SWAT INTERVIEW GUIDE:
WELLNESS ADVISORY GROUP/COMMITTEE

Title/Position of Interviewee: ______________________________________________

1. Could you begin by telling us about the <Advisory Group/Committee>?
   - What is its role?
   - What is its composition? How does it function?

2. What is your position in <company/organization> and how did you become involved with the <Advisory Group/Committee>?  
   - How long have you been a member?
   - Do you participate in the <Program Name>?

3. What do you see as the benefits of <Program Name> to employees?
   - How concerned is the <Advisory Group/Committee> about overweight and obesity among your employees?
   - To what extent does <Program Name> address this?

4. What do you see as the benefits of <Program Name> to your organization?

5. Who does the <Advisory Group/Committee> hope will participate in the program?
   - Are there particular types or groups of employees that you are trying to reach? Why?

6. What kinds of evidence or data does the <Advisory Group/Committee> use in periodic reviews or to make decisions about the <Program Name>?
   - What information like data or reports do you have that the program is successful in helping employees:
     - reach and maintain a healthy body weight?
     - change their eating habits?
     - change their physical activity habits?

   Additional Probes:
   - What information like data or reports do you have on employee satisfaction with the program?
   - Do you have information about the organization’s return on investment for this program? If yes, can you tell me about that?

7. What do you consider innovative about the program?

8. What about your program is particularly successful?
   - What factors have led to its success?
   - What do you hear from participants? What makes them come?
9. How is your program integrated into an overall health promotion strategy of the organization?

10. What would you suggest to strengthen the program?

11. What advice would you give to other worksites that want to develop a program like yours?

Thank you for your time and input. You’ve given us very helpful and useful information today.