

SWAT INTERVIEW GUIDE: SENIOR MANAGEMENT

Title/Position of Interviewee: _____

1. What do you see as the benefits of <Program Name> to your organization?
 2. What do you see as the benefits of <Program Name> to your employees?
 3. How concerned are you about overweight and obesity among your employees?
 - What are your concerns?
 - To what extent do you intend <Program Name> to affect this?
 4. Who do you hope will participate in the program? Are you are trying to reach particular types or groups of employees? Why?
 5. What makes you willing to support the program?
 6. What kinds of evidence or data convince you that the program is worth the time and effort devoted to it?
 - What information, like data or reports, do you have that the program is successful in helping employees reach and maintain a healthy body weight?
 - What information, like data or reports, do you have that the program is successful in helping employees change their eating habits?
 - What information, like data or reports, do you have that the program is successful in helping employees change their physical activity habits?
 - Do you have information about the organization's return on investment for this program? If yes, can you tell me about that?
- Additional Probes:*
- Where does the information come from?
 - How often do you get it?
 - How much confidence do you have in the information?
 - How useful is it (or would it be) to you to have data like this?
7. What do you consider innovative about the program?
 8. What about your program is particularly successful compared to other programs?
 - What programs in particular are you comparing your program to?
 - What factors have led to its success?
 9. How is your program integrated into the overall health promotion strategy of the organization?
 10. What would you suggest to strengthen the program?
 11. What advice would you give to other organizations that want to develop a program such as yours?

Thank you for your time and input. You've given us very helpful and useful information today.

