Key Informant Guide

For primary data collection, community stakeholders were comprised of individual key informants and focus groups. They were identified and recruited by the 2021 Milwaukee County Community Health Needs Assessment (CHNA) work team members. All interviews and discussions were facilitated by health systems' community benefit staff, with Conduent providing content note taking, transcription, and analysis. Because the CHNA was conducted during the COVID-19 pandemic, community stakeholders were engaged through video meetings, rather than in-person data collection. Stakeholders provided insights about perceptions, attitudes, experiences, or beliefs held by community members about the community's health as well as their own health experience. They also provided assessments of current community assets and strategies for community health improvement.

1. **To begin, could you please tell us a little about yourself, your background, and the organization you work for?**
   - What is your organization's mission?
   - Does your organization provide direct care, operate as an advocacy organization, or have another role in the community?

2. **COVID-19 has significantly impacted everyone's lives. What have you seen as the biggest challenges in Milwaukee County during this time?**
   - What has gone well?
   - How has the current Pandemic changed the focus of your work or how you are doing your work now? Do you think these changes will be short term or long term?

3. **Now, we would appreciate your perspective on the major health needs/issues faced by people living in Milwaukee County. What are the major health needs/issues in Milwaukee County?**
   - *a. What are the **top two** priority health issues that your organization addresses?*
     - ☐ Alcohol use and abuse (underage use, binge drinking, DWI)
     - ☐ Asthma and other breathing issues, Infectious diseases (West Nile Virus, Tuberculosis, measles, COVID-19)
     - ☐ Chronic diseases like diabetes and heart disease
     - ☐ Cancer
     - ☐ Cigarette smoking and other tobacco use
     - ☐ Dementia, including Alzheimer's Disease
     - ☐ Drug use and abuse (prescription drug misuse and street drug use, including marijuana and weed)
     - ☐ Infant Mortality
     - ☐ Lead poisoning
     - ☐ Mental health and mental conditions (anxiety, depression)
     - ☐ Nutrition and healthy eating
     - ☐ Oral health
     - ☐ Physical activity and exercise

☐ Sexually transmitted infections (including HIV)
☐ Suicide
☐ Unintentional injuries (falls, motor vehicle crashes, poisonings)
☐ Vaping, juuling, and e-cigarette use

b. What do you think are the leading factors that contribute to these health issues?
☐ Access to affordable childcare/day care
☐ Access to affordable healthcare
☐ Access to affordable healthy foods
☐ Access to affordable housing
☐ Access to community parks and other recreation locations for physical activity
☐ Access to mental health services
☐ Access to social services/safety net for people who are struggling
☐ Bullying in schools and other youth settings
☐ Child abuse and neglect
☐ Clean air
☐ Clean water
☐ Community safety
☐ Criminal justice reform
☐ Domestic violence/Intimate partner violence
☐ Good paying jobs and strong economy
☐ Good schools and colleges
☐ Gun violence
☐ Human trafficking
☐ Public transportation
☐ Racism and discrimination
☐ Support services for seniors (meals, transportation, housing, respite support)
☐ Strong and supportive families/relationships

4. **What strategies (programs or services) are being used to address the health issue(s) that you identified?**
   - What is working well? What is having impact?
   - What are the barriers/challenges to addressing this issue – What could we do differently?
   - What additional strategies are needed to address this issue?

5. **Which groups in your community seem to struggle the most with the issues you've identified and how does it impact their lives?**
   - Are there specific challenges that impact low-income, under-served/uninsured, racial or ethnic groups, or age or gender in the community?
   - How does your organization interact or work with these vulnerable groups?
   - How could we target our efforts towards this subgroup?

6. **What geographic parts of the county/community have greater health or social need?**
   - Which neighborhoods in your community need additional support services or outreach?
   - How could we target our efforts towards this subgroup?

7. What barriers or challenges might prevent someone in the community from accessing health care or social services? (*Examples might include lack of transportation, lack of health insurance coverage, language/cultural barriers, etc.*)

8. When we conducted an initial analysis of the data available for Milwaukee County, we noticed a few health issues we wanted to explore and validate with experts such as yourself: maternal and child health, community safety/violence, sexually transmitted infections, wellness and healthy life, elder health were all higher areas of concern.
- Does this align with what you have seen in the community and through your work?

9. Could you tell us about some of the strengths and resources in your community that address these issues, such as groups, partnerships/initiatives, services, or programs?
What services or programs do you feel are having a positive impact in the community or could potentially have an impact on the needs that you've identified, if not yet in place?

10. Is there anything additional that should be considered for assessing the needs of the community?
- How would having a community health needs assessment report available to you/your organization be helpful?

11. Collaboration and partnerships are critical when addressing community health. What role(s) do you see your organization playing as a partner in the community?
- Who are the key groups in the community that we could/should partner with to improve community health?