

INTERCEPT INTERVIEWS

An intercept interview is a qualitative research method used to gather feedback from a community of focus in a central location. The interview is conducted by approaching respondents in public places such as parks, farmers markets, street corners, restaurants/bars, or grocery stores. An intercept interview is an informal conversation that includes a brief set of open-ended questions. Once feedback is received from the respondent, a clearer view of each of their perspectives are captured regarding COVID-19 vaccination.

Tips for Conducting Intercept Interviews

- Intercept interviews should be kept brief; no more than 5 minutes.
- Look for people who may offer a **unique perspective** on community life, such as a pawn shop owner, gas station attendant, local artist, or community garden manager.
- If your assessment is focused on pediatric vaccines, seek out parents.
- If your assessment is focused on adolescent vaccination, you could also speak with teens as they are often involved in vaccine decision-making along with their parents. Remember to get permission before speaking with minors.
- Always identify yourself, state your purpose for approaching the respondent, and provide the purpose of the intercept interview.
- First impressions matter. **Consider who may be best placed to strike up a chat in your group.** It may be most appropriate for a community health worker or someone from the community to start the conversation.
- Your entry conversation may not be vaccine related. Start with any relevant topic and be engaged, then transition to, “We’re here working with [NAME OF ORGANIZATION] to understand what’s happening here in the community about COVID-19 vaccinations. Do you mind if I ask you a few questions?”
- Assume that a lot of your interactions will be standing, and so where possible, carry a small notebook or handheld device for note taking during or **immediately afterward.**
- Sometimes it is helpful to have fewer members of the interview team standing around, so the conversation doesn’t feel intimidating. **Step back** or leave if someone else does not need additional support.
- Understand that intercept interviews are to be used as “pulse checks” on community perceptions and are not meant to be comprehensive or representative of the entire population – convenience samples are fine.



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COVID-19 Vaccine Confidence: Rapid Community Assessment Tool

Sample Intercept Interview

Hi, my name is [NAME]. I am with the local health department. We are talking to people in [NAME OF CITY] about COVID-19 vaccinations. Do you have a few minutes to chat with me? I don't need your name or any personal information.

- What have you heard about the vaccines?
- Have you gotten a vaccination yourself? If yes, what motivated you to get vaccinated? If no, what is keeping you from getting vaccinated?
- If you have children, do you plan to get them vaccinated? Why or why not?
- Do you have any suggestions for the health department about how to encourage more people to get a COVID-19 vaccine?



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