



## APICAT -CVD Key Informant Interview Question Guide

Introduction: Asian Pacific Islander Coalition Against Tobacco (APICAT) is conducting a community needs assessment to learn more about heart disease and the factors that contribute to it. We are interested in learning more about the issues Asian, Native Hawaiian and Pacific Islander communities are facing around heart disease as it pertains to their knowledge, access to medical care, health foods, regular exercise and tobacco cessation. Your answers will help us to determine the needs in your particular community as it pertains to heart disease.

### Knowledge/Perceptions

1. Is cardiovascular disease/heart disease (i.e. heart attacks, clogged vessels in the heart) a problem in your community? Why or why not? Who are the people being affected?
2. How knowledgeable is your community about heart disease? Where do people in your community learn about heart disease from?
3. Obesity, lack of exercise, eating an unhealthy diet and smoking are all factors that can lead to heart disease. Are any of these factors a problem in your community? Why or why not?
4. Do you think your community understands the connection between obesity and heart disease? Lack of exercise and heart disease? Eating an unhealthy diet and heart disease? Smoking and heart disease? Who are the people being affected by the above factors?

### Stage of Readiness

5. What types of activities (or conversations) has your community mobilized on around heart disease? Obesity? Regular exercise? Healthy eating? Quitting smoking?
6. Who are the key people or key organizations in your community that would need to be involved to create positive changes around heart disease? Obesity? Exercise attitudes? Healthy eating? Quitting smoking?
7. What strengths or assets exist in your community that would help them deal with the issues of heart disease? Obesity? Regular exercise? Healthy Eating? Smoking cessation?



8. What weaknesses, barriers or obstacles exist in your community that makes dealing with heart disease difficult? Obesity? Regular exercise? Healthy eating? Smoking cessation?

#### Access

9. Do members of your community have access to medical care? Why or why not? Where do community members receive their medical care? Are community members likely to get regular medical care and take any required medications after they have been diagnosed with heart disease?
10. Do members of your community have access to healthy foods? Why or why not? Are these foods culturally specific?
11. Do members of your community have places to exercise? Do they utilize what is available? Why or why not?
12. Do members of your community have access to culturally appropriate and language specific tobacco cessation programs? Why or why not?

#### Media

13. What media channels (i.e. tv, radio, newspaper, billboards) does some one in your community turn to, to receive health information? Is it important who provides this information?

#### Policies

14. Currently does your community, city, county or state have any policies in place that have been helpful in dealing with heart disease? Do you think your community members are aware of these policies? Obesity? Healthy eating? Smoking?
15. Are there policies that you feel would help your community deal with heart disease? Obesity? Healthy eating? Exercise? Smoking?