

# Qualitative Analysis of State Childhood Obesity Advocates - Facilitators and Barriers to Policy

## Interview Guide

Interviewer

Date

Length of interview (minutes)

### **I. Introduction**

1. Tell me about yourself.

*Probe: How long have you been involved in efforts to prevent childhood obesity? What role do you play?*

2. How are obesity efforts in your organization funded? Are there other funded efforts in your state?

3. Have policies have been proposed or enacted in your state to prevent obesity?

*Probe: have you heard about proposals*

- *schools*
- *transportation*
- *zoning*
- *public safety*
- *funding*

4. Who are the advocates for obesity prevention in your state?

5. Who opposes obesity policy efforts in your state?

6. Do you remember any specific “champion” or “champions” for obesity policy in (state)?

*Probe: Whom do they represent?*

*Probe: What makes them effective advocates?*

7. How do you measure the effectiveness of obesity advocacy efforts in your state?

8. How effective have obesity advocacy efforts been in (state)?

9.. How important is obesity to the public?

*Probe: what are the interests of your constituents related to obesity?*

- *is interest growing or decreasing?*
- *What does the public want in obesity policy?*

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10. Sometimes stories provide great insight about policies and the people involved in them. Do you have one really good story about childhood obesity advocacy?

*Probe: What makes this a really good story for public policy?(or, what key point should we take from this story?)*

11. Is there anything else about childhood obesity prevention that you would like to share? / Other advocates I should talk to ?

12. Would you like a copy of the results of our study?