

Conversation Guide für Citizen Interviewers

IMPORTANT

Before the conversation, please give the person you wish to speak with the information sheet about the project and about the conversation with you. The information sheet is given on the last 2 pages of this document.

Give the person you wish to speak with enough time to read the information sheet and to think about whether they want to speak with you.

If the person has difficulty reading or understanding the information sheet, please read the information out to them and explain it in your own words.

The person should decide freely whether they wish to speak with you. Please do not pressure the person. Please respect if someone prefers not to speak with you.

IMPORTANT

For the conversation, agree on a time during which your conversation partner will be relaxed and able to pay attention to your questions for 15 minutes.

Agree on a quiet location without background noise, so that the audio recording will be good quality.

Agree on a location at which both you and your conversation partner will feel comfortable.

IMPORTANT

During the conversation, please remember that your conversation partner should remain **anonymous**.

During the audio recording, there should be **no mention** of names, addresses or other details which give away the identity of your conversation partner.

Please ask questions in a neutral manner, without leading your conversation partner towards certain answers. We want to hear about the personal opinions and experiences of your conversation partner. There are no right or wrong answers – every answer is a good answer.

Should your conversation partner change the topic, please remind them about the topic or repeat the last question.

Start

1. Please unlock the audio recorder using the PIN code.
2. Start the audio recording.
3. Check that the audio recording is running.
4. Place the audio recorder so that both your voices are captured nicely.
5. Please read out the text marked in yellow loud and clear:

This is conversation number _____ on _____ [date] at _____ [time].

Thank you for speaking with me for our project Ganz Salzburg Bewegen, which means All of Salzburg Moving.

I want to remind you that I am recording this conversation with an audio recorder and that this will be an anonymous conversation.

Everything you say will be anonymous.

This means that later on, nobody will know that it was you who spoke with me.

Please confirm that you have understood the information sheet and that you agree to speak with me.

Your conversation partner should agree loud and clear.

6. Please ask the following questions:

What is your gender:

- Male
- Female
- Diverse

How old are you:

- 0-14 years
- 15-29 years
- 30-44 years
- 45-59 years
- 60-74 years
- 75+ years

Where do you live:

- In the City of Salzburg: _____ (please state which part, e.g. Lehen, Liefering, etc.)
- Outside the City of Salzburg

What is your mother tongue:

- (please state mother tongue)

What is your highest completed level of education?

- Did not finish school
- Compulsory school education
- Apprenticeship
- Secondary education without high school diploma
- High school diploma
- Higher education (university, college)

With how many people (adults and children) do you share the household?

- Adults: _____ (please state the number)
- Children: _____ (please state the number)

How many people depend on your care, within and outside your household (e.g., minor children, disabled adults)?

- (please state the number)

How many minutes are you physically active **in a typical week**?

- **More or less** than 150 minutes at moderate intensity (= breathing a little harder and sweating a little)? (please state more or less)
- **More or less** than 75 minutes at high intensity (= breathing hard and sweating a lot)? (please state more or less)

7. Please ask the following questions.

After each question, please give your conversation partner enough time to think about the question and to answer freely.

What type of physical activity or sports do you like to do?

Everybody should do physical activity regularly every week. What helps you to be physically active or do sports regularly every week?

What keeps you from being physically active or doing sports regularly?

Imagine that you could tell the Salzburg City government how to make it easier for people to do regular physical activity or sports: what would you tell them?

Have you got any other thoughts or ideas, how it could be made easier for people in Salzburg to do regular physical activity or sports?

8. Ask the last question.

Do you have any other final thoughts around this topic?

9. End the conversation.

Thank you very much for your time and for talking to me.

10. Please stop the audio recording.

End

Talk to us about physical activity!

Get ready – set - go!

Physical activity and sports are not only good for our heart, but also for our spirit and soul. But many of us find it difficult to be more physically active during our everyday lives. Our project "Ganz Salzburg Bewegen" ("All of Salzburg Moving") aims to change this by finding solutions together with you.

A short project summary is given overleaf.

For more information and contact details please visit our website
<https://fh-salzburg.ac.at/ganzsalzburgbewegen>



We ask you to tell us your personal opinions and experiences around physical activity and sports.

We are very interested in your ideas and suggestions for more regular physical activity and sports in Salzburg.

Our Interviewer would like to have a conversation with you and ask you a few questions about this topic.

- It will take about 15 minutes.
- You can speak with our Interviewer at any suitable time and place.
- The Interviewer will record the conversation using an audio recorder. This is important, so that your statements can later be used accurately for the project. After 6 months, all audio recordings will be deleted.
- The conversation is anonymous. This means that you should not state your name on the recording. Everything you say will be anonymous. Later on, it will not be possible to know that it was you who made these statements.

It is completely up to you to decide whether you wish to speak with our Interviewer or not. Please do not feel pressured or obliged in any way. You are free to decline at any time, and you do not need to give a reason.

For any questions regarding the processing of data, please contact the project team by emailing ganzsalzburgbewegen@fh-salzburg.ac.at.

Project Description

Project duration: 01 January to 31 December 2023

The World Health Organisation (WHO) recommends a certain minimum amount of regular heart-healthy physical activity for everybody. As Austrian national health statistics show, fewer than half of the Austrian general population meet these recommendations. Some groups tend to be less physically active than the average person: these are people aged 30-44 years, retirees, people with migration background, and those with lower income or lower education level.

Through the project „Ganz Salzburg Bewegen“ („All of Salzburg moving“), we would like to engage with these less physically active groups in the City of Salzburg. In cooperation with citizens, we would like to come up with suggestions for supporting regular heart-healthy physical activity.

In order to connect with citizens, we will organise three public events. These will be held in spring, summer and autumn of 2023 in the Salzburg district of Lehen. First, there will be a community conversation event (12. – 15. April 2023) aiming to jumpstart the conversation and exchange thoughts with citizens. Second, there will be an ideas workshop (end of July 2023) to collect and shape ideas and suggestions together with citizens. Last, there will be a public exhibition (autumn 2023) to present these ideas and suggestions to the public. The exhibition will be interactive, so that everybody can vote for their favourite ideas and suggestions. Alongside these three public events, citizens can join the project team as interviewers and take on certain project tasks.

At the end of the project, we will have a collection of ideas and suggestions based on the perspectives and everyday experiences of citizens. In a follow-up project, these suggestions will be prioritised, implemented and evaluated.

„Ganz Salzburg Bewegen“ is conducted in collaboration between Fachhochschule Salzburg (Salzburg University of Applied Sciences), Ludwig Boltzmann Institute for Digital Health and Prevention, City of Salzburg („Bewegte Stadt“), and County of Salzburg. The project is funded by Salzburg University of Applied Sciences, City and County of Salzburg, and the Open Innovation in Science Center of the Ludwig Boltzmann Gesellschaft (Open Innovation in Science Enrichment Fund).

Project Leads

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