

ENSPIRE Co-Designer Interview

Interview guide

Interview Preparation

- ☐ Print interview guide
- ☐ Look over interviewing best practices cheat sheet
- ☐ Make sure you have recording equipment ready
- ☐ Familiarize yourself with the materials produced by the participant's group
- ☐ If participant had an iPad, need to remind them to return it (on the interview tracking spreadsheet)
- ☐ Look at what center the interviewee was at when they were recruited and write it down
- ☐ Check to make sure participant has fill out the activity log, if not have REDCap up and ready so that you can complete that with them

Interview Preamble

Thanks again for your participation in the design workshop! We want to know more about two parts of your experience: 1) what you think about the ads that were developed and 2) what you thought of the co-design workshop.

- We are scheduled to talk for about an hour today – does that still work for you?
- I wanted to let you know that I will be audio taping our conversation today so that I can concentrate on talking with you.
- This will be used as part of the evaluation of the workshop process.
- This interview is confidential.
- We are interviewing all co-designers who are willing to participate.
- We share results in general without mentioning anyone's name or any specific long-term care communities.
- There are no right or wrong answers, we want to hear your thoughts and feedback
- You are the expert on this particular topic so I'll just be asking you questions and listening to your perspectives.
- Do you have questions for me before we start?

START RECORDING

1. Can you start by telling me about your role and experience in long term care?
2. Were you still working at <site they were recruited for> when the materials were shared?
3. Why did you decide to participate in the co-design process?

- a. What did you hope to learn?
 - b. Did you have specific goals you hoped to achieve?
4. Overall, what are your thoughts about your experience as a co-design participant?

We organized the teams based on having a shared racial or ethnic background. We have a few questions related to that idea.

5. **What does it mean to you to be [Black or African American/white]?**
- a. Note if they have trouble answering: 1) ask at least twice as is 2) “Just answer based on whatever this question means to you” 3) These groups were organized by race, so that’s why we are asking.
6. **Can you describe how comfortable you are talking about your race/ethnicity in personal settings like with your family and friends?**
- a. What about at work and with co-workers?
 - b. What about talking about race and ethnicity, in general, even if it’s not your own?
7. **How do you think having a common race and/or ethnicity affected your team’s choices about what to include in your ads?**
8. What were your thoughts or reactions when you saw the ads produced by other groups?
9. **Engagement – What did you think of the way the workshop was organized and led?**
- a. **What did the facilitators do to make sure your thoughts and opinions were respected during the workshop process?**
What more could they have done?
 - b. What did you think about the specific activities that were part of the workshop (such as role play, brainstorming, ice breakers, interviewing others, etc.) ?
 - c. What was one activity that you really remember? Why was it memorable?
 - d. Can you describe any other activities that you thought worked really well?
 - e. Can you describe what did not work well?
 - f. How easy or hard was it to work together as a team? Why?
 - g. Is there anything you wish had gone differently during the design workshop?
 - h. Are there any additional resources that would have helped you during the workshop? Probes: materials, information
10. **What challenges did you run into when it came to attending the 10 sessions?**

11. What, if anything, helped you be able to attend?

- a. Such as the time of the session?
- b. ...having the sessions on-line?
- c. Did you need to change anything in your life or schedule to be able to attend?
- d. If co-designer participated through week 10: What made you want to come back each week?

12. Satisfaction - How satisfied are you with the ads that were created by your co-design team [Note: interviewer please know which ads were created by the co-designer's team]?

- a. What do you think is the best part of the ads designed at the workshop?
- b. What do you think was unique or original about your ad?
- c. Do you have any concerns about the ads?
- d. What, if anything, did you think should be in the ads that was not included?

13. Co-designer impact – How do you think having long term care staff create these ads made them different from something that CDC or a marketing firm might create?

- a. Can you give me an example of how you made a difference in what the ad looked like?
- b. If no: Why do you feel you were not able to make a difference?
- c. What other aspects of the ads or the distribution of the ads do you feel co-designers gave important input into?
- d. Why do you think it was important that you be a part of designing and distributing the ads?

14. Could you share an example of something you learned during co-design that was helpful when talking with your coworkers or family about the COVID-19 vaccines?

15. What skills or experience were you able to contribute to the co-design process?

16. How do you think your previous experiences with COVID-19 affected your participation?

- a. How did experiences with coworkers or family members shape your participation?

17. How well do you think the short phone call before the co-design workshop prepared you to participate?

- a. What additional information would have been helpful?
- b. What more do you think should be done to prepare participants before the workshop?

18. How helpful was the support provided in terms of stipends and iPads?

- a. What did you think about the stipend provided?

- i. How did the amount seem? Was it enough?
 - ii. What did you think about the way it was provided to you—card, cash?
 - iii. How convenient was it to receive and/or use?
- b. What did you think about the food voucher?
- c. <for those that got an iPad> How important was receiving the iPad?
- d. What could have been done to make it easier for you to participate in the co-design workshop?

19. What did you think about how the ads were shared at your site?

- a. What went well?
- b. What could have been done differently?
- c. What surprised you?
- d. Was there anything going on at your workplace that you think affected how much they were shared?
- e. Was there anything going on with COVID (e.g. outbreaks) that affected how much they were shared?

20. What did your administrator do to share the ads?

- a. How committed were they to sharing the ads?
- b. Do you feel like they shared some ads more than others? Why?

21. What, if anything, did you do to help share the ads and/or talk with your coworkers about the COVID-19 booster?

If they did share:

- a. What was that like for you?
- b. What went well?
- c. What was difficult?
- d. Did you share/talk about some ads more than others? Why?

If they did not share:

- a. We want to learn about reasons why it was hard to share the ads or why co-designers chose not to share them at their own workplaces. Was there anything about the ads themselves that caused you to choose not to share them?
- b. Was there anything going on at your organization that caused you to choose not to share them?
- c. Were there any other things going on that caused you to choose not to share them?

[if participant hasn't filled out the activity log and you have an interview with them, please have activity log survey pulled up and ask them if you can complete it together.]

22. What, if anything, did you observe about your co-workers' reactions to the ads?

- a. Overall, how receptive were your co-workers to the ads?
- b. If you heard any comments about the ads, what are examples of what people said?
- c. Was there anything that anyone said that affected your desire to help share the ads?
- d. Did anyone say to you that the ads had a particular effect on them?
- e. Did anyone say that they were going to do anything as a result of any of the ads?

Did you have any conversations with your co-workers about the ads or COVID-19 vaccines after you participated in the workshop?

23. How did the workshop or sharing the ads affect your own views on the COVID-19 booster?

- a. How did it impact your willingness to get the COVID-19 booster shots?
- b. How did it impact your willingness to talk with others about the COVID-19 vaccines?

24. As you think about all the things we have discussed, what are 1-2 key points about your experience participating in the ENSPIRE study that you want to make sure I share with the rest of the study team?

25. Conclusion -- Are there any additional things you would like to share about your experience in the 10-week co-design process or over the past couple months?