



Central East (HHS Region 3)

**PPTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



Southeast (HHS Region 4)

**PPTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Mastering Qualitative Research Skills: Facilitating one-on-one interviews

Session 2: March 12th, 2024

**PRESENTER:**  
**Dorothy Chaney, M.Ed.**

Thank you for joining us today.  
We will begin promptly at **12 PM** Eastern.

**While waiting for us to get started, please share in the chat if there are any T/TA topics you are interested in hearing more about from us in the future.**

***SAMHSA***  
Substance Abuse and Mental Health  
Services Administration

THE DANYA INSTITUTE

# Technical Information

## ***SAMHSA***

Substance Abuse and Mental Health  
Services Administration

This training was developed under the Substance Abuse and Mental Health Services Administration's Prevention Technology Transfer Center task order. Reference # 1H79SP081018.

For training use only.

*Funding for this presentation was made possible by SAMHSA grant no. 1H79SP081018. The views expressed by speakers and moderators do not necessarily reflect the official policies of HHS; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.*

**LIVE**

This webinar is now live.



It is being recorded.



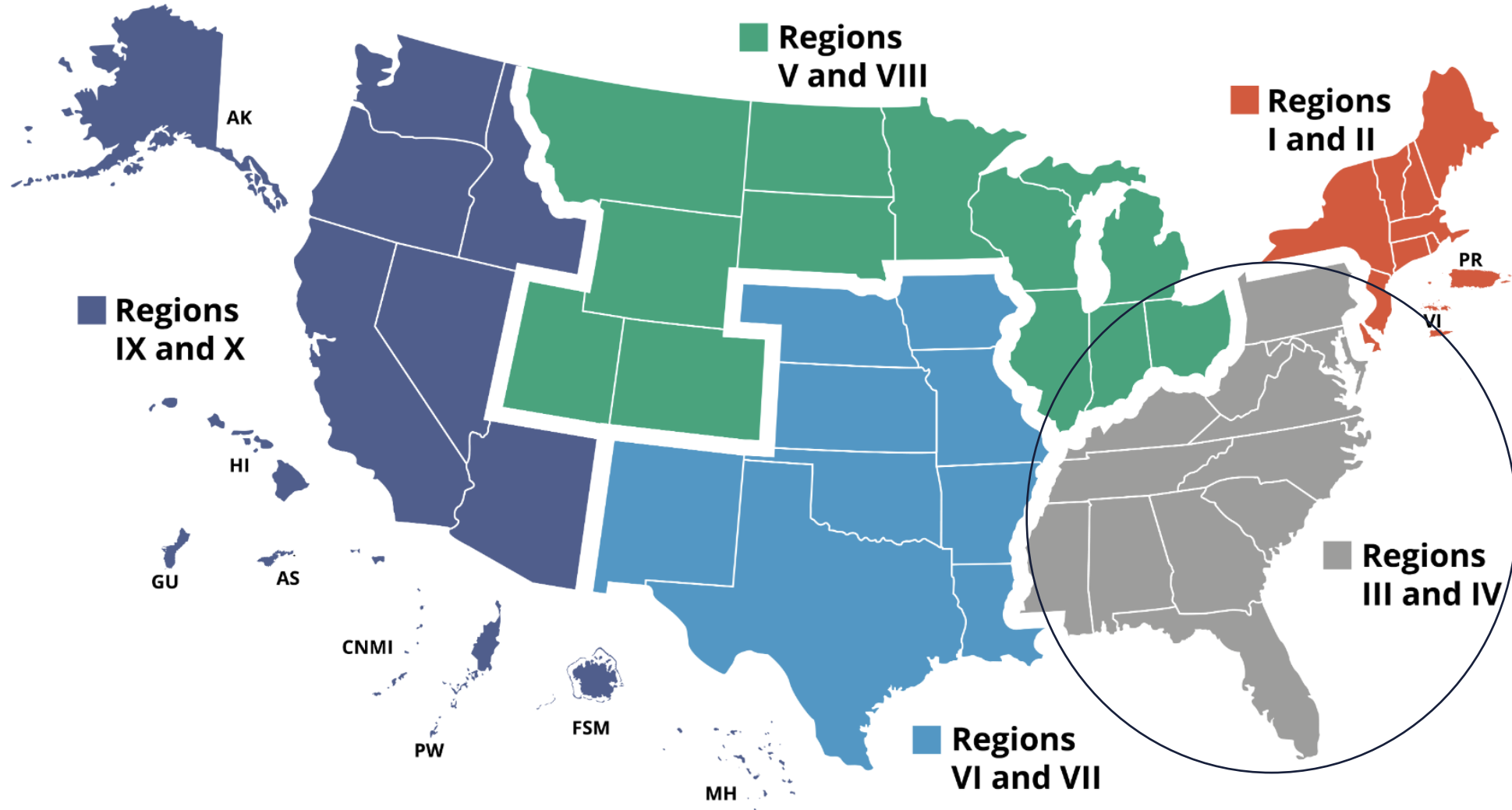
Please remain muted.

# What is SPTAC?

SAMHSA's Strategic Prevention Technical Assistance Center (SPTAC) is a national training and technical assistance system committed to helping SAMHSA prevention grantees move their prevention programs forward.



# How We Are Organized



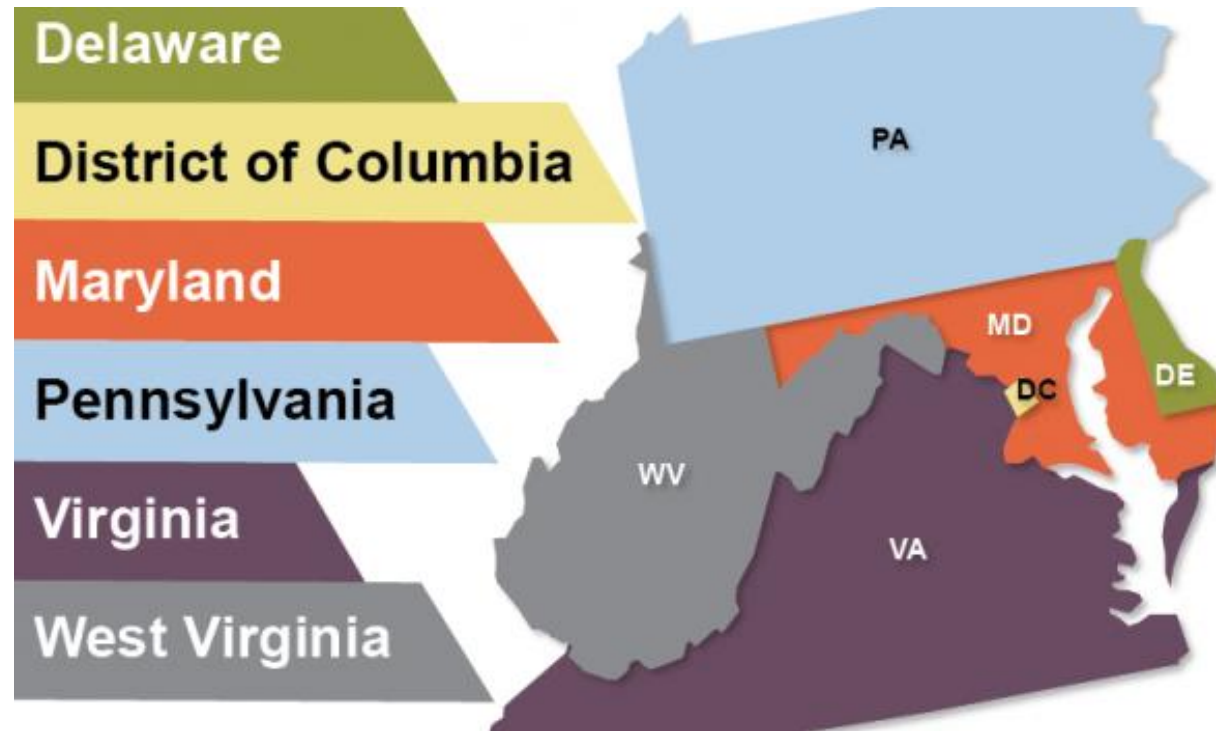
# Who We Serve

States, tribal entities, territories and communities supported under SAMHSA's Substance Abuse Prevention and Treatment Block Grant Program and Grants to Support Community-based Prevention Programs, as follows:

- Substance Use Prevention, Treatment, and Recovery (SUPTR) Block Grant
- State Strategic Prevention Framework–Partnership for Success (SPF-PFS)
- Sober Truth on Preventing Underage Drinking Grant Program (STOP ACT)
- Strategic Prevention Framework for Prescription Drugs (SPF Rx)
- Substance Abuse and HIV Prevention Navigator Program (formerly MAI)
- Prevent Prescription Drug/Opioid Overdose-Related Deaths (PDO)
- State First Responders–Comprehensive Addiction and Recovery Act (FR-CARA)
- Improving Access to Overdose Treatment (OD Tx)

# Central East Region

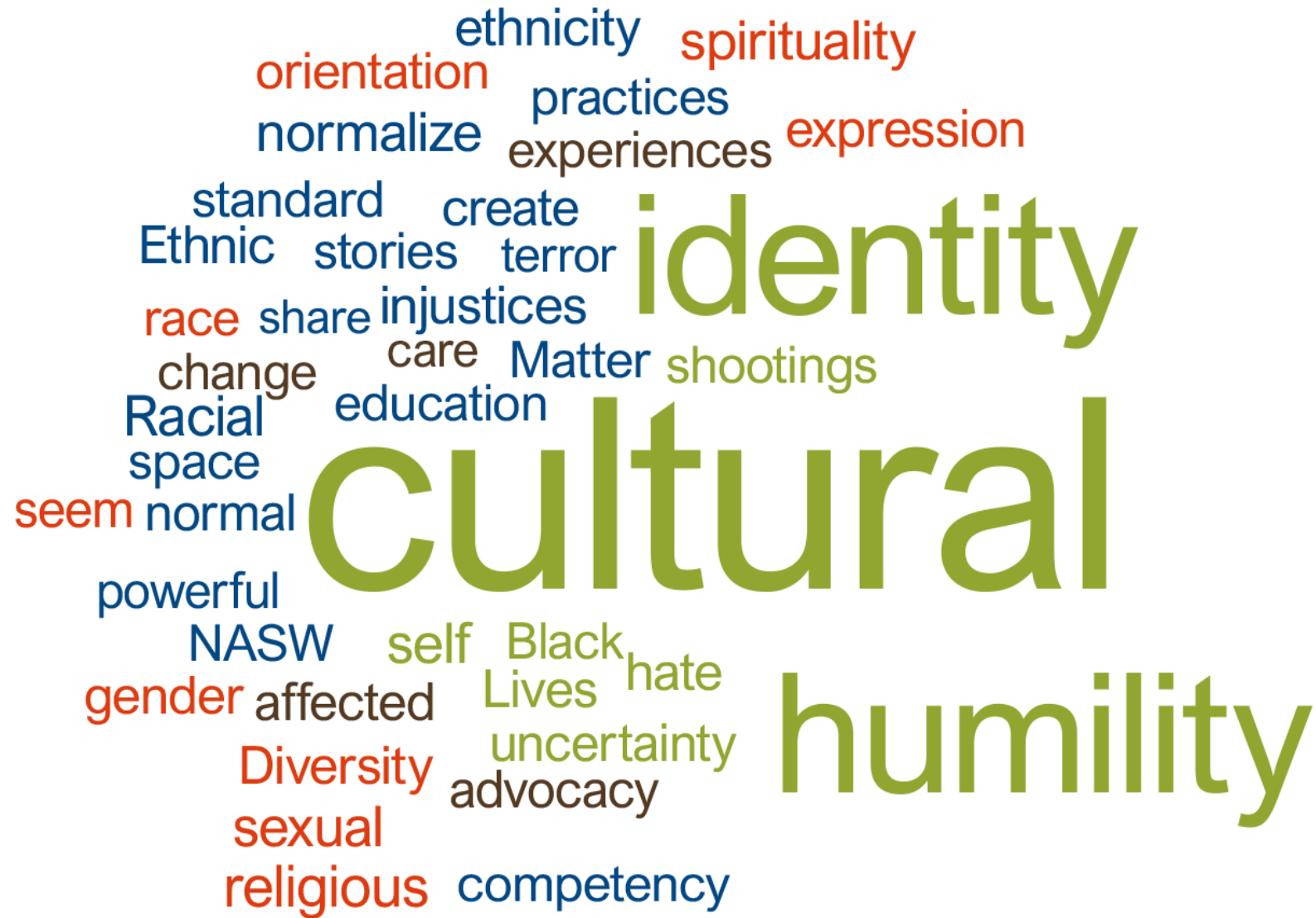
## HHS REGION 3



# Southeast Region

## HHS REGION 4







The use of affirming language inspires hope.

LANGUAGE MATTERS.

**Words have power.**

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

# Facilitating One On One Interviews

---

DOROTHY CHANEY,

PRESIDENT

IMPACT COMMUNITY PLANNING GROUP

# Presenter



**Dorothy Chaney**

# Chat Box Introductions

---



- Your Name
- Organization
- One expectation for this session



# Learning Objectives

---

- Discuss the role of qualitative information in data collection
- Identify different types of one-on-one interviews
- Explore key considerations to build rapport
- Consider equity when conducting interviews



Let's Get  
Started!



**IMPACT.**  
COMMUNITY PLANNING GROUP



Seek First to Understand

Whether we are going to the doctor, working with a community group, or getting to know a client, we must first ask questions before we jump into action.

---





# Strategic Prevention Framework



## Types of Data

- Quantitative
- Qualitative



# Quantitative Data

- Surveys
  - YRBS
  - Community Survey
- Archival Data
  - Hospital data
  - LE data



# Qualitative Data

- Focus Groups
- One on One Interviews
- 100 Cups of Coffee
- Listening Sessions





**What Types of Data Have You Collected?**

# Qualitative Data Collection

## Focus Group

---



- In-person discussions with a limited number of people
- Good for getting several perspectives on a topic
- Purpose is to promote discussion among participants



# Qualitative Data Collection

## Listening Session

---



- A listening session involves gathering feedback from a group of people
- A listening session is used to gain some new ideas and collect detailed feedback on these topics, while a focus group is often used to gather quick feedback and explore different perspectives



# Qualitative Data Collection

## 100 Cups of Coffee

---



- A great way to involve your coalition in data collection
- A great capacity building tool for your community work
- Effective in learning about the community while building credibility





## Qualitative Data

- Focus Groups
- One on One Interviews
- 100 Cups of Coffee
- Listening Sessions



Interviews:  
A Conversation with  
a Purpose



# Qualitative Data Collection

## Interviews

---



- 1-on-1 Interviews
- Broad influence
- Great for sensitive issues – people more comfortable once trust is built



## Why Should You Conduct Interviews?

Interviews will provide an effective way to have an accurate and thorough communication of ideas between you and the person with whom you are speaking

You may find that in interviews – people share things that they may not otherwise share

## When Are Interviews NOT the Best Option?

Interviews will not be effective if  
you cannot establish trust

You may not find interviews  
helpful when a person has a  
personal agenda

# Benefits of One-on-One Interviews

---

- Provides flexibility to probe into issues deeper by allowing for follow up questions
- You can observe nonverbal behaviors
- You have control over the environment
- You can record spontaneous responses
- You know exactly who is responding
- You can make sure to ask any additional questions that may arise from the conversation



# Building Rapport



# Rapport Defined...

“A relationship that is built on mutual interest, support, and understanding.”





# Elements of Rapport

- Mutual Attentiveness
- Positivity
- Coordination



# Building Rapport: Mutual Attentiveness & Positivity

---



- Mutual attentiveness and positivity are important ways of creating a positive personal image, which motivates the other person to continue the interaction
- Mutual attentiveness and positivity help to keep respondents motivated to continue with the interview



# Building Rapport: Coordination

---



- Coordination creates an environment that makes the interaction feel balanced or “in sync”
- Coordination facilitates smooth question and answer sequences throughout the interview





## Tips For Conducting Interviews

# Tips – Interviews

---

- Start with an overview of why you are conducting the interview
- "I am going to ask you # questions and will write down your responses. Take as much time as you need to think about your answer. I will write your responses. I will then read back your responses to ensure accuracy. After that – we can have a conversation about the topic."



# Tips –Methods for Community Interviews

---

- Coordinate how to record the responses if more than one person is conducting interviews
- If you are using zoom or another online platform, you may want to record the session, so you have a transcript
- Once you have completed the interviews, you can compile the responses – identifying key themes for each question



# Equity Considerations – One-on-One Interviews

---



# Health Disparities





# Equity Considerations

---

- Transportation
- Literacy
- Technology
- Location
- English as a second language
- History



Thank you!



Dorothy J. Chaney

Impact Community Planning Group

[chaneymom@gmail.com](mailto:chaneymom@gmail.com)

# Contact us!

Nicole M Augustine, MPH, MCHES, PS

Regional Director, SPTAC, HHS Regions III & IV



[NAugustine@edc.org](mailto:NAugustine@edc.org)



[Access the SPTAC Website](#)



[Click here to request a TA from our region!](#)

# Contact Us



Central East (HHS Region 3)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

*a program managed by*



Central East PTTC website:  
[www.pttcnetwork.org/centraleast](http://www.pttcnetwork.org/centraleast)

Danya Institute website:  
[www.danyainstitute.org](http://www.danyainstitute.org)

Deborah Nixon-Hughes, Director:  
[dhughes@danyainstitute.org](mailto:dhughes@danyainstitute.org)

Danya Institute email and phone:  
[info@danyainstitute.org](mailto:info@danyainstitute.org)  
(240) 645-1145

*Funding for this presentation was made possible by SAMHSA grant no. 1H79SP081018. The views expressed by speakers and moderators do not necessarily reflect the official policies of HHS; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.*

