



University of Hawai'i
Consent to Participate in a Research Project
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Social Campaigns for Community Participation in Environmental Management

Interview Guide

The following guided our semi-structured interviews for data collection. At a minimum, the numbered questions (which represent our primary, guiding questions) were provided to research participants prior to our scheduled interview for their reference.

1. Please describe the place and community you work with.
2. Can you tell us about a (successful) social marketing campaign that your organization has used to increase community participation in environmental stewardship and management dialogues?
 - a. What was your specific objective?
 - b. What were some of the benefits (to the organization, environment, and community) to achieving your objective?
 - c. What were some of the barriers (as perceived by the organization and community) to achieving your objective?
 - d. Can you walk us through your planning process and strategy?
 - e. How did you determine that it was successful/measure your impact?
 - i. Can you suggest any other metrics for success in increasing community participation or achieving behavior change?
3. How did you determine 'who' made up your community?
 - a. What approach did you use to identify different groups' needs and desires?
 - b. Did you use different strategies used to reach different groups?
 - c. Did you include indigenous perspectives, needs, and desires? How?
4. In terms of increasing community participation and dialogue, are there any other significant successes or challenges that we haven't yet discussed?
5. Based on your experience, do you have any advice about how time and money can best be spent to achieve increased community participation in environmental stewardship and management dialogues?
 - a. What kinds of costs did you accrue through your social campaigns?
6. If you had to start over again, what information or guidance do you wish you had prior to beginning this work?