POVERTY PROBABILITY INDEX (PPI®) CHECKLIST

PPI LEARNING SERIES

Preparing for and conducting interviews

This checklist provides reminders and tips to prepare for interviews, gives an example of an interview script, and reviews do's and don'ts when conducting interviews and scoring the PPI by hand. Managers responsible for PPI implementation in their organizations can use this checklist for a just-in-time review with the organization's staff that are going to conduct interviews. When your organization is in the collection phase of the PPI implementation cycle, it is essentially conducting interviews. Whether your organization collects PPI data by hand or on a mobile device, reviewing this checklist will help ensure thorough, quality interviews.

1. Re-circulate information to staff or hold an orientation meeting to remind staff of the organization's commitment to and perspective on the PPI.

- Reiterate why the PPI is important to the organization, how the PPI relates to the organization's mission, and the objectives the organization wants to achieve by implementing the PPI.
- Refresh everyone's learning from previous training on the PPI: what it is, how it works, the indicators, the interpretation of indicators (where available), and key definitions (e.g. how is household defined?). The toolkit for your specific PPI may come in handy for this review and can be found at www.povertyindex.org.

2. Prepare a short introduction for the staff who will be conducting the interviews. Review script at orientation meeting and distribute script in advance of the interviews.

- A brief script prepared in advance will help put the staff – and the individual being surveyed – more at ease.
- See below for an example to use when preparing your own script:

  "Hello. I am [your name] and work with [name of organization]. I would like to take a few minutes of your time to ask you some questions which will help [name of organization] to see how our products and services are helping you. Don't worry, your answers will not affect your relationship with [name of organization] in any way whatsoever. The first question is…"

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3. Reiterate the basic do's and don'ts when conducting interviews; you can cover these at your orientation meeting.

- ***Do not*** say the indicators are a poverty assessment.
- ***Do not*** change the meaning of the indicators. Each indicator must be asked and scored precisely as it is presented to maintain the correlation of the PPI score with a poverty line.
- ***Do not*** suggest or lead the individual to an answer; allow the individual to interpret the question.
- ***Do*** identify observable indicators to corroborate the individual's responses.
- ***Do*** reiterate that that the responses the individual has provided do not affect the individual's relationship with your organization in any way whatsoever.
- ***Do*** thank the individual for his/her time and cooperation.

4. Walk through the scoring process to help ensure that the scoring will be clear and complete, making other steps in the collection process—such as quality control and data entry—easier and quicker to do.

- At the same time your staff is conducting interviews, they are recording the responses of the individuals they are interviewing. Reminding staff of these steps will help make the scoring by hand clear and complete:
  - Circle the individual's response to each indicator.
  - Place the numeric value for the indicator in the PPI Points column. Remember that all responses for the indicators on the scorecard must correspond to only one of the choices provided for that indicator.
  - Add each individual value to determine the PPI score for the individual and place that score at the bottom of the PPI Points column.
  - For each indicator, double check the response and value to ensure the correct PPI score.
  - At the end of the interview, note any problems or confusion with any of the indicators on the scorecard itself.