

Planning an Interview Project

Interview Group	Staff
Sampling Strategy	<ul style="list-style-type: none"> • Agency director • Volunteer coordinator • 2 staff members • 2 volunteers • 2 health science librarian trainers
Evaluation Questions	<ul style="list-style-type: none"> • How ready are the clients to receive this training? • What are some good strategies for recruiting and training clients? • How prepared is the agency to offer this training to their clients? • Do the health science librarians have the skill and time to expand this project?
Sample Questions for the Interview Guide	<ul style="list-style-type: none"> • What are some good reasons that you can think of to offer online consumer health training to clients? • What are some reasons <i>not</i> to offer training? • If we were to open the training we have been offering to staff and volunteers to clients, how likely are the clients to take advantage of it? • What do you think it will take to make this project work? (Probe: recommendations for recruitment; recommendations for training.) • Do you have any concerns about training clients?

Interview Group	Clients
Sampling Strategy	<p>Six clients recommended by case managers:</p> <ul style="list-style-type: none"> • All interviewees must have several months experience with the agency and must have attended 80% of sessions in the educational plan written by their case manager. • At least one client must be male • At least one client should not have access to the Internet from home or work
Evaluation Questions	<ul style="list-style-type: none"> • How prepared and interested are clients to receive training on online consumer health resources? • What are the best ways to recruit agency clients to training sessions? • What are the best ways to train clients?
Sample Questions for the Interview Guide	<ul style="list-style-type: none"> • When you have questions about your health, how do you get that information? • How satisfied are you with the health information you receive? • If this agency were to offer training to you on how to access health information online, would you be interested in taking it? • What aspects of a training session would make you want to come? • What would prevent you from taking advantage of the training?

Collecting and Analyzing Evaluation Data

Planning and Evaluating Health Information Outreach Projects, Booklet 3

Outreach Evaluation Resource Center

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