

Community Partner Interview Questions

“Be Wild, Be Wonderful, Be Healthy” is a five-year project focused on improving food and physical activity access in 8 Counties. This project is led by the WVU Extension agents in each county along with Emily Murphy, Christiaan Abildso, Sean Bulger, Udday Datta, Eloise Elliott, Samantha Moyers, Dana Voelker, and Sam Zizzi at WVU. We are talking with many community members like you to understand how we can build on momentum and strengths in each county. We really appreciate your time!

Part 1 – Your Community & Relationship Building

- How long have you lived in the county? In what roles do you serve in the community through work, volunteering, or in other ways?
 - Probe: professional, volunteer, personal roles
- What are the key positive things that the county/community is proud of in the last 5 years?
- We are planning to use social media to share information about the project. What other ways do people find out about events happening in the county?
 - Is there health-related information present in these sources (e.g. healthy recipes, walking groups, etc.)
- In general, what barriers are present in the county that might be in the way of change?
 - Probe for perceived differences between food & physical activity barriers

Part 2 - Awareness and Access There are two main goals of the Be Wild, Be Wonderful, Be Healthy project: (1) increase access to healthy foods by changing policies and practices where food is consumed, sold or distributed; and (2) improve walking and biking routes or create new opportunities for physical activity at common local places by changing policies and practices (e.g, parks, schools, trails)

Healthy Food Awareness and Access

- What organizations or partnerships are already working on access to healthy foods, and would be good partners?
- What organizations or partnerships are not already working on these issues that would be good partners?
- What are the main assets/facilitators of healthy eating in your county? (probe for organization and/or people’s names)
- In your opinion, what is the biggest opportunity to improve food access or quality?
- Where do county residents shop for their food?
 - What is your perception of the quality of fresh food that is available at that store where they shop?
 - What % of available food do you perceive as “healthy” at that store/those stores?
- Where else can residents access fresh/healthy foods?
- What are the most popular places to eat out? Your favorite food there/what type of food do they serve?
- What is the biggest barrier / opportunity specific to healthy eating?
 - Keep probing...for additional opportunities or barriers....
- Describe any other issues related to healthy eating in your county.

Physical Activity

- What organizations or partnerships are already working on improving places for physical activity or on improving streets/roads to allow for biking/walking to get places, and would be good partners?

- What organizations or partnerships are not already working on these issues that would be good partners?
- What are the main assets/facilitators of physical activity in your county?
- In your opinion, what is the biggest opportunity to improve physical activity in your county?
- Where can residents safely walk or bike in your area?
 - Outdoor (trails, parks, etc), Indoor (private, public facilities), etc
 - How safe and accessible are these locations/resources?
 - What % of the county do you perceive is walkable?
- What is the biggest barrier specific to physical activity?
 - Keep probing...for additional opportunities or barriers....
- Describe any other issues related to physical activity in your county.

Part 3 – Wrap-Up and Connections

- What are the issues in the county that might take priority over healthy eating and physical activity?
- What else do we need to know about/do to make this project successful?
- Who else should we speak with who is already making an impact on health issues in your county?

Thank you so much for your time. We're using these interviews along with maps of existing food and physical activity resources in your county to build an action plan to build on your assets and address barriers that are getting in the way of healthy eating and physical activity in your county.