Thank you for agreeing to talk with me today. Just as a reminder, we are going to have a conversation with you about your involvement in the providing healthy foods in {INSTITUTION}. We are aware that there are multiple initiatives addressing healthy food access and that it is a complex movement with many moving parts. To understand the outcomes and accomplishments of this work, we interviewed coordinators at the LPH level to get a sense of the initiatives underway, and now are interviewing key people who work within the institutions being targeted with these efforts.

Because of your role in {INSTITUTION}, your perspective and insight are very important.

Over the next 30 minutes or so we will ask you to give us a little background and role within {INSTITUTION} and then move on to talking about what work you are doing around healthy eating within {INSTITUTION}, and how the work connects to healthy eating goals and objectives as set forth by {PROGRAM}. Do you have any questions about this?

Before we get started, I would like to make it clear that you can stop our conversation at any time. Also, I assure you that what you tell us will be confidential—your name will not be attached to any results, and all results will be reported as an aggregate of what everyone said rather than what individuals said. If quotes are used in the reports, please be assured no names or other specific identifiers will be used that can identify individuals. Do you have any questions about this?

Finally, to insure that we capture your thoughts accurately, I would like to record this conversation. Would that be OK with you?

IF THEY SAY NO—That’s understandable. I will try to keep really good notes. But please excuse me ahead of time if I ask you to repeat.
BACKGROUND
1. Can you please give me an overview of your work within {INSTITUTION}?

2. Can you briefly describe your organization?
   PROBES: who is your clientele? What services do you provide?

WORK WITH LPH
As you are aware, the goals and objectives of the Healthy Eating initiative through your work with {PROGRAM} are to increase the amount of fresh fruits and vegetables, and the decrease the amount of foods that are high in sugar, sodium, and saturated fat. The following questions are about your work with these goals and who you are connecting with in the community.

3. Which of the following initiatives have you implemented in your school?
   a. Local purchasing
   b. Institutional gardens
   c. Institutional garden produce in cafeteria or classrooms
   [IF SHIP SCHOOL]
   d. In-class education
   e. In-class snacks
   f. Out-of-classroom learning
   g. Other (specify):

4. When all is said and done, what will success look like in your work with healthy food access?
5. Where does the food come from that you offer your customers/employees/students/patients/participants/clients?  
PROBE: Please list all places of procurement.

6. Please explain any changes in where {INSTITUTION} gets its food since you began working with {PROGRAM}?

7. Please indicate where you purchase local foods (Mark all that apply)
   a. Purchase directly from farmers
   b. Purchase directly from farmers market (hospital grounds)
   c. Purchase through distributors/processor, who buy from local farmers
   d. Purchase from grower cooperatives Has worked with Sprout in Brainerd in the past
   e. Other (specify):
      PROBE: What do you hope to achieve from these initiatives?

8. Please indicate the total number of different farmers that your institution has a relationship with to your institution over the past year.
   *SCHOOLS: 2012-2013 School Year
   *HEALTHCARE: 2013

   Number of Farmers: [_______] (if zero farmers, SKIP to Q12)

9. Which of these categories of food do you source locally from the farmers?
   a. Fresh Fruit and Vegetables
   b. Meats No.
   c. Other (specify): ‘
10. For the food categories you checked as sourcing locally (on the previous question) what is the **TOTAL ANNUAL EXPENDITURES** in the past year (locally as well as not locally) for these categories in an average year, in dollars?

**SCHOOLS: 2012-2013 School Year**

- a. Fresh Fruit and Vegetables: $___________
- b. Meats: $________________________
- c. Other (specify): $___________________
- d. Total Food Expenditures: $______________

**HEALTHCARE: 2013**

11. For the expenditures indicated in the previous questions, estimate the **AMOUNT YOU SPEND ON LOCAL PRODUCE** in an average year, in dollars?

**SCHOOLS: 2012-2013 School Year**

- a. Fresh Fruit and Vegetables: $___________
- b. Meats: $________________________
- c. Other (specify): $___________________
- d. Total Food Expenditures: $______________

**HEALTHCARE: 2013**

**PARTNERS**

12. Has {INSTITUTION} partnered with other community organizations to improve access to healthy foods? Has this been since the partnership with {PROGRAM}? Please explain.

**PROBE:** Do you work with other institutions (schools, hospitals, community organizations) to gain purchasing power to reduce the cost of healthy foods?

**FOOD POLICY**

The next several questions pertain to food policies in {INSTITUTION}. For the purposes of this conversation, we are defining “policy” as a written document defining rules and guidelines on what types of foods and beverages your organization serves, how and where the food is purchased, menu availability, how healthy eating is supported, and any educational materials that are available to your clientele.

13. Please explain any healthy food policies that were in place in {INSTITUTION} prior to your work with {PROGRAM}?

**PROBE:** Are there any rules about what food you serve? Do you need to serve a certain amount of healthy food?
14. Have there been any changes to food policies since {INSTITUTION} started working with {PROGRAM}? Please explain.
PROBE: Who suggested the policy changes? Did you get input from parents? Students? Teachers? Public Health?

15. Who in {INSTITUTION} knows about the existing food policy?
PROBE: Is the policy enforced? By whom? How?

16. How have organizational rules around healthy food impacted {INSTITUTION}?
PROBE: Is there a different culture around classroom snacks? Birthday celebrations?


18. Can we get copy of the policy? IF NO, Can you paraphrase it for us?

ATTITUDES

19. How would you define the current attitudes about healthy foods in {INSTITUTION}?
PROBE: Have these attitudes changed since you started working with {PROGRAM}?

SUCCESES AND BARRIERS

20. Please share a success story of you providing healthy foods to your clientele.

21. Are there any specific barriers you have encountered to improving healthy food access in {INSTITUTION}? Please explain.
PROBE: Do you see any opportunities for improvement?
22. Do you have anything else you would like to share about the food environment in your organization?

23. Do you have any advice for us as we move forward on the evaluation of institutional change in your communities (in your organization as well as others in your community)?