Using stakeholder interviews for improved IPM adoption

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Stakeholder interviews were conducted to assess the “readiness” of public school districts to learn about and implement integrated pest management (IPM). Interviews were evaluated using the Community Readiness (CR) model. The model describes how communication flows or is impeded, where decisions are made in the school hierarchy, information flows or is impeded, where decisions are made in the school hierarchy, information flows or is impeded.

Stakeholders
- Administration (principals, superintendents)
- Facilities (grounds, maintenance, custodial)
- Teachers
- Nurses & health aides
- Kitchen & nutrition staff
- Pest control professionals

- Increase the probability of successful adoption and implementation of IPM in schools.
- Compare community readiness component by role and by school district.
- Tailor outreach methodology based on dimensions and staff role.

Materials & Methods
1. Conduct phone interviews of key stakeholders -- 47 individuals representing 6 role categories in large school districts and 27 individuals in administrative and facilities/maintenance roles in small school districts.
2. Analyze data using the Community Readiness levels template for coding and rating, by theme and by content.
3. Assign Readiness Scores on each dimension.
4. Identify other key dimensions to consider, such as communication pathways, authority and decision making, community context (rural, ranching, urban, etc.), patterns of variation across roles and size of district.
5. Develop targeted strategies to engage and work with the school district systemically and appropriate to the community culture.

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Situation
Data from surveys, pest assessments and other sources

Outputs
Seventy-four interviews conducted and analyzed, based on role and school district student population

Implementation tailored strategies based on scored and analyzed interviews

Objectives
- SHORT TERM: Understanding of system variables that influence capacity to change practices
- MEDIUM TERM: Improved strategies to provide teaching, training and interventions
- LONG TERM: Increased number of school districts adopt IPM practices