Move Your Way® Community Playbook

Intercept Interview Guide

When you promote Move Your Way® at your local campaign launch or other community events, use **intercept interviews** to gather feedback from attendees. Intercept interviews are informal, face-to-face chats that help you evaluate what attendees learned so that you can improve future events.

Assign interviewers to approach attendees when they stop by your booth or as they're leaving the event venue. Try to talk with at least 20 people at each event.

Ask attendees these 4 questions:

1. In your own words, what's the big takeaway from today's event?
2. What have you learned about the Move Your Way campaign?
3. How much physical activity do you need to be healthy?
4. On a scale of 1 to 5, with 5 being very likely and 1 being not likely at all, how likely are you to get more physical activity in the next month?

Feel free to adapt these questions or add questions about your specific event priorities.

Follow these tips for successful intercept interviews:

- Be respectful of attendees' time — take no more than 5 minutes with each person
- Consider offering an incentive for participating, like a $5 gift card to a local grocery store
- Print this guide and take it to the event, or download it to your phone or tablet
- Take notes, or ask if you can record the interviews on your phone or tablet

Once you have the feedback, regroup with your team and use it to improve future events. Identify key messages attendees missed and brainstorm ways to emphasize them. And don't forget to do intercept interviews again at your next event to evaluate your progress!

Find more community resources at
health.gov/MoveYourWay/Playbook

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