



Step	Questions	Interviewee Response(s)	Notes/Questions/Next Steps
<p>Step 1: Define the OPPORTUNITY</p> <p><i>Flip the problem in a positive direction.</i></p> <p><i>Example: "Decrease the number of infant deaths" BECOMES "Increase the number of babies who have happy, healthy 1-year old birthdays; increase the number of infant births, etc."</i></p>	<ol style="list-style-type: none"> 1. What is the original problem? 2. What is the flipped problem (defined in a positive direction)? 		

STEP 2 Preview

(Consider making a statement similar to the following to your interviewee. Tailor your statement to the individual and try to learn more about their motivation for doing the work they do.): "We are all committed to ensuring the public's health. Perhaps you got into the field of public health because of a personal reason related to your life experience and decided to commit your life's work to improving the lives of all women, children, and families. On the other hand, you may have had another personal reason for your interest in public health. It's so rewarding and humbling to think that we can play a role in improving the health and well-being of women, children, and families! I'd love to hear more about your experience with this. Take a minute to think back to when you started working on XX. Was there a specific moment when you knew the work you did really made a difference? (Give them a minute to think about something...they may even want to note it on a sheet of paper.) **TURN THE PAGE for STEP 2 QUESTIONS.**

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<p>Step 2: DISCOVER what works</p> <p><i>Look for the best of what happened in the past AND identify what is currently working well.</i></p>	<ol style="list-style-type: none"> 1. When you think back to when you started working on XX (your OPPORTUNITY); what part of the work was most compelling to you? 2. Tell me a story related to the work on XX that was compelling to you. <p>[NOTE: If this is a new effort for the interviewee, ask them to think about a project or program on which they worked previously.]</p> <ol style="list-style-type: none"> 3. What do you think is most important about having success around XX (increasing the number of babies who have happy, healthy 1-year old birthdays)? 4. Tell me about a time when you felt proud about the work you did around XX (increasing the number of babies who have happy, healthy 1-year old birthdays). 5. What approaches have you tried to (improve infant birth rates)? 6. What approaches have had success (or aspects of approaches)? 		

	7. Where has your state had success in a related area?		
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Step 3. Talk About Your DREAMS <i>Taking the positives identified in Step 2, how can you build on them as true strengths of your program?</i>	1. What ideas (creative, innovative, simple, bizarre, eccentric, etc.) do you have that would help your team accomplish your goal to improve XX [the number of healthy infant births]? NOTE: these ideas may be obvious but it is important to state them as they may lead to other ideas that haven't been spoken yet.		
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Step 4. What are the DESIGN practicalities? <i>To make our dreams a reality, we must consider practicalities.</i>	1. What systems, processes, and strategies will help us achieve the dream?		

<p>Step 5. How do we DELIVER our DREAMS and achieve our DESTINY?</p>	<p>1. What must we consider to ensure our ideas/plans are implemented?</p>		
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NOTES:

For the Interviewer

Elicit as much detail from the interviewee as possible.
The following questions/probes can help with that:

“Can you say more? What else? Why was that compelling? Tell me more.”

For the Interviewee

If a particular question does not resonate with you, please think about your work in public health in general. Alternatively, think about some work that you were involved in that was particularly compelling (personally or professionally).

Ideas generated in Step 3 may be obvious, but it is important to state them as they may lead to other ideas that haven't been spoken yet (by you or by others who are reviewing your ideas).

Upon Completion of the Interviews

Summarize all interviews as well as document themes and patterns in the data collected.
The team should discuss next steps in terms of potential strategies.