

Qualitative Analysis of Facilitators and Barriers to State Obesity Policy

Data Collected Prior to the Interview

State

Political Party of Governor

Predominant Party in House

Predominant party in Senate

Term Limits – Governor

Term Limits - Legislature

Name

Phone

Mail Address

Email Address

Legislator Factors

Time in session

Gender

Political party

Committee chair

Professional/Intermediate/Citizen Legislature

Dedicated health staff

Term limits

Existence of Public Health Institute

Existence of Prevention Research Center

Interview Guide

Date

Length of interview (minutes)

I. Introduction

1. Tell me about yourself.

Probe: How long have you been in the legislature/assembly?

How long have you been on a health committee?

2. Do you have children under 18 living at home? *If yes, how many?*

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

II. Attributes of Bill Content

4. How strong is the evidence or science behind obesity prevention policy proposals in your state?

5. How important is cost of implementing obesity policy?

III. Political Context

6. In your view, who *supports* or *opposes* the adoption of childhood obesity prevention legislation?

7. Are there funds available in your state to support obesity policy actions?

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

Probe: Whom do they represent?

Probe: Do you think this individual/group is knowledgeable?

Probe: In your view, is this individual/group trustworthy?

IV. Public Support

9. What messages about obesity do you see/hear in the media?
How important are these messages?

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

Probe: - what materials have you received?
- what calls or visits have been made?
- what other efforts do you remember?

11. 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?

12. Sometimes stories provide great insight about policies and the people involved in them. Do you have one really good story about childhood obesity prevention? If so, would you share this?

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

13. Have obesity policy efforts in your state been effective?

Probe: If yes, how?

Probe: If no, why not?

14. Is there anything else about childhood obesity prevention that you would like to share?

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