

CONDUCTING ONE-ON-ONE INTERVIEWS

A Toolkit for Communities Working
to Prevent Problem Gambling



Adapted from the resource, *Making the Most of Key Informant Interviews*, developed for SAMHSA's Center for the Application of Prevention Technologies.

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A one-on-one interview (OOO) is a useful and relatively easy way to understand and explore a topic in depth. Unlike informal chats intended solely to build connections, an OOO is a structured conversation with a specific individual who has the experience, knowledge, and/or understanding of a topic or issue you want to learn more about.

OOOs are particularly helpful for exploring issues related to problem gambling prevention (PGP). Here are some reasons why:

- They can help you understand how different populations are affected by the problem.
- They can help you understand why people gamble.
- They can reveal how current prevention efforts are being received, and how they could be strengthened.
- By revealing shared goals, they can help you build relationships with new partners.

Given these benefits, it's understandable that many PGP practitioners are eager to jump right in and get started. However, in order to generate useful information, quality OOOs require planning, preparation, and know-how.



This brief presents some of the key steps PGP practitioners should take when planning and conducting OOs, organized into six sections:

- 1.** Understanding OOs
- 2.** Getting Ready
- 3.** Reaching Out
- 4.** Developing an Interview Protocol
- 5.** Doing the Interview
- 6.** Following Up and Making Sense of What You've Learned

At the end of the brief, there are sample interview questions as well as a template to help you summarize the information you collect.



SEE APPENDIX A: One-on-One Interviews At-a-Glance

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OOOs are not regular conversations. Unlike regular conversations:

- They have a specific purpose.
- Participants are carefully selected based on their ability to provide specific types of information.
- Interviews are guided by a pre-determined set of questions.
- The interviewer poses follow-up questions to clarify and obtain more information.

There are many reasons why practitioners conduct OOOs to inform their prevention efforts, as noted below:

- **Timely and inexpensive:** Planning one interview doesn't take nearly as much time as planning a survey or focus group. Also, OOOs don't require special meeting spaces, incentive payments, or refreshments.
- **Flexible format:** OOOs can be conducted in person, by phone, or via a videoconference call—depending on the participant's schedule and availability. The structure of the conversation is somewhat flexible as questions and topics can be added or omitted as needed.
- **Depth and clarity:** OOO interviewers can ask questions and probe for more information to better understand the issue, situation, or community culture.



- **Candid and compelling information:** OOs tend to elicit more candid responses than group discussions, where participants may be more reluctant to share potentially sensitive information. With permission, compelling statements can also be reported as quotes to emphasize an important point or perception.



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GETTING READY

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To ensure that your OOO generates the information you need, planning is key.

Here's where to start:

- **Clarify your purpose.** When planning an OOO, it's tempting to jump right in and pick up the phone. Instead, step back and think about what information you need. Clarify your purpose: What do you want to find out or understand? It's important to be clear about the purpose before selecting your participants.
- **Identify the right participants.** Given your purpose, who in the community has the knowledge and perspectives you're looking for? Start by identifying sectors rather than individuals—this will help you cast a wide enough net. Then identify individuals within each sector or organization who would be most likely to have useful information.
- **Select the right interviewer.** If possible, choose someone who shares attributes with the OOO participant (e.g., race/ethnicity, gender, age) and/or is familiar with their culture. The interviewer should also be comfortable talking with people and have good listening skills. An interviewer can be someone hired specifically to do the interviews or a member (or members) of your organization. The benefit of the latter is that internal interviewers can then train other members, which will help sustain this skill among your team.



- **Determine the format.** In-person interviews are usually preferred for OOOs because it is easier to build rapport and develop trust when meeting in person—which in turn increases the likelihood of obtaining useful information. However, phone or video interviews may be easier to schedule and best for participants who are busy or located far away.
- **Determine your documentation approach.** Documentation is critical, so don't rely on your memory of the conversation after the fact! If possible, take notes *and* record the interview. Most smartphones have excellent recording capabilities, as do video conference platforms. Make sure to obtain the OOO participant's permission in advance if you choose to record. It's also standard when taping an interview to inform participants that they have the option of going "off the record" at any time—at which point the recorder should be turned off. Finally, make sure to discuss issues related to confidentiality (e.g., who will have access to the recording).

Who Is the Right OOO Participant?

Selecting an OOO participant is not always easy or straightforward. It's important to select people who are in key positions AND have knowledge and experience pertinent to your area of interest.

For example, if you want to better understand how gambling is affecting student behavior at your local high school, one option is to interview the district superintendent, as they hold a key position in the school system. However, an OOO with the school principal and/or a seasoned faculty member may generate more useful information, as they may have first-hand knowledge of their students' attitudes and behaviors.

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REACHING OUT

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OO recruitment includes three main steps: sending a letter of introduction, scheduling the interview, and ensuring the participant is prepared.

- 1. Sending a letter of introduction.** Once you have identified who you would like to interview, send an official letter of introduction. The letter should include information about your agency or team, background information about your PGP work, a high-level description of the kind of information you are looking for, and how long the interview will last. Your overall goal for the introductory letter is to make a compelling case for the value of your work and why participating in the interview will be worth the participant's time.

Avoiding the “Cold Call”

If you don't already have a relationship with the person you'd like to interview, see if you can find an intermediary willing to make an introduction. People are more likely to spend time talking to someone who is recommended by a friend or colleague they trust.



2. Scheduling the interview. After a reasonable amount of time has passed, call the interview subject to schedule the OOO. Introduce yourself and briefly review the information in your letter of introduction. Schedule the OOO at a time and place that is convenient for them. Whenever possible, have the interviewer make the initial contact as this is the first step in building a connection.

3. Ensuring the participant is prepared. Once the OOO has been scheduled, send the OOO participant a copy of the questions you plan to ask. This will give them time to prepare their thoughts and identify any relevant materials ahead of time. On reviewing the questions, the participant may also discover that they are not the right person for the interview. While disappointing, this insight will save valuable time.

Keep in mind that not everyone you reach out to will agree to participate. Sometimes even the strongest case isn't strong enough. There are many reasons why a potential interview subject might say "no"—so don't take their rejection personally. Be persistent and find someone else to interview who can offer a similar perspective.



SECTION 4

DEVELOPING AN INTERVIEW PROTOCOL

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Getting the information you need from OOs participants isn't always easy. An interview guide or protocol provides the structure needed to make sure you ask the right questions, at the right time. It can also help to ensure consistency across interviews, which is especially important when using multiple interviewers.

The first step in developing an effective interview protocol is to do your homework. Learn all you can about your topic of interest, the person you'll be talking to, and the work they do. This will help you craft meaningful, well-informed questions that are a good match for the person with whom you'll be talking. It will also help you use your time wisely—so you're not asking questions that could be answered through a quick Internet search.

In general, **don't let the interview exceed one hour**. The people you choose as OOs participants are likely to be busy, and the quality of the conversation can deteriorate if they feel pressed for time and need to get back to work. Many of your participants may be people with whom you will want to collaborate in the future, so don't antagonize them by letting the interview go on too long.

A good interview protocol includes three parts: an introduction, a set of pre-determined questions, and suggested follow-up questions or prompts.



Get Input!

Once you've drafted your protocol, get input from others, such as members of your team as well as other members of your community. Their input will ensure that you are asking the right people the right questions and in ways that will make sense to them and are respectful.

Introduction

The introduction is an opportunity to put the OOO participant at ease and prepare them for the interview questions that follow. During the introduction, the interviewer should:

- Introduce themselves and explain their connection to the project.
- Thank the participant for setting aside time for the interview.
- Review the purpose of the interview and the importance of the participant's input.
- Explain how the information from the interview will be used.
- Remind the participant how long the interview will last.
- Discuss confidentiality (e.g., obtain permission for recording the interview and using specific quotes, describe who will have access to the interview notes and recording).
- Ask if the participant has any questions before the interview begins.

Questions

The interview questions follow the introduction. An interview guide should include three types of questions: warm-up questions, main questions, and wrap-up questions.

- **Warm-up questions:** 1–2 questions that help the participant settle in, get comfortable, and start talking.
- **Main questions:** 5–7 questions that explore opinions, values, beliefs, experiences, behaviors, and knowledge. Most questions will be the same across interviews, but a few will be subject specific.
- **Wrap-up questions:** 1–2 questions that offer the participant the opportunity to share final thoughts and feel a positive sense of closure.

It's best to start with a few questions that are relatively easy to answer. These will help build trust and rapport before the interview moves on to the more challenging questions. Easy questions seek factual and objective responses. Challenging questions require more analysis by the participant.

Always end the interview by summarizing the key points. This step is important because it gives you an opportunity to put in your own words what the participant said. This also allows the participant to correct any mistakes or to emphasize key points that you may have overlooked.

Follow-Ups

Even well-crafted questions may not always elicit the desired information. That's where follow-up questions or prompts come in. These can often be prepared in advance. Here are three common reasons for using follow-up questions:

- To explore a question in greater depth:
Example: *Can you tell me more about _____ [fill in the blank]?*
- To clarify the meaning of a response:
Example: *Can you provide some examples, so I understand what you mean?*
- To elicit more information after a vague response:
Example: *Can you describe/explain _____ [fill in the blank]?*

What Makes a Good Question?

Good OOO interview questions are:

- **Open-ended but specific:** Open-ended questions invite respondents to provide concrete and useful information, whereas close-ended questions limit responses to "yes" or "no." Open-ended questions should be specific to the topic so they generate responses that are useful.
- **Clear and simple:** These questions can usually be answered with a single piece of information. A question with multiple parts, or multiple questions asked simultaneously, may confuse participants or cause them to respond to just one part. This could prevent you from getting all the information you need.
- **Neutral:** Neutral questions are more likely to encourage a useful and candid response. Avoid questions that could cause participants to feel defensive, such as a question that implies that someone is to blame for the problem.



SEE APPENDIX B: Sample OOO Protocol for Youth-Serving Organizations

SEE APPENDIX C: Sample OOO Protocol for Community Leaders

SEE APPENDIX D: Sample OOO Protocol for Public Health Professionals

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DOING THE INTERVIEW

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Conducting the OOO is where the rubber meets the road. If you've planned well, selected the right OOO participant, and developed a good interview protocol, then the interview is more likely to go smoothly and produce the information you need.

Here are some tips for keeping the interview on track:

- **Don't move to a new topic prematurely.** Don't leave important issues hanging—you might run out of time before you can return to them. Also, you will get more useful information by discussing one subject at a time.
- **Don't get stuck on a question.** Sometimes you just won't get the information you want from a particular participant. Know when to move on so you don't frustrate yourself or your participant by trying to elicit information they don't have, can't articulate, or aren't willing to share.
- **Use active listening techniques.** Pay close attention to what the participant is telling you. Follow up on anything that is unclear or that you don't understand.
- **Use two interviewers.** Although not always feasible, it can be useful to have two people at the interview—one to conduct the interview and one to take detailed notes. This allows the primary interviewer to pay more attention to the interview process.



However, sometimes, even the most prepared interviewers face roadblocks. Here are some challenges that interviewers may face as well as some strategies for overcoming them:

- **Late start.** Even when an interview starts late, make sure to include all elements of the introduction. Taking the time necessary to provide a thorough introduction can help build rapport and put respondents at ease .
- **Less time than anticipated.** Even when time is limited, don't be tempted to skip over your warm-up and easy questions. These questions help to build trust, which is essential if you hope to obtain honest, informative responses to your more challenging main questions.
- **Short, uninformative answers.** When a participant gives short, vague answers that don't provide useful information, this is usually an indication that they're not yet feeling comfortable with you or the interview process. Don't move on and ask more challenging questions. Don't offer your own opinion in an attempt to encourage a participant to be more specific. Be patient, stick with your easier questions, and give the participant the time they need to feel more comfortable.
- **Defensive responses.** When a participant's tone of voice sounds defensive, it's natural to want to ignore it and move on—or to agree with what the participant has said in an effort to maintain rapport. Instead, try saying something positive that acknowledges the person's defensive response, such as: "Yes, I can see that is really important to you. It is a complex issue and vital to address. . . ." Then move on to another, related question, for example: "What I'm interested in understanding is what you think about. . . ." This can help minimize or diffuse defensiveness.
- **Speculative answers.** Sometimes a participant may speculate rather than provide responses that are based on their direct experience. When this occurs, acknowledge the speculative response, then refocus the interview on the participant's actual experience. For example: "That may be true, but let's get back to your own experience with. . . ."
- **Abrupt endings.** Sometimes a participant has to end the interview abruptly before you have had the chance to ask all of your questions. Even the person who insists they have to leave usually has time to answer one or two final questions—as long as those questions are really important. Be sure to ask if they're willing to do so, but don't press them if they decline your request. What's most important is that you end the interview on a positive note since you may need to contact this person again for follow-up information.

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So, you've had a great interview—now what? Here's what comes next:

- **Review your notes.** Do this as soon as you can so the information is fresh. Clarify any points of confusion and add any additional information that was not possible to note during the interview, including information about the tenor of the interview (e.g., the degree to which the participant was cooperative, how strongly they felt about the issues discussed, whether and why the interview may have been cut short.)
- **Send a thank-you.** This should happen right away. The thank-you doesn't have to be long—just an email that communicates that you valued the time the participant spent with you and the information they provided. You can also follow up on any themes or pieces of information that were missed during the interview.
- **Prepare a summary.** For each interview, write a one- to two-page summary. Interview summaries include three sections:
 - **Descriptors:** Descriptors are the *who*, *when*, *where*, and *why* of the interview. They should include the name of the person interviewed, their position and length of time in that position, when and where the interview took place, how long the interview lasted, and why this person was selected to be interviewed.



- **Main points:** Main points offer a snapshot of what you learned. They should include the condensed responses to each of the main questions, accompanied by any strong quotes that clearly articulate the participant's position. Whenever possible, have the participant check the accuracy of the main points you identified. This review can also be an opportunity for the participant to add more information.
- **Interviewer comments:** These comments include insights or ideas that occurred to the interviewer during or after the interview, including any suggestions for modifying the interview questions and areas needing follow-up. This is the time to record any challenges (e.g., the interview ended earlier than anticipated) and note any points that may be based on speculation or personal bias.



[SEE APPENDIX E: Interview Summary Form](#)

- **Compile and analyze the data.** In order to compare what you've learned across OOOs and identify themes and trends, you will need to compile the data—that is, put the data from all of the interview summaries in one place (e.g., a spreadsheet). Sometimes it can be difficult to identify themes and know what to believe, especially when OOO participants' statements conflict. When faced with conflicting information, be objective and remember that the information you have collected is based on participants' experience and opinions—which is bound to cover the gamut.

Safeguarding Data

Remember to take steps to protect the confidentiality of the key informants. Store interview notes in a secure place, such as a locked file cabinet or a password-protected computer file. You may also want to replace the participant's name, position, and interview location with a number.

- **Write up your findings.** After completing the analysis, it's important to summarize your process, findings, and conclusions in a final report that you can share with others and use to guide your prevention efforts.

Tips for Interpreting Data

- **Involve others:** Share data summaries with members of your team or agency. They can offer valuable perspectives and help to ensure that responses are not being misinterpreted.
- **Examine all relevant materials:** Once you have compiled the data, go back to your interview summaries, notes, and recordings to fill gaps and address discrepancies.
- **Identify themes and trends:** Do this step separately for each main question, and then across the interviews as a whole. Consider the following:
 - In what ways were the responses similar across interviews?
 - In what ways were they different?
 - What themes or trends emerged?
 - What could explain any differences across interviews?
- **Consider the limitations:** OOOs are susceptible to bias and other limitations. The following questions can help you assess the limitations of your data:
 - Did you have a broad representation of OOO participants?
 - Did the interviewer focus on certain questions more than others?
 - Did the interviewer follow up on certain questions more than others?
 - Did anything uncharacteristic or unexpected happen during the interview?

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OOOs are a useful way to explore important issues in greater depth and obtain candid human perspectives. However, they are just one way to obtain information and are often used in conjunction with other data collection methods, such as focus groups. Before taking any action, it's important to look at your interview data in the context of everything else you've learned to see how all of the pieces fit together. Only then should you draw conclusions, go public with results, or make any decisions.



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One-on-One Interviews At-a-Glance

Getting Ready

- ☐ Clarify your purpose.
- ☐ Identify the right participants.
- ☐ Select the right interviewer.
- ☐ Determine the format.
- ☐ Determine your document approach.

Reaching Out

- ☐ Send a letter of introduction.
- ☐ Schedule the interview.
- ☐ Make sure the participant is prepared.

Developing an Interview Protocol

- ☐ Include an introduction.
- ☐ Develop three types of questions: warm-ups, main, and wrap-ups.
- ☐ End by summarizing key points.

Conducting the Interview

- ☐ Don't move to a new topic prematurely.
- ☐ Don't get stuck on a question.
- ☐ Use active listening techniques.
- ☐ Anticipate roadblocks.

Following Up and Making Sense of What You've Learned

- ☐ Review your notes right away.
- ☐ Send a thank-you.
- ☐ Prepare a summary that includes descriptors, main points, and interviewer comments.
- ☐ Compile and analyze data across interviews.
- ☐ Write up your findings.

APPENDIX B

Sample OOO Protocol for Youth-Serving Groups

Introduction

- **Introduce yourself:** I'm [NAME]. It's nice to meet you in person. As I mentioned on the phone, I am from [NAME OF AGENCY] and we are working to prevent problem gambling in [NAME COMMUNITY].
- **Express gratitude:** I know you have a lot of responsibilities. Thank you so much for taking the time to meet with me!
- **Describe the purpose of the interview:** Our work this year is focusing on preventing gambling among young people. To better understand why this problem is occurring and how we might best address it, we wanted to talk to people in the community who work directly with young people and may be seeing the problem firsthand. Your name came up because you lead an after-school club for teens at your community center.
- **Explain how the interview will be used:** Our team is developing a plan for addressing problem gambling in the community. But before we select any strategies, we are talking to a number of people, like you, who have been working with young people for a long time. When we are done with the interviews, we'll write up a report on what we find out and share it with you.
- **Confirm interview length:** As I mentioned when I called you, the interview will take 45 minutes.
- **Discuss confidentiality:** I want to reassure you that we will maintain your confidentiality. Nothing you say will be directly connected to you or your position. We won't use any direct quotes from you without asking your permission first.
- **Share definitions:** People define gambling in lots of different ways. So, before we get started, I'd like to share our definition. When I talk about gambling, I mean risking something of value on the outcome of an event when the probability of winning is less than certain. Some people also use the terms "betting" and "gaming" depending on gambling type or setting.
- **Check for questions:** Do you have any questions before we get started?

Warm-up Questions (1–2)

1. How many years have you worked in this position?
Follow-up: What was your prior position?
2. How many teens participate in your after-school club?
Follow-up: Is the level of participation pretty consistent?

Main Questions (5–7)

1. Do you think gambling is a problem among young people in this community?
Follow-up: [If yes] Why? [If no] Why not?
2. Are you aware of any teens in your after-school group who gamble?
Follow-up: [If yes] How do you know?
Follow-up: Can you give an example of a time when you were aware that a teen in your group was gambling?
3. Have you noticed if there are certain groups of teens who are more likely to gamble than others?
Follow-up: [If yes] Which ones? How do you know?
Follow-up: Do the teens in your program talk about betting or gambling?
4. What types of activities or events do young people bet on?
Follow-up: Where do young people go to gamble? Is it mostly online?
5. What forms of media or advertising do you think influence youth gambling?
6. Have you ever been in a position to talk to a young person about gambling?
Follow-up: [If yes] What did you say? How did it go?
Follow-up: [If no] If you were aware of a teen in your program who was gambling, how might you bring up the topic?
7. What resources are aware of in this community to address underage gambling?

Wrap-Up Questions (1–2)

1. Who else in the community do you think I should speak to about this problem?
2. Is there anything else you would like to add before we end this conversation?

Closing Comments

- If I have any additional questions or need to clarify something we discussed today, may I contact you? Would you prefer a phone call, email, or text?

Thank you so much for your time. Your comments will be helpful as we plan how to address this problem.

APPENDIX C

Sample OOO Protocol for Community Leaders

Introduction

- **Introduce yourself:** I'm [NAME]. It's nice to meet you in person. As I mentioned on the phone, I am from [NAME OF AGENCY] and we are working to prevent problem gambling in [NAME COMMUNITY].
- **Express gratitude:** I know you have a lot of responsibilities. Thank you so much for taking the time to meet with me!
- **Describe the purpose of the interview:** Our work this year is focusing on preventing gambling among men of color. To better understand some of the factors that influence gambling in this group and to learn how to best prevent it, we wanted to talk to people who are already working hard to improve opportunities for Black men in [NAME OF COMMUNITY]. You have been committed to this work for a long time so your perspectives on gambling would be invaluable.
- **Explain how the interview will be used:** Our team is developing a plan for addressing problem gambling among men of color. But before we select any strategies, we are talking to a number of people, like you, who have been involved in launching and implementing a wide range of community programs, particularly in communities of color. When we are done with the interviews, we'll write up a report on what we find out.
- **Confirm interview length:** As I mentioned when I called you, the interview will take 45 minutes.
- **Discuss confidentiality:** I want to reassure you that we will maintain your confidentiality. Nothing you say will be directly connected to you or your position. We won't use any direct quotes from you without asking your permission first.
- **Share definitions:** People define gambling in lots of different ways. So, before we get started, I'd like to share our definition. When I talk about gambling, I mean risking something of value on the outcome of an event when the probability of winning is less than certain. Some people also use the terms "betting" and "gaming" depending on gambling type or setting.
- **Check for questions:** Do you have any questions before we get started?

Warm-Up Questions (1–2)

1. How many years have you been in your role?
2. What do you find most satisfying about your role?

Main Questions (5–7)

1. Do you think gambling is a problem in your community?
Follow-up: [If yes] What makes you think so? [If no] Why not?
2. Has gambling been discussed among the members of your community?
Follow-up: [If yes] What were people's attitudes toward the problem?
Follow-up: [If no] Why do you think it hasn't been discussed?
3. We know that Black men are at greater risk of problem gambling. Why do you think this is so?
4. What role could or should community leaders take to prevent problem gambling?
Follow-up: What supports do leaders need to take on this role?
5. Are you aware of any resources in the community to prevent problem gambling?
Follow-up: [If yes] Which ones?
Follow-up: [If yes] Do these resources resonate with men in your community?
Follow-up: [If yes] Could these resources be improved to be a better fit?
Follow-up: [If no] What types of resources would be most helpful?

Wrap-Up Questions (1–2)

1. Who else in the community do you think I should speak to about this problem?
2. Is there anything else you would like to add before we end this conversation?

Closing Comments

- If I have any additional questions or need to clarify something we discussed today, may I contact you? Would you prefer a phone call, email, or text?

Thank you so much for your time. Your comments will be helpful as we plan how to address this problem.

APPENDIX D

Sample OOO Protocol for Public Health Professionals

Introduction

- **Introduce yourself:** I'm [NAME]. It's nice to meet you in person. As I mentioned on the phone, I am from [NAME OF AGENCY] and we are working to prevent problem gambling in [NAME COMMUNITY].
- **Express gratitude:** I know you have a lot of responsibilities. Thank you so much for taking the time to meet with me!
- **Describe the purpose of the interview:** Our work this year is focusing on preventing gambling among young people. To better understand why this problem is occurring and how we might best address it, we wanted to talk to people in the community who are committed to making [NAME COMMUNITY] a safe and healthy place to live. Your name came up because you [NAME ROLE].
- **Explain how the interview will be used:** Our team is developing a plan for addressing problem gambling in the community. But before we select any strategies, we are talking to a number of people, like you, who have been responsible for launching and implementing a wide range of public health initiatives in [NAME COMMUNITY]. When we are done with the interviews, we'll write up a report on what we find out.
- **Confirm interview length:** As I mentioned when I called you, the interview will take 45 minutes.
- **Discuss confidentiality:** I want to reassure you that we will maintain your confidentiality. Nothing you say will be directly connected to you or your position. We won't use any direct quotes from you without asking your permission first.
- **Share definitions:** People define gambling in lots of different ways. So, before we get started, I'd like to share our definition. When I talk about gambling, I mean risking something of value on the outcome of an event when the probability of winning is less than certain. Some people also use the terms "betting" and "gaming" depending on gambling type or setting.
- **Check for questions:** Do you have any questions before we get started?

Warm-Up Questions (1–2)

1. How many years have you been in your role?

Follow-up: What was your prior position?

2. What is the most satisfying part of your job?

Main Questions (5–7)

1. Do you think that youth gambling is a serious problem in this community?
Follow-up: [If yes] Why? [If no] Why not?
2. Is youth gambling a problem that has been discussed at your agency?
Follow-up: [If yes] What were people's attitudes toward the problem?
Follow-up: [If no] Why do you think it hasn't been discussed?
3. What factors do you think contribute to youth gambling in this community?
4. What is the role of public health professionals in preventing youth gambling in this community?
5. What are the barriers, if any, to preventing youth gambling in this community?
Follow-up: Can you provide any examples to help me better understand these barriers?
6. Do you think the general public understands that youth gambling is a problem in this community?
Follow-up: Why do you think this is the case?
7. Are you aware of any resources in the community dedicated to preventing youth gambling?
Follow-up: [If yes] Do you think these resources are effective?
Follow-up: [If no] How could they be strengthened?

Wrap-Up Questions (1–2)

1. Who else in the community do you think I should speak to about this problem?
2. Is there anything else you would like to add before we end this conversation?

Closing Comments

- If I have any additional questions or need to clarify something we discussed today, may I contact you? Would you prefer a phone call, email, or text?

Thank you so much for your time. Your comments will be helpful as we plan how to address this problem.

APPENDIX E

One-on-One Interview Summary Form

Use this form to track your scheduling progress and summarize your OOO information. If you contact someone who does not want to participate, record that information at the top of the form. Please attach your OOO protocol questions.

Participant Contact Information

Name: _____

Position and organization: _____

Email and phone: _____

Date contacted: _____

Did This Person Agree to Be Interviewed? Yes or No

Interview date(s), time(s), and location(s): _____

Interviewer(s): _____

Interview Summary

Descriptors: Name of participant, why this person was selected, and length of the interview

Key points (by question) and strong quotes: _____

Themes that emerged: _____

Your conclusions (big takeaway messages): _____

Interview challenges: _____

Questionable responses (e.g., those that may be based on speculation or bias): _____

Areas where follow-up may be needed, including suggestions for modifying the interview questions:

References



