



**Interview Guide for:
Active Transport To and From School: A Multi-site Exploration of Physical
Activity Policy**

Table of Contents

	Page
Template for Introductory Letter	3
Physical Education Teacher	4-5
Parent Representative	6-7
School District Representative	8-10
Local City Official	11-12
Local Community Organizer	13-14
School Official	15-17
Public Safety Official	18-19
Generic Interview Template	20-22

This is a letter template explaining our study. It can be used as a reminder for the interview date and time.

Introductory letter

Thank you for agreeing to participate in our study on walking/biking to and from school. This study is funded by the Centers for Disease Control and Prevention, and managed by *Saint Louis University*. This letter confirms our meeting on (date), at (time) at (place).

We will be speaking with several people from the school and community about the same topic. After the interviews, we will compile the results and write a report that will be published along with the results from other schools around the country. It is our hope that we can find out key information about school, community, and environmental policies that influence walking or biking to school. This information will be shared with other researchers, communities, and schools both in-state and nationwide.

You will be sent a copy of the results when they are published. However, if you have any questions or have added information after the interview, please call me at *314-304-1481* or email at *eyleras@accessus.net*.

Childhood obesity and inactivity are a growing public health concern. Initiatives (such as walking and cycling to school) that promote physical activity in children are an important part of public health. We appreciate your time and expertise in helping us with our research.

Sincerely,

Amy A. Eyler, PhD
Associate Professor
Saint Louis University
School of Public Health

Physical Education Teacher

I. Introduction

1. Tell me about yourself.

Probe: How long have you been teaching?

How long have you been at this school?

What grades do you teach?

2. What opportunities do kids have to be physically active during the school day? (e.g. recess)

II. Background of Program/Rules/Practices of Walking/Biking to and from school

3. Tell me about the walking/biking to and from school at (school name).

Be sure they describe the programs, policies, and environmental changes

(Note: Use the terminology that the interviewee uses (e.g. policy, rule) in the probes. The word “initiative” is in italics in the questions below and should be replaced with the appropriate term)

Probes: -When was the program/policy/rules/standard established?

- How were you involved?

- What were the goals?

- How was it funded?

- Who supported it?

- Was anyone opposed to it? If so, Who and Why?

- Is the program still in effect

4. Were there specific events or occurrences at this school or in the community that led to the development of this “initiative”? What were these events?

5. What other groups were involved? What were their roles in the initiative?

6. How long did the “initiative last? (or is the policy/rule/standard still in effect? – the probes may not apply)

- Are there plans for continuation?

- Who will be involved?

III. Perception of Program/Rules/Practices of Walking/Biking to and from school

7. As a PE teacher, what do you see as the main benefits of an initiative that promotes walking or biking to school?

Probe: Do you think it helps their overall health?

Do you think that it helps the school financially?

8. Do you think the *initiative* was successful/met its goals? If not, why?

Probe: were any evaluations done to measure its success?

- How would you define success for this program?

9. In your view, what factors contribute to successfully encouraging children to walk and/or ride a bike to and from school?

Probe: - *policies (school, district, city/county...)*

- *transportation*

- *zoning*

- *public safety*

- *funding*

- *practices (school, district, city/county...)*

- *attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...*

- *behaviors of students/parents/teachers/officials/others...*

10. In your view, what factors hinder the promotion of walking/biking to and from school?

Probe: - *policies (school, district, city/county...)*

- *transportation*

- *zoning*

- *public safety*

- *funding*

- *practices (school, district, city/county...)*

- *attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...*

- *behaviors of students/parents/teachers/officials/others...*

Probe: *What factors fostered success/non-success?*

11. In thinking about the *initiative*, is there anything that you would have been done differently? *If yes, please explain.*

12. Sometimes stories provide great insight about programs and the people involved in them. Tell me one really good story about the walking/biking *initiative* at (school name).

Probe: *What would you change?*

What would you keep the same?

What makes this a really good story?(or, what key point should we take from this story?)

V. Closing

13. Is there anything else about the *initiative* that you would like to share?

14. Is there anyone else you think I should talk to in order to get more information on walking/biking to and from school?

Parent Representative

I. Introduction

1. Please tell me about yourself.

Probe: What are the ages of your children?

How many years have they been at this school?

How long have you been active in the school parent organization/or in the school?

What is your favorite thing about this school?

Physical Activity is defined as anything kids can do that will get them up and moving. It can be traditional exercise or sports, but also things like walking and active play.

2. As a parent, do you think kids in this community have enough opportunities to be physically active? What are some examples that you know of?

Probe: Are these activities done at home (e.g. outdoors, in yard etc)?

What about activities that require transportation to/from event?

II. Background of Program/Rules/Practices of Walking/Biking to and from school

3. Tell me about the walking/biking to and from school at (school name).
Be sure they describe the programs, policies, and environmental changes

(Note: Use the terminology that the interviewee uses (e.g. policy, rule) in the probes. The word “initiative” is in italics in the questions below and should be replaced with the appropriate term)

Probes: - How was the program/policy/rules/standard established?

- When was the program/policy/rules/standard established?

- How were you involved?

- What were the goals?

- How was it funded?

- Who supported it?

- Was anyone opposed to it? If so, Who and Why?

- Is the program still in effect?

4. Were there specific events or occurrences at this school or in the community that led to the development of this “initiative”? What were these events?
5. What other groups were involved? What were their roles in the *initiative*?

6. How long did the *initiative* last? Is the policy still in effect?
- *Are there plans for continuation?*
 - *Who will be involved?*

III. Perception of Program/Rules/Practices of Walking/Biking to and from school

7. As a parent, what do you see as the main benefits of a program promoting walking/biking to and from school?

Probe: Do you think it helps their overall health?
Do you think that it helps the school financially?

8. Do you think the *initiative* was successful/met its goals? If not, why?
- Probe: were any evaluations done to measure its success?*
- How would you define success for this program?

9. In your view, what factors contribute to the success of an *initiative* that encourages walking/biking to and from school?

Probe: - policies (school, district, city/county...)
- transportation
- zoning
- public safety
- funding
- practices (school, district, city/county...)
- attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...
- behaviors of students/parents/teachers/officials/others...

10. In your view, what factors hinder the success of an *initiative* that encourages walking/biking to and from school?

Probe: - policies (school, district, city/county...)
- transportation
- zoning
- public safety
- funding
- practices (school, district, city/county...)
- attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...
- behaviors of students/parents/teachers/officials/others...

Probe: What factors fostered success/non-success?

11. In thinking about the *initiative*, is there anything that you would have been done differently?

Probe: What would you change?
What would you keep the same?

12. Sometimes stories provide great insight about programs and the people involved in them. Tell me one really good story about the walking/biking *program* at (school name). *What makes this a really good story?(or, what key point should we take from this story?)*

IV. Closing

13. Is there anything else about the *initiative* that you would like to share?

14. Is there anyone else you think I should talk to in order to get more information on walking/biking to and from school?

School District Official

*** (this interview is for an official who was involved with the planning or implementation of the initiative. If you are interviewing a representative that was not involved, please see page XX)**

I. Introduction

1. Tell me about yourself.

Probe: How long have you been involved in school governance?

How long have you worked in this district?

How long have you lived in this community?

II. Background of Program/Rules/Practices of Walking/Biking to and from school

2. Tell me about the walking/biking to and from school at (school name).

Be sure they describe the programs, policies, and environmental changes

(Note: Use the terminology that the interviewee uses (e.g. policy, rule) in the probes. The word “initiative” is in italics in the questions below and should be replaced with the appropriate term)

Probes: - How was the program/policy/rules/standard established?

- When was the program/policy/rules/standard established?

- How were you involved?

- What were the goals?

- How was it funded?

- Who supported it?

- Was anyone opposed to it? If so, Who and Why?

- Is the program still in effect?

3. Were there specific events or occurrences at this school or in the community that led to the development of this “initiative”? What were these events?

4. What other groups were involved? What were their roles in the *initiative*?

5. How long did the *initiative* last? is the policy still in effect?

- Are there plans for continuation?

- Who will be involved?

III. Perception of Program/Rules/Practices of Walking/Biking to and from school

6. What do you see as the main benefits of an *initiative* promoting walking/biking to and from school?

Probe: Do you think it helps their overall health?

Do you think that it helps the school financially?

7. Do you think the *initiative* was successful/met its goals? If not, why?

Probe: were any evaluations done to measure its success?

- How would you define success for this program?

8. In your view, what factors contribute to the success of an *initiative* that encourages walking/biking to and from school?

Probe: - policies (school, district, city/county...)

- transportation

- zoning

- public safety

- funding

- practices (school, district, city/county...)

- attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...

- behaviors of students/parents/teachers/officials/others...

8a. Were there factors (policies, personalities etc) that you had to address in order to even have the initiative? If so, what were they and how did you overcome them?

9. In your view, what factors hinder the success of an *initiative* that encourages walking/biking to and from school?

Probe: - policies (school, district, city/county...)

- transportation

- zoning

- public safety

- funding

- practices (school, district, city/county...)

- attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...

- behaviors of students/parents/teachers/officials/others...

Probe: What factors fostered success/non-success?

10. In thinking about the *initiative*, is there anything that you would have been done differently?

Probe: What would you change?

What would you keep the same?

11. Sometimes stories provide great insight about programs and the people involved in them. Tell me one really good story about the walking/biking *program* at (school name). *What makes this a really good story?(or, what key point should we take from this story?)*

II. Questions specific to school district official.

12. How does the school district select sites for new schools?

Probe: What criteria are used?

How long have the criteria been used?

13. Do you coordinate with county or municipal planners in selecting sites? If yes, How are school sites selected?

14. Are elementary schools typically located within walking distance of neighborhoods they serve? Why or Why not?

15. Has the school board adopted specific policies to promote walking or biking to school? If so, have these policies been successful? Why or why not?

16. Has the district worked with Department of Transportation, City Officials, Public Safety, etc. to ensure that the areas around the school are safe to walk/bike?

17. Has the school board adopted specific policies that discourage or prohibit walking or biking to school? What types of policies? What was the reason for this?

IV. Closing

18. Is there anything else about the *initiative* that you would like to share?

19. Is there anyone else you think I should talk to in order to get more information on walking/biking to and from school?

IV. Local Official

I. Introduction

1. Tell me about yourself.

Probe: What is your job title?

How long have you worked in this position?

How long have you worked/lived? in (city name)?

II. Background of Program/Rules/Practices of Walking/Biking to and from school

2. Tell me about the walking/biking initiative to and from school at (school name)

Be sure they describe the programs, policies, and environmental changes

(Note: Use the terminology that the interviewee uses (e.g. policy, rule) in the probes. The word “initiative” is in italics in the questions below and should be replaced with the appropriate term) Also, if walking and cycling were handled differently, get information about each.

Probes: - How was the program/policy/rules/standard established?

- When was the program/policy/rules/standard established?

- How were you involved?

- What were the goals?

- How was it funded?

- Who supported it?

- Was anyone opposed to it? If so, Who and Why?

- Is the program still in effect?

-What resources did the city/county provide or use (staff, budget, equipment, etc.)?

3. Were there specific events or occurrences at this school or in the community that led to the development of this “initiative”? What were these events?

4. What other groups were involved? What were their roles in the *initiative*?

5. How long did the *initiative* last? is the policy still in effect?

- Are there plans for continuation?

- Who will be involved?

III. Perception of Program/Rules/Practices of Walking/Biking to and from school

6. What do you see as the main benefits of an *initiative* promoting walking/biking to and from school?

Probe: Do you think it helps their overall health?

Do you think that it helps the school financially?

7. Do you think the *initiative* was successful/met its goals? If not, why?

Probe: were any evaluations done to measure its success?

- How would you define success for this program?

8. In your view, what factors contribute to the success of an *initiative* that encourages walking/biking to and from school?

Probe: - *policies (school, district, city/county...)*

- *transportation*

- *zoning*

- *public safety*

- *funding*

- *practices (school, district, city/county...)*

- *attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...*

- *behaviors of students/parents/teachers/officials/others...*

9. In your view, what factors hinder the success of an *initiative* that encourages walking/biking to and from school?

Probe: - *policies (school, district, city/county...)*

- *transportation*

- *zoning*

- *public safety*

- *funding*

- *practices (school, district, city/county...)*

- *attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...*

- *behaviors of students/parents/teachers/officials/others...*

Probe: *What factors fostered success/non-success?*

10. In thinking about the *initiative*, is there anything that you would have been done differently?

Probe: *What would you change?*

What would you keep the same?

11. Sometimes stories provide great insight about programs and the people involved in them. Tell me one really good story about the walking/biking *program* at (school name). *What makes this a really good story?(or, what key point should we take from this story?)*

IV. Questions specific to Local Official

12. In your opinion, what changes are needed to encourage children to walk or bicycle to school?

Probe: *Is creating opportunities for walking/biking to school a priority?*

13. In your view, what is the role of city/county officials in promoting opportunities for biking and walking to school in [municipality/county/town]?

14. Have community members contacted your department to advocate for safer walking and cycling routes to and from school? If yes, can you describe?

V. Closing

15. Is there anything else you would like to share about walking or bicycling to school in [municipality/county/town]?

16. Is there anyone else who I should speak with about this initiative for walking/biking to and from school?

Local Community Organizer

I. Introduction

1. Tell me about yourself.

Probe: What is your job title?

How long have you worked in this position?

How long have you worked/lived in this community?

2. How did you get involved with promotion of walking/biking to and from school?

II. Background on walking/biking to and from school.

3. Tell me about the walking/biking to and from school at (school name).

Be sure they describe the programs, policies, and environmental changes

(Note: Use the terminology that the interviewee uses (e.g. policy, rule) in the probes. The word “initiative” is in italics in the questions below and should be replaced with the appropriate term)

Probes: -When was the program/policy/rules/standard established?

- How were you involved?

- What were the goals?

- Do you know how was it funded?

- Who in the community supported it?

- Was anyone opposed to it? If so, Who and Why?

4. Were there specific events or occurrences at this school or in the community that led to the development of this “initiative”? What were these events?

5. What other groups were involved? What were their roles in the *initiative*?

6. How long did the *initiative* last? (or has lasted?)

- Is it still in effect?

-Are there plans for continuation?

- Who will be involved?

III. Perception of walking/biking to and from school

7. What do you see as the main benefits of an *initiative* promoting walking/biking to and from school?

Probe: Do you think it helps their overall health?

Do you think that it helps the school financially?

8. In your view, how successful has this *initiative* been thus far? Why or why not?

- How would you define success for this *initiative*?

Probes: How was success measured? e.g. Participation levels?

Enthusiasm? Ongoing support?

9. In your view, what factors contribute to the success of a *initiative* that encourages walking/biking to and from school?

Probe: - policies (school, district, city/county...)

- transportation

- zoning

- public safety

- funding

- practices (school, district, city/county...)

- support from parent teacher organizations and/or parents

- attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...

- behaviors of students/parents/teachers/officials/others...

9a Were there factors (policies, personalities etc) that you had to address in order to even have the initiative? If so, what were they and how did you overcome them?

10. In your view, what factors hindered the *initiative* from being more successful or effective?

Probe: - policies (school, district, city/county...)

- transportation (e.g. numbers of kids bused)

- zoning

- public safety

- funding

- practices (school, district, city/county...)

- attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...

- behaviors of students/parents/teachers/officials/others...

Note: probe for quality of communication within the school and level of support from the principal.

11. In thinking about the *initiative*, is there anything that you would have been done differently?

Probe: What would you change?

What would you keep the same?

12. Sometimes stories provide great insight about programs and the people involved in them. Tell me one really good story about the walking/biking *initiative* at (school name). *What makes this a really good story?(or, what key point should we take from this story?)*

IV. Closing

13. Is there anything else about the program that you would like to share?

14. Is there anyone else you think I should talk to in order to get more information on walking/biking to and from school?

School officials (Principals, Assistant Principals, etc.)

I. Introduction

1. Please tell me about yourself.

*Probe: How long have you been in school administration?
How many years have you been at this school?
What is your favorite thing about this school?*

II. Background on walking/biking to and from school

2. Tell me about the walking/biking to and from school at (school name).
Be sure they describe program, policies, and environmental changes.

(Note: Use the terminology that the interviewee uses (e.g. policy, rule) in the probes. The word “initiative” is in italics in the questions below and should be replaced with the appropriate term)

*Probes: -When was the program/policy/rules/standard established?
- How were you involved?
- What were the goals?
- How was it funded?
- Who supported it?
- Was anyone opposed to it? If so, Who and Why?
- Is it still in effect?*

3. Were there specific events or occurrences at this school or in the community that led to the development of this “initiative”? What were these events?

4. What other groups were involved? What were their roles in the *initiative*?

5. How long did the *initiative* last? (or has lasted?)
- *Are there plans for continuation?*
- *Who will be involved?*

III. Perceptions of walking/biking to and from school

6. What do you see as the main benefits of an *initiative* promoting walking/biking to and from school?

*Probe: Do you think it helps their overall health?
Do you think that it helps the school financially?*

7. In your view, how successful has this initiative been thus far? Why or why not?
*Probes: How was success measured? Did the effort have the expected results?
Was the environment/safety improved?
Do more children walk/cycle?
How did parents respond (do they still drive their children)?
How would you define success for this program?*

8. In your view, what factors contribute to the success of an initiative that encourages walking/biking to and from school?
*Probe: - policies (school, district, city/county...)
- transportation
- zoning
- public safety
- funding
- practices (school, district, city/county...)
- attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...
- behaviors of students/parents/teachers/officials/others...*

9. In your view, what factors hinder the success of an initiative that encourages walking/biking to and from school?
*Probe: - policies (school, district, city/county...)
- transportation
- zoning
- public safety
- funding
- practices (school, district, city/county...)
- attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...
- behaviors of students/parents/teachers/officials/others...*

10. In thinking about the *initiative*, is there anything that you would have done differently?

*Probe: What would you change?
What would you keep the same?*

11. Sometimes stories provide great insight about programs and the people involved in them. Tell me one really good story about the walking/biking *initiative* at (school name). *What makes this a really good story?(or, what key point should we take from this story?)*

V. Closing

12. Is there anything else about the program that you would like to share?

13. Is there anyone else I should talk to in order to get more information on walking/biking to and from school?

Public Safety

I. Introduction

1. Please tell me about yourself.

*Probe: How long have you been in public safety?
How many years have you been with this community?
What is your favorite thing about this community?*

II. Background information on walking/biking to and from school

2. Tell me about the walking/biking to and from school at (school name).
Be sure they describe program, policies, and environmental changes.

(Note: Use the terminology that the interviewee uses (e.g. policy, rule) in the probes. The word “initiative” is in italics in the questions below and should be replaced with the appropriate term)

*Probes: -When was the program/policy/rules/standard established?
- How were you involved?
- What were the goals?
- How was it funded?
- Who supported it?
- Was anyone opposed to it? If so, Who and Why?
- Is it still in effect?*

3. Were there specific events or occurrences at this school or in the community that led to the development of this “initiative”? What were these events?
4. What other groups were involved? What were their roles in the *initiative*?
5. How long did the *initiative* last? (or has lasted)
 - *Are there plans for continuation?*
 - *Who will be involved?*

III. Perceptions of walking/biking to and from school

6. What do you see as the main benefits of an *initiative* promoting walking/biking to and from school?

*Probe: Do you think it helps their overall health?
Do you think that it helps the school financially?*

7. In your view, how successful has this initiative been thus far? Why or why not?
*Probes: How was success measured? Did the effort have the expected results?
 Was the environment/safety improved?
 Do more children walk/cycle?
 How did parents respond (do they still drive their children)?
 How would you define success for this program?*
8. In your view, what factors contribute to the success of an initiative that encourages walking/biking to and from school?
*Probe: - policies (school, district, city/county...)
 - transportation
 - zoning
 - public safety
 - funding
 - practices (school, district, city/county...)
 - attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...
 - behaviors of students/parents/teachers/officials/others...*
9. In your view, what factors hinder the success of an initiative that encourages walking/biking to and from school?
*Probe: - policies (school, district, city/county...)
 - transportation
 - zoning
 - public safety
 - funding
 - practices (school, district, city/county...)
 - attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...
 - behaviors of students/parents/teachers/officials/others...*
10. In thinking about the *initiative*, is there anything that you would have done differently?
*Probe: What would you change?
 What would you keep the same?*
11. Sometimes stories provide great insight about programs and the people involved in them. Tell me one really good story about the walking/biking *initiative* at (school name). *What makes this a really good story?(or, what key point should we take from this story?)*
- V. Questions specific to Public Safety**
12. What are the safety concerns when promoting walking/biking to school at (school name)?
Probe: traffic, personal safety, intersections
13. How can (or have) these concerns be addressed?

VI. Closing

14. Is there anything else about walking/biking to and from school that you would like to share?

15. Is there anyone else you think I should talk to in order to get more information on walking/biking to and from school?

Generic Interview Template

I. Introduction

1. Please tell me about yourself.

Probe: How long have you been in (field)?

How many years have you been with (entity)?

What is your favorite thing about this community?

IIa. Background information on walking/biking to and from school

2. What do you see as the main benefits of an *initiative* promoting walking/biking to and from school?

Probe: Do you think it helps their overall health?

Do you think that it helps the school financially?

3. In your view, what factors contribute to the success of an initiative that encourages walking/biking to and from school?

Probe: - policies (school, district, city/county...)

- transportation

- zoning

- public safety

- funding

- practices (school, district, city/county...)

- attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...

- behaviors of students/parents/teachers/officials/others...

4. In your view, what factors hinder the success of an initiative that encourages walking/biking to and from school?

Probe: - policies (school, district, city/county...)

- transportation

- zoning

- public safety

- funding

- practices (school, district, city/county...)

- attitudes/preferences/enthusiasm of students/parents/teachers/officials/others...

- behaviors of students/parents/teachers/officials/others...

IIb. Information specific to the walking/cycling initiative at this school (for people who were involved in the initiative, for those not involved, skip to Q 10)

5. Tell me about the walking/biking to and from school at (school name).

Be sure they describe program, policies, and environmental changes

(Note: Use the terminology that the interviewee uses (e.g. policy, rule) in the probes. The word “initiative” is in italics in the questions below and should be replaced with the appropriate term)

Probes: -When was the program/policy/rules/standard established?

- *How were you involved?*
- *What were the goals?*
- *Do you know how was it funded?*
- *Who in the community supported it?*
- *Was anyone opposed to it? If so, Who and Why?*

6. Were there specific events or occurrences at this school or in the community that led to the development of this “initiative”? What were these events?

7. What other groups were involved? What were their roles in the *initiative*?

8. How long did the *initiative* last? (or has lasted?)

- *Is it still in effect?*
- *Are there plans for continuation?*
- *Who will be involved?*

9. In thinking about the *initiative*, is there anything that you would have been done differently?

- Probe: What would you change?*
What would you keep the same?

10. Sometimes stories provide great insight about programs and the people involved in them. Tell me one really good story about the walking/biking *initiative* at (school name). *What makes this a really good story?(or, what key point should we take from this story?)*

IV. Closing

11. Is there anything else about the program that you would like to share about walking/biking to and from school?

12. Is there anyone else you think I should talk to in order to get more information on walking/biking to and from school?