

In depth Interview guide

To be used when you have carried through the desk research and need more in depth information from key personnel

Intro

- Objective with the interview and how the input will be used

Theme 1: Health

- How will you define the concept of health that the municipality uses as a foundation for the health promoting work?
- How will you characterize the public health in the municipality and on what foundation do you base your view points?
 - Give examples of information sources
- How has the public health in the municipality developed over time and on what foundation do you base these view points?
 - Give examples of information sources
- Are there social, economic and educational factors that affect the public health in the municipality and from where do you have the evidence for your view points?
 - Give examples of information sources
- How has the influence of these factors developed over time in the municipality and on what foundation do you base your view points?
 - Give examples of information source

Theme 2: Health policy

- Who/which departments have been involved in the preparation of the health policy?
- Have the citizens been involved in the preparation phase?
- Which municipal policies do you find relevant in regard to public health?
 - Why and how?
- Which settings do you find relevant in regard to public health?
- How do you think these settings **can** contribute to improve the public health?
- How do you think these settings **do** contribute to improve the public health?

The following section is specifically for one of the municipalities in Denmark and is **marked in blue**, but it can give you ideas on how you can look more into details with the health policy and strategy. The areas and questions that are put forward in the following are those where consistency is missing as showed in the flowchart and where overall statements that are not documented or followed up by concrete considerations about relevant action.

The municipality states the following objectives in the health policy:

1. Healthy choices become easy choices.
 2. There is equality in health.
 3. All citizens take responsibility for their own health and well-being.
- How is the health policy implemented in the relevant settings?
 - Can you give examples of concrete implementation strategies?
 - How do the relevant settings contribute in relation to the definition of objectives?
 - How is the relevant settings' contribution to the achievement of the defined objectives evaluated?

In the document "Strategy" four approaches are mentioned in relation to the health political effort:

1. The municipality wants to be health promoting in its performance.
 2. The municipality wants to develop its own methods and activities in relation to health promotion.
 3. The municipality will in specific cases provide support to citizens, companies etc. regarding the risk factors diet, smoking, alcohol and accidents.
 4. The municipality will gather actors who can benefit from each others knowledge.
- How is this carried out in practice?
 - How do the four approaches support the defined objectives?

In the strategy the following is stated: "The approach will be democratic rather than moralised communication".

- What do you mean with that?
- How is this carried out in practice?

In the strategy the following rational model is stated: Knowledge positive attitude towards health The citizens take action in a positive health related direction.

- Can you give examples on how this model is valid?

Theme 4: Cooperative relations

- Which municipal department co-operate in relation to the fulfilment of the objectives stated in the health policy?
- How is the co-operation carried out in practice?
- Do you co-operate with civil society organisations and local communities?
- Can you mention specific fields of the civil society with whom you co-operate and how is the co-operation organised in practice?
- How do you think these civil fields **can** contribute to improve the public health?
- How do you think these civil fields **do** contribute to improve the public health?

2.

- Give concrete examples
- Is this documented in any formal way?

Theme 5: Offers and activities

- In which policy controlled settings and civil fields are offers and activities launched?
- How do these offers and activities support the objectives stated in the health policy?
- How are the offers and activities evaluated and documented?

Theme 6: Health in a SWOT- perspective

- What are the most important strengths in the municipality regarding health?
- What are the most important weaknesses in the municipality regarding health?
- What do you see as the major barriers and threats in the municipality regarding health?
- What do you see as the major potentials and resources in the municipality regarding health?

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