

Key Informant Training

Columbia River CHIP

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OFFICE OF RURAL HEALTH





Communication Model

- **Sender** – Skills, Attitudes, Knowledge, Situation
- **Message** – Facts and/or Fiction, Treatment
- **Channel** – Senses
- **Receiver** – Skills, Attitudes, Knowledge, Situation



Communications: Aids to Listening

- **Empathy** - Implies desire to understand the thoughts, feelings and positions of others
- **Acceptance** - Try to understand the reason for the feelings
- **Feedback** - Check understanding
- **Silence** - Give time to collect thoughts



Keys to Successful Interviews

- Communication / Listening
- Quality of Questions
- Environment
- Selecting Appropriate Participants
- Recording Input



Active Interviewer's...

- Take interest in what participants say by relating what they are saying to how it affects you
- Focus on what participants say NOT how they say it
- Do not let their attitudes toward the participant or his/her beliefs distract or bias you
- Wait to judge responses until after you clearly understand what they are saying
- Listen for issues, ideas, and themes not just facts
- Observe participants nonverbal signals
- Take accurate notes while not allowing notetaking to intrude
- Concentrate on listening and showing complete attention by using eyes, ears and body position to demonstrate attentiveness
- Resist distractions
- Do not react to emotional words or controversial statements
- Ask additional questions for clarification
- Paraphrase to confirm interpretation
- ASK WHY



Specifics

- Partner members will interview 5 “key informants” from their Select 10
- Interviews should be 45 min, set aside the rest of the hour to fill in your notes while the interview is still fresh in your mind
- Explain to key informant what the interview is regarding
- Assure interviewees that the information is confidential, names will not be used in the report
- Everyone interviewed will be given a copy of the report if they are interested
- Thank people for their time and participation