



## How to Conduct a Key Informant Interview

### **Before the Interview:**

- Gather background information on the issue to be discussed.
- Learn about the person and his/her organization.
- Write a list of questions to ask.
- Familiarize yourself with other individuals and organizations addressing the same issue.
- If you have a relationship with any existing gatekeepers or CBOs, ask if they can help in making introductions.

### **During the Interview:**

- Introduce yourself and your organization using the suggested script below.
- Explain the purpose of the interview.
- Stress that you understand that s/he is an important community leader.
- Give the name of the person who referred you to that person. This can help build trust and credibility.
- Be honest, polite and to the point.
- Be respectful of the person's time.
- Who you represent
- Discussion questions (TBD- Appreciative Interview? Project specific?)

### **For additional interviews**

- Who is well respected or well-known in the community?
- Ask for help planning a community meeting so that you can get to know the community leaders recommended by your key informant.



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### **Sample Script for Beginning a Key Informant Interview**

"Hello, good morning/afternoon! My name is [your name]. I am with the [name of church].

We are in the process of getting to know the community and its leaders so that we can establish community partnerships. Your name was given to us by [name of referring community leader] because you're a key community leader. I'd like to briefly interview you about our community. Also, if you can suggest other people who might want to get involved, that would be appreciated.

Is this a good time? [If yes, continue. If not, arrange for a follow up face-to-face meeting or conference call].