

# Appendix F: Participant interview follow-up script

## Introductions:

Facilitator and participant(s)  
Confirm consent form has been received\*\*

Confidentiality note and start recording

## Quick overview:

- the aim of this project is to understand evidence use processes in order to 'optimise' evidence translation and enable greater adoption/ implementation into policy/practice for healthy sustainable diets.
- EVIDENCE = research (primary, secondary, practical) that supports or discourages an action toward healthy and sustainable diets
- EVIDENCE USE = when research is considered as part of the policy/ practice decision-making process

## Terms:

- GENERATION involves conducting primary research, synthesising existing research OR assessing and evaluating existing evidence
- TRANSLATION: message crafting = the critical process of reviewing data to identify and filter relevant research findings, interpret results and adapt/ contextualise it for the appropriate audience; communication = process of identifying appropriate audience(s) and formatting evidence into a deliverable message that can be effectively received by end-users
- ADOPTION occurs when evidence is received and reviewed by appropriate audiences, judged as useful and considered when crafting the new policy/practice into actions; evidence influence may vary, but it MUST have some influence on decision making process in order to be 'adopted'
- IMPLEMENTATION involves deciding how to pursue the policy/ practice, converting it into actionable steps (including who is responsible for delivery) and delivering it to the public in the appropriate setting/ environment

## Any questions so far?

**Warm-up/ focus question:** Can you think of any examples of where you've made a decision or change based on evidence?

Probe: Why did you decide to implement this piece of evidence? What was it about this piece of evidence that made you adopt it? How was it communicated to you?

## Topic 1: How are decisions for evidence use made in your work/ experience?

Follow-up/ consideration questions (don't always ask every one, just hit the main points!):

- what informs evidence use decisions?
- who is responsible for decision making? Who is responsible for implementing change?
- how important is evidence to you when making decisions? **Probe:** do you actively seek out evidence? Why / why not? When would you consider evidence, and when wouldn't you – i.e. are there decisions that evidence is more important for?
- which types or forms of evidence do you consider and why? Are certain types of evidence better or more useful than others? (i.e. academic research vs. practical research vs. media)  
**Probe:** why might you consider one type of evidence over another? Do you consider any to be better? Why? If they don't consider evidence, why not?

## Topic 2: How is evidence currently communicated to you and how would you like it to be communicated to you?

Follow-up/ consideration questions:

- what are the strengths of how evidence has been communicated to you? (for example, repetitive/ multiple reminders, format, trusted source, etc.)
- what are the weaknesses? (i.e. poor timing, misunderstanding of 'real' process, difficult to understand, etc.)
- what would 'good' evidence translation look like to you and why?

## Topic 3: Barriers and enablers -- What makes it difficult to find, use and apply evidence/ knowledge in your decision-making process? What makes it easier to find, use and apply evidence/ knowledge in your decision-making process?

Follow-up questions/ considerations:

Rank barriers and enablers

- do any of these barriers (or difficulties) come up more often than others?
- are any of the enablers (for example, supporting practices) especially useful?

## Wrap-up

Thanks for participating

### Next steps:

- review workshop findings and draft 'practical guidelines' for optimising evidence
- follow-up feedback session in early January to review drafts
- final outputs end of January, can send if interested
- you are able to request withdrawal from the study at any point, no questions asked, until 10 January 2022 by emailing Rachel

Follow-up email will be sent in the next few weeks with more information about the feedback session.

**Read more:**

[Guiding Principles for translating evidence on diet shift for people in the real world main report](#)

[Promoting healthy and sustainable diets: How to effectively generate and translate evidence landing page](#)