

Qualitative Data Information and Resources

Focus Groups

Focus groups are group interviews. A moderator guides the interview while a small group discusses the topics that the interviewer raises. What the participants in the group say during their discussions are the essential data in focus groups. Typically, there are six to eight participants who come from similar backgrounds, and the moderator is a well-trained professional who works from a predetermined set of discussion topics.

Source: Morgan, David L. "About This Book." *The Focus Group Guidebook*. Thousand Oaks, CA: SAGE, 1998. 1-7.

Key Informant Interviews

Are qualitative in-depth interviews of 15 to 35 people selected for their first hand knowledge about a topic of interest. The interviews are loosely structured, relying on a list of issues to be discussed. Key informant interviews resemble a conversation among acquaintances, allowing a free flow of ideas and information. Interviewers frame questions spontaneously, probe for information and take notes, which are elaborated on later.

http://pdf.usaid.gov/pdf_docs/pnabs541.pdf

Ethnography

A branch of anthropology involving the study and descriptive recording of existing cultures primarily through participant observation, unstructured interviews and key informant interviews. This process seeks to blend both the emic and etic perspectives and sources of information. The "emic" in anthropological terms refers to the "insiders" view and interpretation of a behavior, group, culture or community. The "etic" refers to the "outsiders" view and interpretation of a behavior, group, culture or community.

Source: Working With Communities to Achieve Change Training. California STD/HIV Prevention Training Center, Oakland, CA.

Photovoice

Photovoice is a participatory research method based on health promotion principles that involve participants in taking pictures, telling stories, and influencing policy. Photovoice has 3 main goals: 1) to enable people to record and reflect their community's strengths and concerns; 2) to promote critical dialogue and enhance knowledge about issues through group discussions of the photographs; and 3) to inform policy makers. For more information visit:

www.photovoice.org

Resources about Evaluation

RE-AIM at <http://www.re-aim.org/index.html>

"RE-AIM [Reach, Efficacy, Adoption, Implementation, Maintenance] is a systematic way for researchers, practitioners, and policy makers to evaluate health behavior interventions. It can be used to estimate the potential impact of interventions on public health." This evaluation framework assesses interventions to multiple criteria that may better identify the translatability and public health impact of health promotion interventions. The web site includes Reach and Adoption calculators, checklists, measures, publications, presentations, and more.

American Journal of Public Health: Special Issue on Evaluation at <http://www.pubmedcentral.nih.gov/tocrender.fcgi?iid=130636>

Includes articles on evaluation methods, and evaluations of various programs.

Evaluation Toolkit (W.K. Kellogg Foundation) at <http://www.wkkf.org/default.aspx?tabid=75&CID=281&NID=61&LanguageID=0>

Although targeted at W.K. Kellogg Foundation grantees, anyone conducting a program evaluation should find it useful.

Resources about Priority Population

Cultural Competence Resources for Health Care Providers (HRSA) at <http://www.hrsa.gov/culturalcompetence/>

Links to HRSA grantee websites on cultural competence issues. Resources include assessment tools, culture/language sites, disease/conditions sites, special population groups, training curricula, web-based training and more.

Gay & Lesbian Alliance Against Defamation (GLAAD) - Home at <http://www.glaad.org/Page.aspx?pid=183>

Refugee Health Information Network (RHIN) at <http://www.rhin.org/> RHIN has created a database of health education materials in multiple languages and formats (e.g. brochures, fact sheets, etc.) from reputable sources (e.g. Federal, state, and local public health agencies; national organizations; health care agencies; community-based organizations; academic institutions; and international organizations, etc. Languages are focused refugee population groups.

APHA: Health Disparities Database at <http://www.apha.org/programs/disparitiesdb/>

Historical database contains information about projects and interventions submitted by public health practitioners. Searchable by program category, race/ethnicity, gender, age, state, evaluation status. Includes contact information of the project manager. Projects appear to stop being added in July 2007.