

Interview Guide

Instructions:

Please pair with another participant in your circle of six (someone you do not know or work closely with) and interview the other person using the questions below.

It's best to read the questions out loud to your interviewee. Do one complete interview for about 40 minutes and then switch roles. Please use the space after each question for taking brief notes (key words, phrases, quotable quotes etc.) during the interview so you can recall what the person told you.

Your role as an interviewer is to encourage a vivid and complete response to the questions. Please listen carefully, engage your own curiosity about the storyteller and draw out specific details.

You may be familiar with interviews that ask questions about things that aren't working well – the problems – so we can fix them. You'll notice that these questions are different. They are about solutions rather than problems – identifying the parts of past experiences we want to build upon as well as what we want to create in the future.

Please be sure to manage your time carefully... and enjoy yourself.

Please start with getting the following basic information about your interviewee.

About Your Interview Partner

Name:

Organization:

Title/Role:

Interview Questions

1. You and the Eye Health Community

I'd like to find out about your beginnings in vision and eye health. What first attracted you to the vision and eye health community? What were you most excited about when you first started working in this field?

2. Exceptional Partnership and Collaboration

Our success in developing a highly effective and compelling eye health message depends on our ability to collaborate in bringing out the best each partner organization has to offer. Great partnerships seem to work in ways that embrace trust and mutual respect, leveraging the diverse skills and interests of their members.

a) Tell me a story about a time when you were in a partnership that you would describe as exceptional or ideal - a time when your collaboration created results that neither of you could have achieved alone. Tell me what happened with as much detail as possible.

b) What did you learn from this experience about partnership and collaboration that we can use in developing a common message about vision and eye health?

3. Successful Messaging Campaigns within the Eye Health Community

Successful public health campaigns/messages can bring significant benefit to a community and our knowledge around these successes is a valuable asset for us to build on. Tell me about one eye health message or experience that stands out for you as particularly effective in convincing someone else (or you) to take action about eye health. This could be a video, poster, campaign or something communicated by a friend, family member or health care provider. **Consider specifically:**

a) What was it about the message or experience that made it so effective?

b) Is there something about the content of this message that stands out to you as a great example of something we as a coalition should continue to use? If yes, what is it?

c) Is there something about the way the message was communicated/delivered (i.e. strategy, process or mechanism) that we as a coalition should continue to use? If yes, what is it?

d) What one or two changes if made to the content or delivery of this message might even make it the "signature campaign" of eye health messages?

4. Successful Messaging Campaigns Outside the Eye Health Community

Now let's see what we can learn from people outside of our community. Tell me about a public health messaging campaign outside of the eye health community that in your opinion was highly successful – and please describe the factors that seem most important in making that campaign a success.

5. Envisioning the Future

Imagine it's the year 2015 and awareness of vision and eye health issues by consumers/patients has lifted to surprisingly high levels due to the creation of a new message developed by us and supported by the eye health community. Please describe in detail what you see that is new and most exciting to you –

Consider specifically:

a) What are the positive impacts and benefits that you and others are experiencing?

b) What is different about the way we are working together in communicating our messages to consumers/patients?

c) What capabilities or strengths does the organization that is managing message implementation have?

c) How is the message/organization being funded?

6. Getting from Here to There

As you think about the ideal future you just described to me,

a) What is the smallest step you could take in the next two days that would really move us forward?

b) Now what about something even more radical? What is the something we could all do together during the next two days that would dramatically move us toward the ideal future?



Task Sheet 1

Making Sense of Our Live Interview and Our Virtual Partner Data

Purpose: As a group create three 8 ½ x 17 sheets of paper listing your top partnership competencies, eye message elements and message communication strategies.

Time: 40 minutes

Step 1

5 mins

In your small group select a **facilitator/timekeeper** and a flipchart recorder then make sure everyone understands the objective of this activity and the steps below.

Step 2

2-3 mins per person

Introduce your interview partner by going around the group and sharing the whole story your partner told you about the most effective public health campaign (inside the industry or outside) they have ever seen or heard of – paying attention to:

- The most interesting competency for building great partnerships and collaborations that you heard from your partner (or virtual partner whose interview you read).
- The 1-2 most effective content elements of past/current public health messages, which your partner or virtual partner thinks we should consider including as we go forward.
- The top 2-3 message dissemination processes or strategies that you think most influences positive behavior change.

Step 3

13 mins

As a group, using what you just heard, create the following three lists on flipcharts (one list per flipchart sheet):

- a) Our top competencies for building great partnerships and collaborations
- b) The most effective content elements of past/current public health messages, which we should consider carrying forward
- c) The top message dissemination processes or strategies that most influence positive behavior change

Step 4

10 mins

Review your lists and as a team decide on the **three most important items from each** of your lists (you will have nine selections in all). Then, write these on three 8 ½ x 17 size color sheets (three items per page).

- The blue sheet should contain the three top competencies for building great partnerships and collaborations
- The yellow sheet should contain the three most effective content elements of messages, which we should consider carrying forward
- The cream sheet should contain the three top message dissemination processes or strategies that most influence positive behavior change

As a team select one of the most compelling stories and be ready to retell it to the larger group.

Total Time = 40m

Be ready to share your three 8 ½ x 17 size pages and one story at _____.

Task Sheet 2

Making Sense of Our Positive Core, What We Heard from the Panel, and Compilation Video

Purpose: As a group reflect and come agreement on:

- what stands out/excites you about the positive core
- what stands out/excites you about the panel presentations
- what is worth preserving/building upon from the compilation video

Time: 25 minutes

Step 1

5 mins

In your small group select a facilitator/timekeeper and a flipchart recorder then make sure everyone understands the objective of this activity and the steps below.

Step 2

10 mins to brainstorm all three flipcharts

As group, brainstorm together to create three flipcharts with following titles

- The most exciting things from our positive core map
- The most interesting/useful things we heard from the panel
- Good ideas from the compilation video

Step 3

10 mins

Come to consensus on the top 3-4 items on each of the three flipcharts.

Total Time = 25m

Be ready to work with these conclusions in the next activity.

Task Sheet 3

Envisioning Our Ideal Future

Purpose: To create a compelling, enticing and creative 3-5 minute presentation that describes our ideal future message, its ideal content/elements, its impact, and the way key stakeholders collaborate in “getting the message out”.

Time: 45 minutes (including a break)

Step 1

5 mins

Self-manage:

- By now, you will be getting used to working together and getting the best out of each other. Bring your experience working with your group into this activity. Make sure you review all of the steps and the timing before you begin.

Step 2

5 mins

Reviewing our dream “data” individually:

- Quietly, by yourself, review question #5 of this morning’s interview and also the answers from your virtual partner dealing with a preferred future message.
- Considering these ideas and the images from the reflective activity, write down what you would most like to see happen regarding our future message, its ideal content/elements, impact, and our ideal collaborations/roles among key stakeholders in “getting the message out”.

Step 3

35 mins

Creating our dream – Your job as a group, is to imagine our new and ideal public health message in the year 2015 ... when awareness of vision and eye health issues by consumers/patients has lifted to surprisingly high levels and is supported by the entire eye health community.

- a) As a group, capture on a flipchart all of your greatest hopes for the new message’s content/elements, impact, and collaborations/roles among key stakeholders in “getting the message out”.
- b) When you have heard from everyone in the group and discussed these reflections together, you are ready to begin dreaming of the ideal public health message for the eye health community. Decide whether a skit, song, poem, collage, newspaper story or other metaphorical medium will best capture your dream.
- c) Using whatever “supplies” you have in your group and anything you want from the supplies table, create a compelling, enticing and creative presentation describing any or all of the following: our ideal future message, its content/elements, its ideal impact, and our ideal collaborations/roles for and among key stakeholders in “getting the message out”. Consider describing the positive impacts and benefits that you and others are experiencing; What is different about the way we are working together in communicating our messages to consumers/patients?

Have fun and remember to take a break as needed!

Total Time =45m

Be ready to present your 3-5 minute dream of the ideal future at _____.

Task Sheet 4

Creating Design Proposals for the Future

Purpose: To translate our images of our ideal future into practical decisions/agreements on the following four topics (each breakout group to focus on one topic):

- a) The core elements of the message that we want to communicate
- b) High-level dissemination/communication strategies (message marketing channels) and target audience
- c) Characteristics of/criteria for the structure and kind of organization we want to have “managing” the implementation roadmap
- d) Possibilities for the funding of the implementation roadmap

Time: 80 mins (60 mins for the task plus 20 minutes for a break)

Step 1

5 mins

Self-organize: Your task is to complete this activity in a way that gets the best out of everyone in the group. We suggest that you again select a **facilitator/timekeeper** and a flipchart **recorder**. Again as a group, make sure you understand the activity instructions.

Step 2

5 mins

Individually, take 5 mins and reflect on the many dream presentations you saw yesterday and individually make a list of the most compelling ideas from those presentations that relate to your group’s topic.

Step 3

50 mins

As a group, capture everyone’s ideas on a flipchart. Review and discuss the ideas, come to consensus, and complete the provided PRELIMINARY DESIGN PROPOSAL template (legibly and clearly) making sure to address the “focus areas” below for your particular topic:

| PRELIMINARY DESIGN PROPOSAL | |
|---|---|
| If your topic is . . . | then, focus areas to be addressed include |
| a) The core elements of the message that we want to communicate | For each element, describe the element and your thinking for why this element is particularly important |
| b) High-level communication strategies (message marketing channels) and target audience | For each strategy describe the essence of the strategy, advantages, and target audience |
| c) Characteristics of/criteria for the structure and kind of organization we want to have “managing” the implementation roadmap | For each characteristic or criterion, describe it and provide your thinking about why it is important |
| d) Possibilities for the funding of the implementation roadmap | For each funding possibility, describe it and provide your thinking about why it’s advantageous |

Total Time =80 mins

Remember to take a break as needed. Please be back in your seats and ready to report out by _____.



Task Sheet 5

Elevating Our Design Proposals to the Next Level

Purpose:

1. To create a single merged report (using the FINAL DESIGN PROPOSAL template provided) containing the “best ideas” from all three groups in your breakout space - for presentation in the plenary session.
2. To identify the key steps and timing of the steps we think are needed to move our ideas forward.

Time: 95 minutes (please complete before going to lunch)

Step 1

5 mins

Breakout session facilitator reviews the purpose and steps of this segment.

Step 2

3x10 = 30 mins

Each of the three groups within the breakout space takes 10 minutes to report out using their PRELIMINARY DESIGN PROPOSAL template (5 mins for report out and 5 mins for Q&A).

Step 3

15 mins

Everyone gets 7 sticker dots and votes to identify the “best ideas” from all three groups in the breakout space (votes may be distributed in any way desired).

Step 4

10 mins

Facilitated dialogue within the break out spaces (i.e. in groups of about 30) about “what does this vote say about what’s important to us?”

Step 5

20 mins

Still in your breakout space, (again led by a facilitator), the three groups create a merged single “report” using the FINAL DESIGN PROPOSAL template.

Step 6

15 mins

Then, the group (of about 30) answers the question “What are the key steps and timing of the steps we think are needed to move our merged proposal forward?”

Total Time = 95 mins

Please complete this segment before going to lunch and be back in our main meeting room by _____