

Clean Hotels Initiative

Key Leaders Survey

The Goodman and Wandersman Community Key Leader Survey was developed at the University of South Carolina and measures how ready community leaders are to take action on prevention. This 48-item survey utilizes a key informant approach in which community leaders respond to questions about prevention in their community across three domains: awareness, concern and action. This interview guide was inspired by the Key Leader Survey.

Focus: Grassroots Groups, SV/DV Programs, Other State Partners

Introduction: Thanks for talking with me today. I am a working with _____. We are exploring potential campaigns to work on that involve communities around the state. I wanted to talk with you more about this potential campaign to see how receptive others are with idea.

1. Speaking of policy initiatives... what are you working on or what policy interest do you have these days?

Introduce the Clean Hotels idea with reviewing the fact sheet...

Awareness

2. Where have you heard of this idea before?
3. In what way does this idea fit in with anything you have been thinking of in creating social change?

Concern

4. What concerns you about this idea?
5. What opportunities might there be given our current climate?
6. One a scale of 1-10 how important do you think this issue is?

Action

7. In what way could you see yourself and/or your organization supporting this issue?
8. On a scale of 1-10 how likely are you and/or your organization in becoming actively involved in this issue?
9. What other prevention initiatives would be better or a better fit for you and/or your organization?