

Qualitative interview script:

1. Are you familiar with the Michigan Institute for Clinical & Health Research (MICHHR)? If so, how did you first come to hear about or know us?
2. Have you worked with MICHHR Community Engagement before? If so, what services have you utilized? If not, what services would you like to learn more about?
 - M-REACH.org (Michigan Research Engaging Academy and Community in Health)
 - Statewide networking events
 - Educational workshops and trainings
 - 1:1 consultations for partner matching, approach, and dissemination
 - CE Studios, which provides an opportunity for researchers to enhance their research project during an interactive session with patients, caregivers, health care providers, community members, and other non-researcher stakeholders
 - Funding mechanisms – Seed & pilot grants
3. How familiar are you with **community-engaged research**, which is a partnership between community researchers and the academy under the principles of equity, trust, and mutual goals to conduct health studies around community-identified priorities?
 - Not at all
 - Not at all, but I want to learn more
 - I'm a researcher, who is new to this field and needs guidance, connections, and resources
 - I'm a veteran researcher, who has conducted community-engaged research before
4. Are you a recipient of *CE Bridges*, MICHHR Community Engagement's monthly e-newsletter? Would you like to be? Why or Why not.

5. How do you prefer to receive community updates? Which platform(s) do you trust most?
 - Radio
 - Text
 - Social Media (Facebook, Instagram, Twitter & YouTube)
 - eNewsletter
 - Email
 - Print mailing
 - Newspaper
 - Magazine
 - Blog
 - Individual
 - Other? Please specify _____
6. How much time do you dedicate to searching for and reading local news? (Ex. 1 hour a day or 2 hours a month)
7. How much time do you dedicate to reading an email? What do you look for when opening or skimming an email?

8. What type of communications are you looking for from researchers studying your community? What needs to be included in said material?
9. How often do you like updates on a community/research project?
 - Bi-annually
 - Quarterly
 - Monthly
 - Weekly

10. How can we help you better reach your constituents by enhancing or expanding your current efforts? What do you wish you had to make more of an impact?
11. How can we help you talk to your communities about COVID? What type of messaging are you already sending out?
12. What communication strategies are you already implementing? What is going well and what isn't?
13. Would you like a tool/strategy similar to voting contests on social media or live streamed events?

14. Of the platforms listed below, which specific channels or threads do you follow for local news--personally and professionally? (Ex. I follow Michigan Medicine and Gov. Whitmer on Twitter or I listen to 97.5 FM for my news)
 - Radio
 - Text
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - eNewsletter
 - Email
 - Print mailing
 - Newspaper
 - Magazine
 - Blog
15. How many people are you engaging on each platform? What is your reach?
 - Radio
 - Text
 - Social Media (Facebook, Instagram, Twitter & YouTube)
 - eNewsletter
 - Email
 - Print mailing
 - Newspaper
 - Magazine

- Blog
 - Other? Please specify _____
16. What social media platforms are you on? How frequently do you engage on them--personally and professionally?
- Facebook
 - Twitter
 - Instagram
 - YouTube
17. What types of social media posts do you engage with the most?
- Call to action (Ex. Sign up today)
 - Livestream events
 - Event pages
 - Images
 - Web stories
 - Voting
 - Quizzes
 - Other? Please specify _____

18. What are critical issues or barriers you see blocking communication between you and your communities?
19. What accessibility concerns do you have?
- Reliable internet
 - Readability
 - Foreign language translation
 - Closed captioning/interpretation
 - Contrast for color blindness
 - Other? Please specify _____

20. What papers can we expect from this working group?
21. Please name three people from your organization's staff pool that we can also interview.