

**CDC Director's Challenge
Interview Guide**

Final—July 25, 1996

[Bolded italics indicates core questions.]

1. ***From what you observed as a(n) (Administrator/Center Director/Division Director/Branch Chief) what are some effects do you think the Challenge had? (e.g., was it unifying, did it instill team spirit, was it disruptive?)***

2. *What do you see as the benefits for CDC and CDC personnel of conducting the Challenge?*

3. *What do you see as the drawbacks for CDC and CDC personnel of conducting the Challenge?*

4. *What changes, if any, did you notice among those you supervise that you think were related to the Challenge? (include both positive and negative changes)*

--What effects did you observe the Challenge to have on people's physical activity levels?

--Would you say the productivity and performance of those you supervise were affected by the Challenge? In what way?

5. *Thinking specifically of people who were team leaders and center coordinators...what impact, if any, did you observe their Challenge-related responsibilities to have on them and their daily work performance?*

6. How would you describe the general feeling among people who work for you regarding the Challenge? How about among your colleagues at the managerial level?

7. Did you encourage those you supervise to participate in the Challenge? (if so, in what ways)

8. *Describe what you think the general attitude/feeling of CDC is (corporate culture, “personality?”). How do you think that relates to the Challenge and its success or failure, if you think it does relate?*
9. As part of the Challenge, the participation rates and progress for each Center were posted. What, if any, effect do you think that had?
10. *What are your thoughts on the value of worksite health promotion programs like the Challenge? (probe for any other types of worksite health promotion programs interviewee supports such as health fairs, onsite gym facilities etc...)*
11. How do you feel about work time being committed to physical activity?
12. Did you participate in the Challenge? What effect, if any, would you say your participating/not participating had on the participation of those you work with?
13. *If the Challenge or a similar program were implemented at CDC in the future, how would you like to see it modified or improved?*
14. *Should the Challenge be conducted again in the future? (If yes, What are your thoughts on the value of adding a nutrition component to the Challenge?)*
15. How well run/coordinated was the Challenge? (probe for strengths and what could have been done better)
 - Was responsibility for carrying out the Challenge equitably distributed among CDC personnel?
16. *Do you consider the Challenge to have been a success or not a success? In what ways? (note how interviewee defines success)*
17. Are there any additional, final comments you would like to add?