systems and change processes.
 - We chose this approach because it promotes dialogue around collective accomplishments, while also exploring ways to build on current successes in the future.
 - This will also help us to establish a narrative arc for our final communications product.

- **Who will participate in the community interviews?**
 - Two members of the Challenge Team will conduct the interviews - one facilitator and one notetaker. The facilitator will be your community's coach.
 - We are asking each community to have four people participate in the interviews. The breakdown of participants should be as follows:
 1. One Project Lead
 2. One Community Member
 3. One Partner - outside of the lead organization
 4. Wild Card - an additional person who you think would add value or a different perspective to the conversation (they may fit under one of the categories listed above)
 - Each participant should be familiar with the Healthiest Cities & Counties Challenge initiative and the specific work your project has been doing in your community and offer a unique perspective on the process.

Draft Interview Questions

Focus: Community Collaboration for Systems Change

Intros/Opening [15 min]

Icebreaker activity: Looks like, sounds like, feels like

Interview questions [70 minutes]

***Indicates top priority question

Lower case letters indicate optional probes for further discussion

1. ***[25 min - Round robin]

Tell a story about a time that you are proud of from when you all worked together on a [food or health] systems challenge in your community. What is the story and what made your success possible?

2. [5 min - Group discussion]

Thinking about each of these stories, what actions stand out as key to the success you achieved together?

- a. *What feelings, values or guiding principles did you hear expressed by the other members of your team?*

3. [5 min - Group discussion]

Now that we've explored what has been working, let's think ahead. What from your current processes or ways of working together do you want to continue to do moving forward?

4. ***[5 min - Group discussion]

If you were asked to make a case for why this collaborative approach to systems change is important, what would you say? Think of this as a 30 second elevator pitch.

- a. [Probe for community members, others if time] *Is there anything you'd like to add about what you have personally gained from the experience?*

5. [10 min - Round robin]

Building on what you would keep from your current process, please describe the ideal future scenario for this project. What is your dream for how continued collaboration towards your goals would work?

- a. *How would each person participate?*

b. *How would you want to see activities organized?*

6. [15 min - Group discussion]

Hearing the future scenarios generated by other members of your team, who or what can you agree should absolutely be included in your work together moving forward?

- a. *Why is it important to include [people or activities] in your work together?*
- b. *How would that collaborative process work?*
- c. *How would you engage other members of the team going forward?*
- d. *Who else might you invite into your work and what would their role be?*
- e. *What would it take to make this future collaboration happen?*
- f. *What investments are needed to financially support your work together?*
- g. *What action could you take this week to move your work in that direction?*

7. [5 min - Group discussion]

Thank you all for your thoughtful discussion of these questions. Before we close, is there anything else you'd like to add about your community's process of [shifting power to community members/working together across sectors] to change the [food/health] system?

Closing [5 min]

Briefly explain next steps and ask for questions from participants.