

In-depth Interview Guide for Stakeholders (including organizations, companies, community champions/leaders, competing food stores, community residents) (ver 6)

Ice-breaker

1. Tell me about your organization/company and your role there
 - a. Probe: What type of services does your organization/company offer?
 - b. Probe: What is the mission of your organization/company?
 - c. Probe: Who do you serve?

Alternate ice breaker if community champion/resident:

2. Tell me about your community and your role within your community.

General Store Perceptions

3. What are your thoughts about [food retailer]?
4. How do you think your community feels about [food retailer]?

History of Partnership

5. Tell me about your relationship with [food retailer].
 - a. Probe: How did that partnership get started? How long have you been working with [food retailers]?
 - b. Probe: What has been the scope of your working relationship (e.g. types of projects) with [store retailer]?
 - c. Probe: How is this partnership similar/unique to other partnerships your organization has?

If began working with food retailer prior to the beginning 2020, proceed to section, "Stakeholder Engagement with Store: prior to 2020"; if relationship with food retailer began during 2020, skip to section, "Stakeholder Engagement with Store: Changes Related to the Events of 2020"

Stakeholder Engagement with Store: prior to 2020

First, I would like to hear about how you related to (store retailer) before the major events of 2020 (e.g. COVID-19 pandemic, civil unrest)

Success and Challenges

6. What challenges have you faced throughout your work with [food retailer]?
7. What successes have you experienced throughout your work with [food retailer]?
8. Please tell me about a memorable moment you've had with [food retailer]?

- a. (perhaps with staff, the working relationship, a community event, seeing the impact in the community etc.)
- 9. Provide an example of how you have helped the [food retailer] to improve their store, if applicable?
 - a. Probe: “improve” could mean a variety of things such as expand their reach, better serve their customers; etc.
- 10. Which groups/populations in the community has [food retailer] not successfully connected with yet? Which? How might they do that?
 - a. Probe: how well do you think [food retailer] is reaching the low-income population in their community? (Probe for examples)
Optional: What do you think [food retailer] could do to make its food more appealing to a larger number of people?

Stakeholder Engagement with Store: Changes Related to the Events of 2020

Now we would like to hear about how you have adapted your work in response to the major events of 2020 (e.g. COVID-19 pandemic, civil unrest).

- 11. What do you consider to be the most impactful event(s) in your region during 2020? Please describe.

Adaptations: Organization

- 12. How have you/your organization/company changed its practices in response to the major events of 2020?

Adaptations: Partnership with [food retailer]

- 13. Tell me about the ways in which you/your organization partnered with [food retailer] as they adapted throughout 2020.
 - a. Probe: *If began working together at the onset of the pandemic:* How did you/your organization get involved?
 - b. Probe: *If began working together prior to the onset of the pandemic:* How did you/your partnership with [food retailer] change throughout 2020?

Success and Challenges

- 14. What challenges have you faced throughout your work with [food retailer] in 2020?
- 15. What successes have you experienced throughout your work with [food retailer] in 2020?
- 16. Please tell me about a memorable moment you’ve had with [food retailer] in 2020?
 - a. (perhaps with staff, the working relationship, a community event, seeing the impact in the community etc.)
- 17. Provide an example of how you have helped the [food retailer] to improve their store in 2020?

- a. Probe: “improve” could mean a variety of things such as expand their reach, better serve their customers; etc.
- 18. Which groups/populations in the community has [food retailer] not successfully connected with yet in 2020? Which? How might they do that?
 - a. Probe: how well do you think [food retailer] is reaching the low-income population in their community?
 - b. Optional: What do you think [food retailer] could do to make its food more appealing to a larger number of people?

Suggestions

- 19. If the retailer were to ask for your suggestions on how to improve, what would you say?
 - a. Probe: “improve” could mean a variety of things such as expand their reach, better serve their customers
- 20. Who are the other stakeholders, including funders, that are crucial to your organization’s success?

Future Directions

- 21. What do you envision for the future of your partnership with [food retailer]?

Demographic and Background Questions

- 22. How many years have you been working at [organization]?
- 23. What type of experience, training and/or education prepared you for your current role?
- 24. How would you describe your relationship with the communities served by your organization? *[Note to interviewer: do not read answers, but may confirm which they fall into]*
 - a. *I consider myself a member of the target communities (select one or more of the below answers)*
 - a. *Lives in the same neighborhood*
 - b. *Similar economic background*
 - c. *Same race or ethnicity*
 - b. *I am not a member of the target communities, but I have been working with them for a long time and am trusted by community members*
 - c. *I do not consider myself a member of the target community*

Closing Questions

- Is there anything else you would like to share with us?
- Is there anyone else that you think we should talk to?