

Interview #

Appendix B

SHIPSHAPE PROGRAM SCRIPT AND INTERVIEW QUESTIONS

Date:

Start Time:

End Time:

ShipShape Program Facilitator or Participant (circle or highlight one)

Purpose of the evaluation:

This evaluation aims to evaluate the effectiveness of the ShipShape Program and assess how well the program achieves its objectives by identifying its strengths, weaknesses, opportunities, and threats.

Benefits:

The benefit of program evaluation is providing recommendations to enhance program effectiveness, leading to better health outcomes for participants.

Script:

Hello, my name's [interviewer], and I'm going to walk you through today's session. As I mentioned over email, I am conducting interviews to gauge your experience with the ShipShape Program. I'd like to begin by thanking you for making time to speak with me. Your feedback is valuable and will help provide insight to improve the program; just to confirm, I would like to keep this interview to 20 minutes. Does that still work for you?

Great. Please let me know if you need a break or to stop at any time.

During this session, I'll start by asking you a few questions, and If you have any questions as we go along, please feel free to ask them. With your permission, I'd like to record this call [answer]

Great. Do you have any questions for me at this time?

[RECORD]

Q1. Can you tell me a little bit about yourself?

Q2. What are the key strengths of the ShipShape Program?

Q3. What are the notable weaknesses of the ShipShape Program?

Q4. What opportunities exist for the ShipShape Program to grow or improve?

Q5. What external threats could impact the success of the ShipShape Program?

Q6. What recommendations do you have to enhance the effectiveness of the ShipShape Program?

Q7. Is there anything else you would like to add?

