

# ***Say More About That:*** *Qualitative Research and* *Interviewing Considerations*

Innovation Hub Learning Community



# Innovation Hub Learning Community (IHLC)



## ***IHLC Webinar Series***

- Focuses on skills and strategies you can apply to your work to improve your organizational processes, expand the scope and impact of your practice, and plan for program sustainability
- Open to all, not just Innovation Hub practices

# Learning Objectives

## Objective 1

Explore ways qualitative interviewing can add a dimension to your evaluation practices, and how to incorporate it into your evaluation plans.

## Objective 2

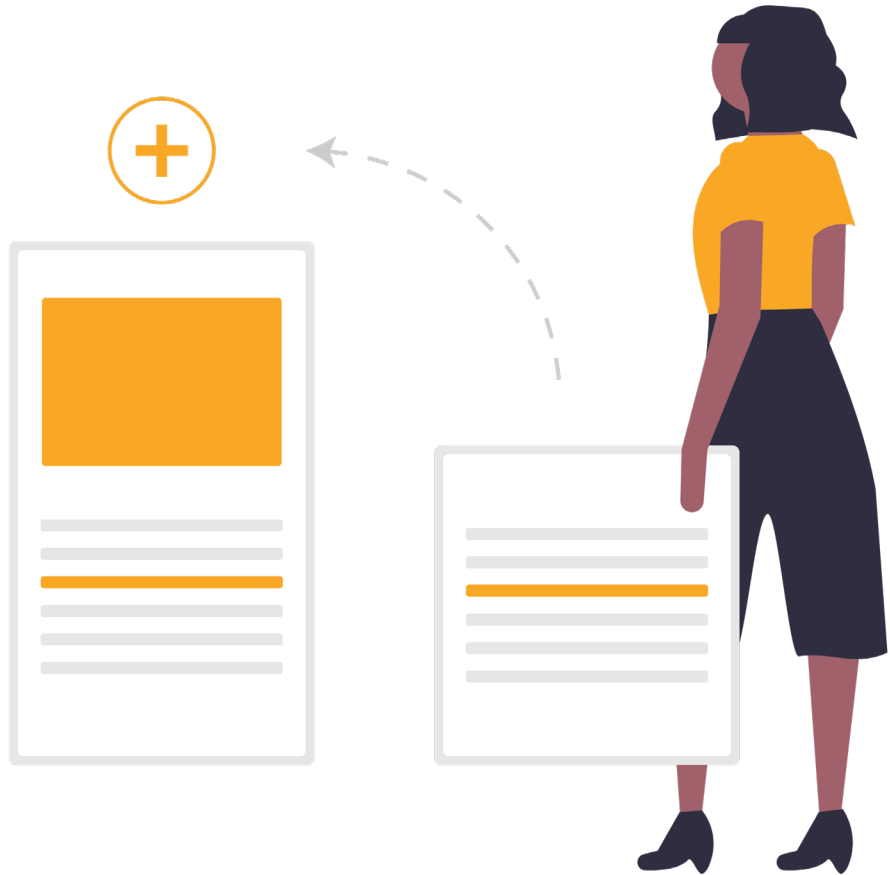
Develop a basic understanding of qualitative analysis techniques and how to develop a qualitative analysis plan.

## Objective 3

Understand how qualitative data can be used in process evaluations and to inform continuous qualitative improvement efforts.

# AGENDA

- 1** Using Qualitative Methods in Evaluation  
**15 MINUTES**
- 2** Qualitative Analysis 101  
**20 MINUTES**
- 3** AMCHP Example  
**15 MINUTES**
- 4** Q&A  
**10 MINUTES**



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# Using Qualitative Methods in Evaluation

# Building Your Evaluation Plan



## Building Your Evaluation Plan

When developing an evaluation plan, you want to begin by creating an aim statement, logic model, and evaluation questions. This guide will help you flush out the components of your own evaluation plan by drafting each of these pieces.



### AIM STATEMENT

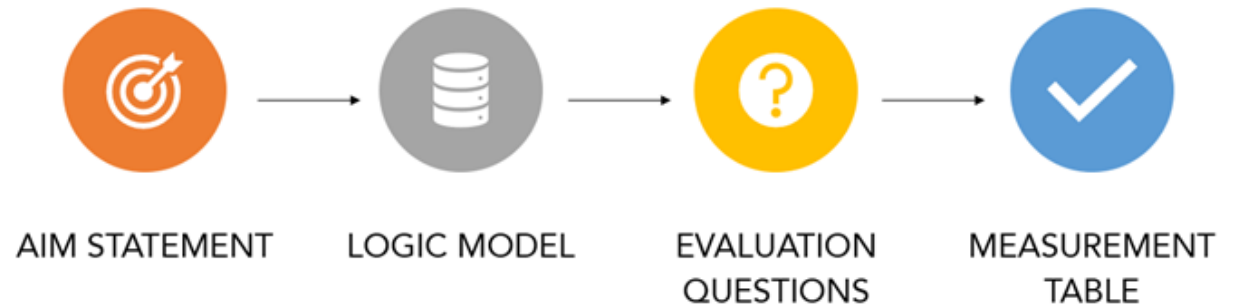
**AIM STATEMENT:** An aim statement is a clear, explicit summary of what you hope to achieve over a specific amount of time including the magnitude of change you will achieve. The aim statement guides your work by establishing what success looks like. It states the areas in which the program will work toward the vision, but it does not list all activities that the program will engage.

**AIM STATEMENT TEMPLATE:** We aim to (ACCOMPLISH WHAT) because (WHY IT IS IMPORTANT) with/for (THE POPULATION YOUR PROGRAM SEEKS TO IMPACT) by (TIME-FRAME FOR THE PROJECT).

Check out [this video](#) to learn more.

Draft your Aim Statement in the table below:

Aim Statement
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<https://amchp.org/resources/building-your-evaluation-plan/>

# Why Qualitative Data?

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EXPLAINING THE  
"WHY" AND "HOW"  
BEHIND  
QUANTITATIVE  
NUMBERS



CAPTURING  
PARTICIPANT  
VOICES



IDENTIFYING  
UNANTICIPATED  
ISSUES



INFORMING  
PROGRAM  
IMPROVEMENT



SYSTEMS CHANGE  
CAN BE HARD TO  
MEASURE WITH  
QUANTITATIVE DATA  
ALONE

# Common Types of Qualitative Methods

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Key Informant  
Interviews

Focus Groups

Community  
Listening Sessions

Participant  
Observation

Document Analysis

Open-Ended  
Surveys

Community-Based  
Participatory  
Research



# Community Listening Session vs. Focus Groups

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## Listening Session

- Used to identify and discuss issues and solutions unique to a community
- Based on sociocultural learning theory and participatory research
- Larger (up to 25)
- Usually 45–90 minutes long



## Focus Group

- Collect information from a specific group of people on a particular topic
- Typically 8–12 participants
- Usually between 60–120 minutes long
- Require more coordination and consistency for research purposes



# Community- Based Participatory Research

## **Collaborative approach to research**

where researchers, community members, and relevant organizations work together as **equal partners** throughout entire research process.

## **Key Elements**

- Equitable partnership
- Community-driven focus
- Capacity building
- Action-oriented

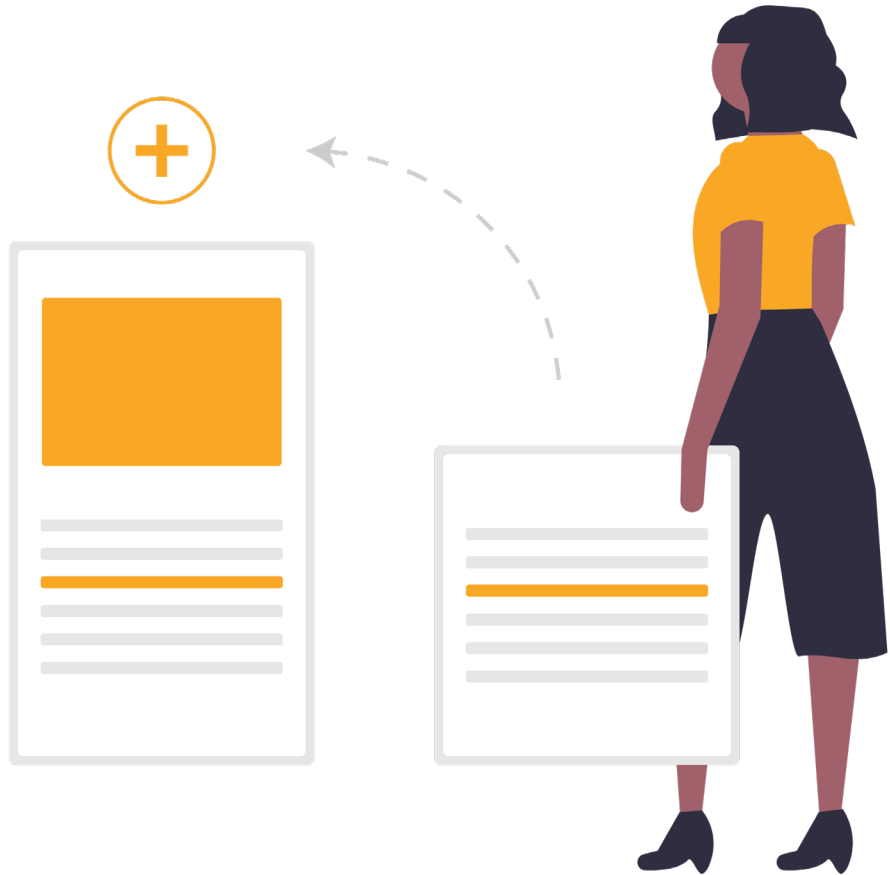


# CBPR Example Scenarios

- Studying the impact of a new health program on a specific community by involving local residents in designing the program and evaluating its effectiveness.
- Investigating environmental concerns in a neighborhood by collaborating with residents to collect data and identify solutions.
- Developing interventions to address social disparities by partnering with community leaders to understand the root causes of the issues.

# 1. Identify the right kind of participants



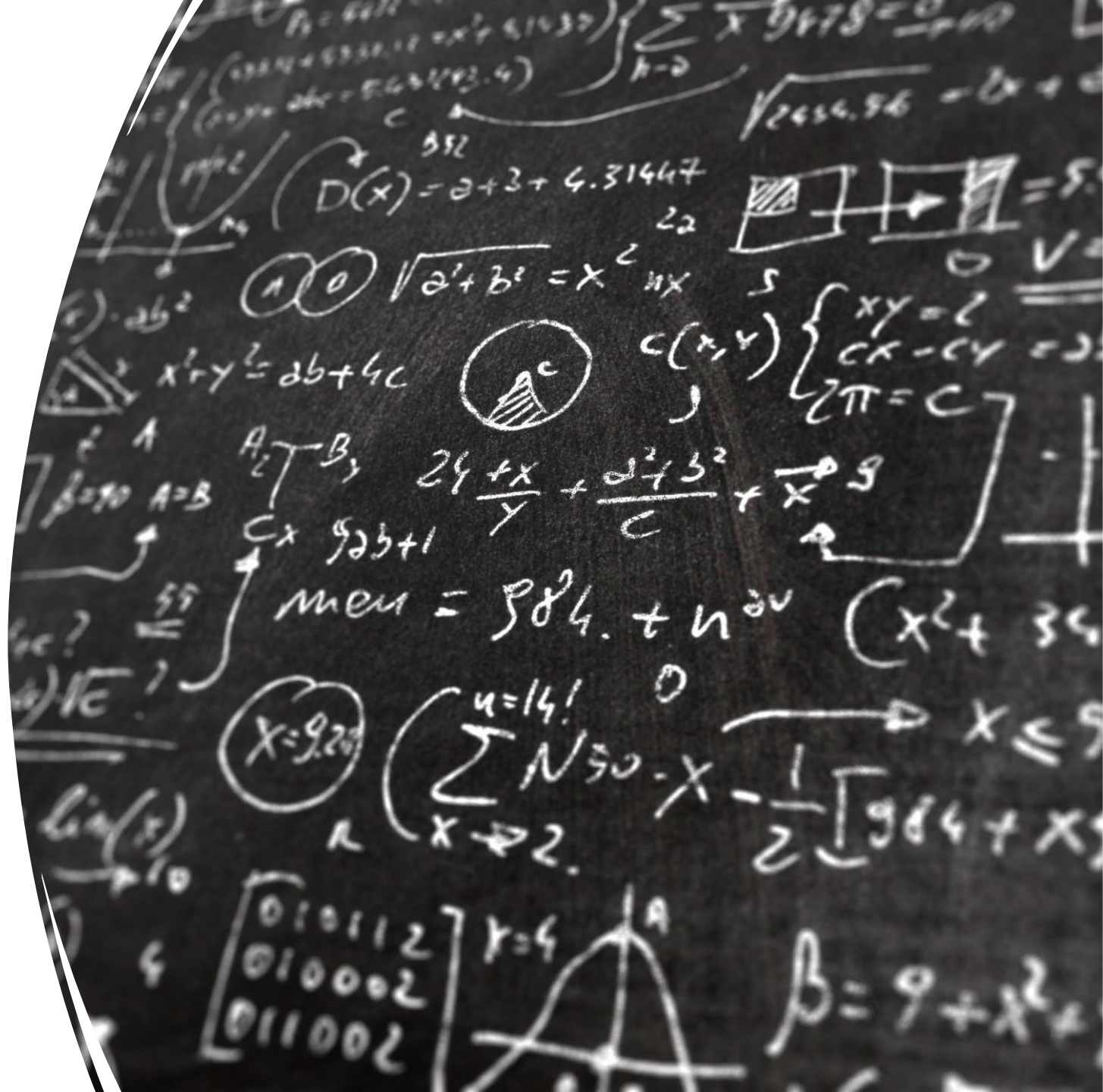


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# Qualitative Analysis 101

# Coding Frameworks & Methodology

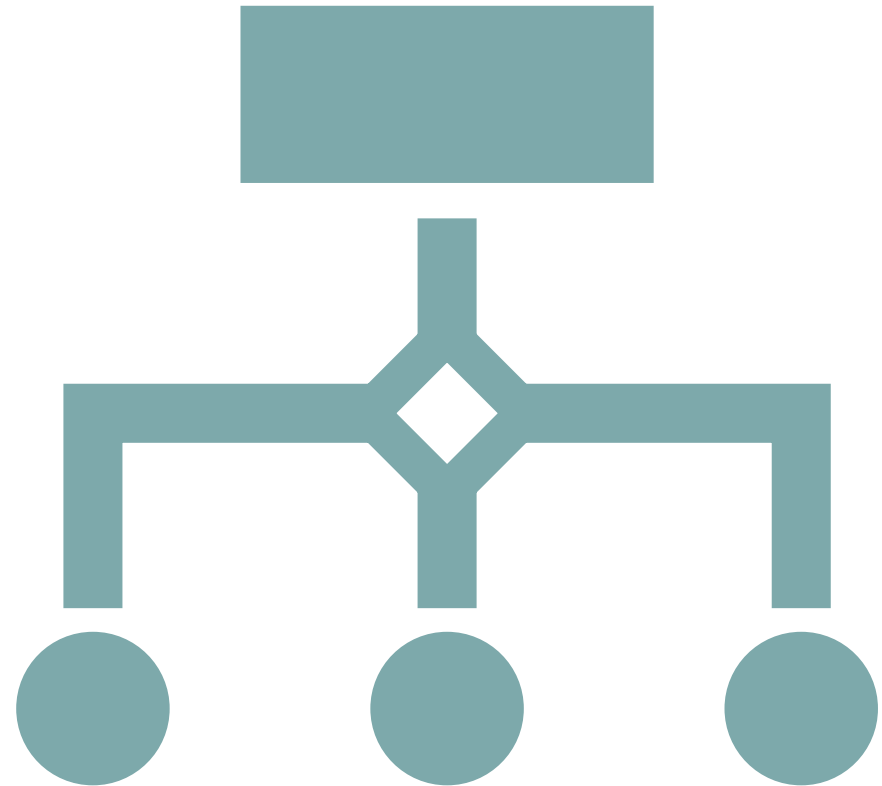
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# Deductive Coding

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- **"Top down"** coding
- Start with a **predefined set of codes**, then assign those codes to the new qualitative data
  - These codes might come from previous research, or you might already know what themes you're interested in analyzing
- Also known as **a priori** or **concept-driven coding**



# Inductive Coding

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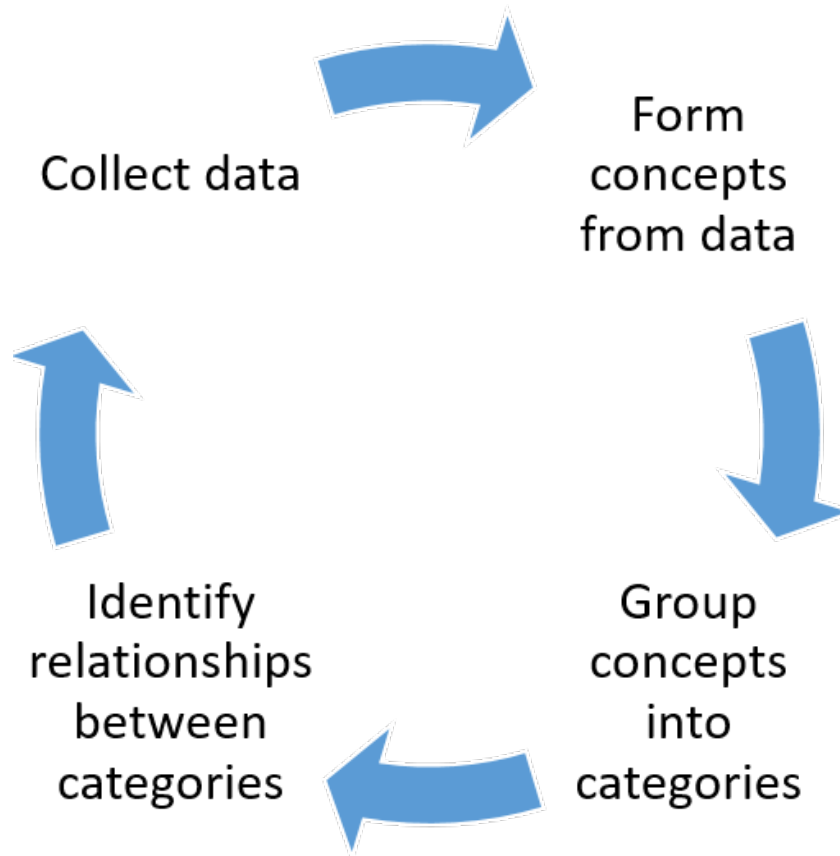
- **"Bottom up"** coding
- **Data driven** - generate codes from raw data to identify patterns and themes
- Researchers typically don't start with preconceived notions of what the codes ought to be, allowing the theory or narrative to **emerge from the raw data**
- Especially useful when there is not much known about a concept or phenomenon before, or when a researcher wants to **produce new theories or ideas**





# Grounded Theory

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- Generation of theories are "grounded" in data that has been systematically collected and analyzed
- Iterative, time consuming, builds on self
- Theories are **grounded in initial data analysis**, and then built out and challenged by analyzing subsequent data

# Coding frames

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- Coding frame: an organized and systematic approach to categorizing and interpreting the collected data
  - Structures your data, offers consistent organization
  - Allows you to devise new codes in a guided way
  - Iterative, space for evolution

## Lifestyle research

Consider a study exploring the motivations behind individuals' decisions to adopt a plant-based diet. After conducting several [in-depth interviews](#), you might notice common themes: concern for animal welfare, environmental consciousness, health benefits, and taste preferences, among others.

In this scenario, a coding frame might look something like this:

- Animal welfare: Comments expressing concern for animals' wellbeing
- Environmental consciousness: Statements highlighting the environmental impact of dietary choices
- Health benefits: Remarks associating a plant-based diet with improved health outcomes
- Taste preferences: Observations about the flavor, texture, and overall enjoyment of plant-based foods



## Qualitative Analysis Example

***Community of Practice for the Safer Childbirth Cities Initiative: Bolstering Collaboration and Readiness for Community-Defined Evidence***

# Study Aims

## Research Aim

To prepare the MCH field, including public health, policy, and funding partners, to advance community-defined evidence and uplift community-rooted leaders in state and local MCH work.

## Objectives

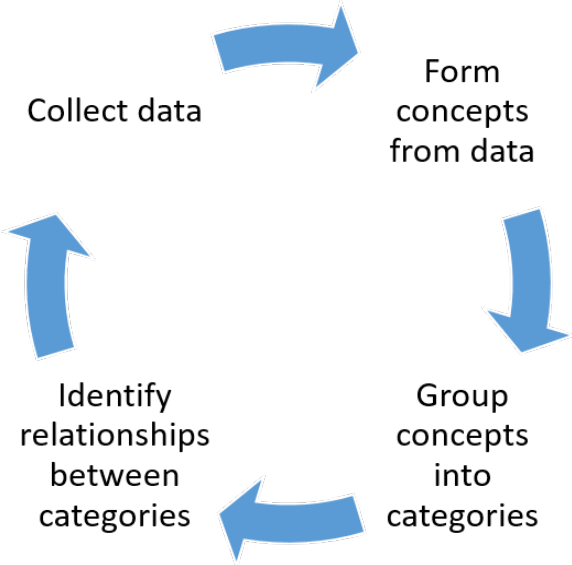
- Understand how community-defined evidence (CDE) is currently informing programmatic and funding decisions happening in state/jurisdictional Title V programs across the country.
- Understand what support and capacity building community-based organizations need to generate and share community-defined evidence with funders including state and federal partners.

# Data Collection Methods

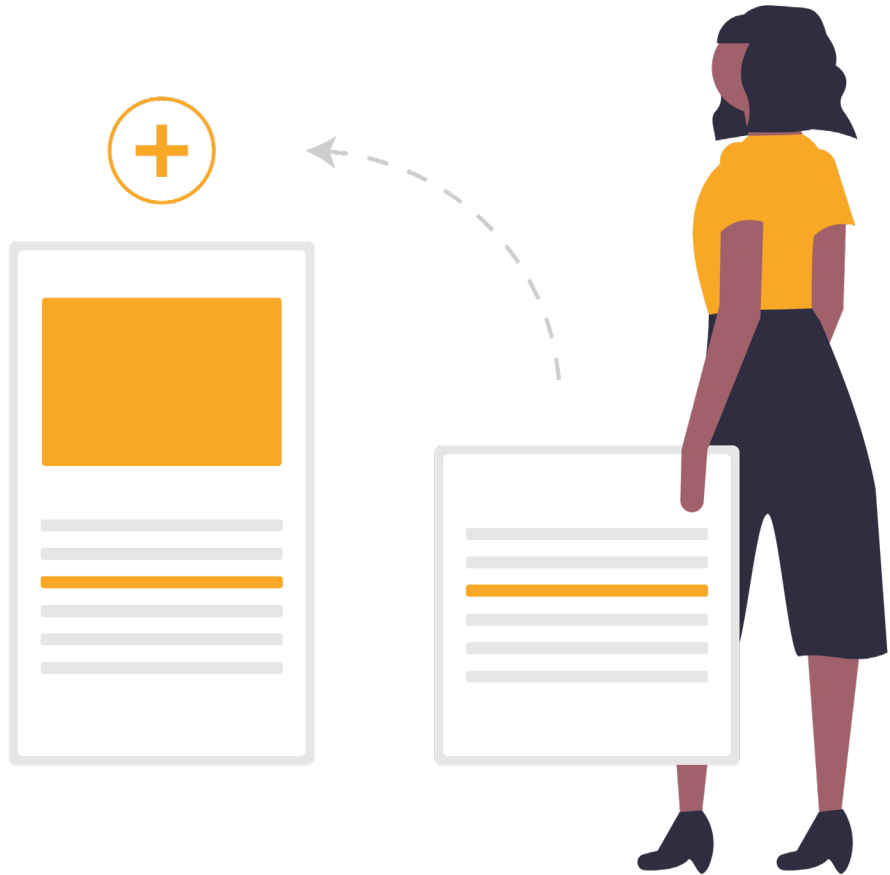
<b>Study Title</b>	<b>Community of Practice for the Safer Childbirth Cities Initiative: Bolstering Collaboration and Readiness for Community-Rooted Evidence</b>
<b>Study Design</b>	Semi-Structured (compensated) qualitative interviews & online open-ended survey
<b>Study Participants</b>	State level MCH/Title V Professionals, AMCHP Members, CBO representatives
<b>Participation Size</b>	1 hour interview (11 Title V & 16 CBO interviews conducted) 0 online survey responses
<b>Study Period</b>	February-December 2024 (projected)

# Qualitative Analysis Methods

- **Grounded theory approach for qualitative analysis**
  - Used deductive codes based on themes from the Safer Childbirth Cities AMCHP Conference Pre-day Focus group.



Code Frame	Sub Code	Description
Intellectual Property	Ownership	CBO's ownership of ideas, materials, and anything coming out of their project. This includes replication and citation of their work.
	IP power dynamics	Power dynamics, such as imbalances and shifts in power, between CBOs and funders as it relates to intellectual property.
	Examples	Examples of intellectual property.
	Suggestions	Suggestions for how to improve intellectual property considerations.
Defining CRE	Components of CRE	Any aspects, descriptors, and/or elements of community-rooted evidence.
	Challenges in defining CRE	Any challenges or barriers to defining community-rooted evidence, including challenges in reaching consensus or a shared understanding of concepts related to CRE (e.g., definition of community).
	Examples of CRE	Examples of community-rooted evidence in action.
	Suggestions	Suggestions for how to better define or explain community-rooted evidence.
Funding Opportunities and Reporting	Burden	Pertaining to the level of effort, staff time, resources, capacity, etc. needed for CBOs to meet the requirements laid out by funders.
	Degree of alignment in evidence expectations	Degree of alignment, including "gap" or "disconnect", rein what funders are asking for and what CBOs are either already collecting or can provide.



**APPLY**

# **AMCHP Case Study Example**



# Digital Accessibility at AMCHP

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# Additional Resources

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- [FSN Network Qualkit](#): This website shares a curated set of qualitative monitoring, evaluation, and learning (MEL) tools designed for gender equality and social inclusion (GESI) programs.
- [AMCHP Building Your Evaluation Plan Tool](#): When developing an evaluation plan, you want to begin by creating an aim statement, logic model, and evaluation questions. This guide will help you flush out the components of your own evaluation plan by drafting each of these pieces.
- [The Essential Guide to Coding Qualitative Data](#): Overview of the qualitative analysis process, including inductive and deductive coding.

# IHLC Opportunities



**Quarterly Webinars** on topics related to strengthening practice implementation and evaluation activities



**Collaborative Circle** to dig deeper into programmatic experiences, challenges, and learn from other IHLC members

*OCTOBER 15<sup>th</sup> @ 3-4 pm EST*

# QUESTIONS?

## 2024 Webinar Calendar

**March 14, 2024**  
**3:00 PM EST**

Who's at Your Table?  
Power Sharing and  
Asset Framing

**May 30, 2024**  
**3:00 PM EST**

Stop Building the  
Plane as We Fly It:  
Being Intentional w/  
Strategic Planning

**August 29, 2024**  
**3:00 PM EST**

"Say More About That":  
Qualitative Research and  
Interviewing  
Considerations

**November 21, 2024**  
**3:00 PM EST**

TBA: This session topic  
will be created based  
on participant's  
feedback.

Register at: [bit.ly/IHLCwebinar](https://bit.ly/IHLCwebinar)



**Thank you!**