EVALUATE NEED AND IMPACT

A Quick & Dirty Guide to Needs Assessment and Evaluation

November 19, 2014

Sharron Corle, MS

Supporting communities to give every child a Healthy Start.

Healthy Start EPIC Center

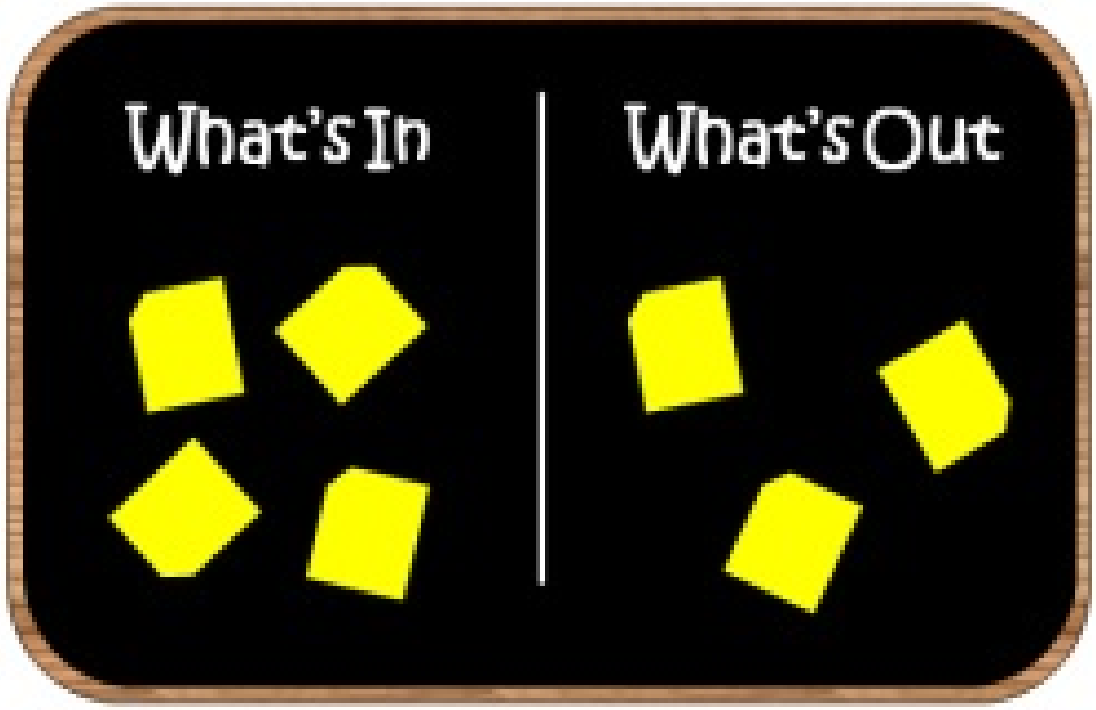
What We're Aiming to Do...

- **articulate** the importance of conducing a community needs assessment (CNA)
- **explain** the scope of a CNA
- **list** potential data collection methods and sources
- **identify** key steps to turn the assessment into action
- **understand** the importance of monitoring and evaluation

Planning

Collaborative Partners & Allies

Scope



Explore

Data Collection

Data collection is the process of gathering the information you need to be able to make decisions.

- Your question:
  - What data are needed and how are you going to get it?

Healthy Start Performance Measures

- Improve Women's Health
- Promote Quality Services
- Strengthen Family Resilience
- Achieve Collective Impact
- Increase Accountability through Quality Improvement, Performance Monitoring, and Evaluation

Improve Women's Health

Looking at things like community capacity for:

- outreach and enrollment in health coverage
- coordination and facilitation of access to health care services
- support for prevention, including clinical preventive services, interconception health, and health promotion
- use of reproductive life planning

Promote Quality

Looking at things like community capacity for:

- service coordination and systems integration
- focusing on prevention and health promotion (e.g. breastfeeding, immunization, safe sleep, family planning, smoking cessation, FASD)

Strengthen Family Resilience

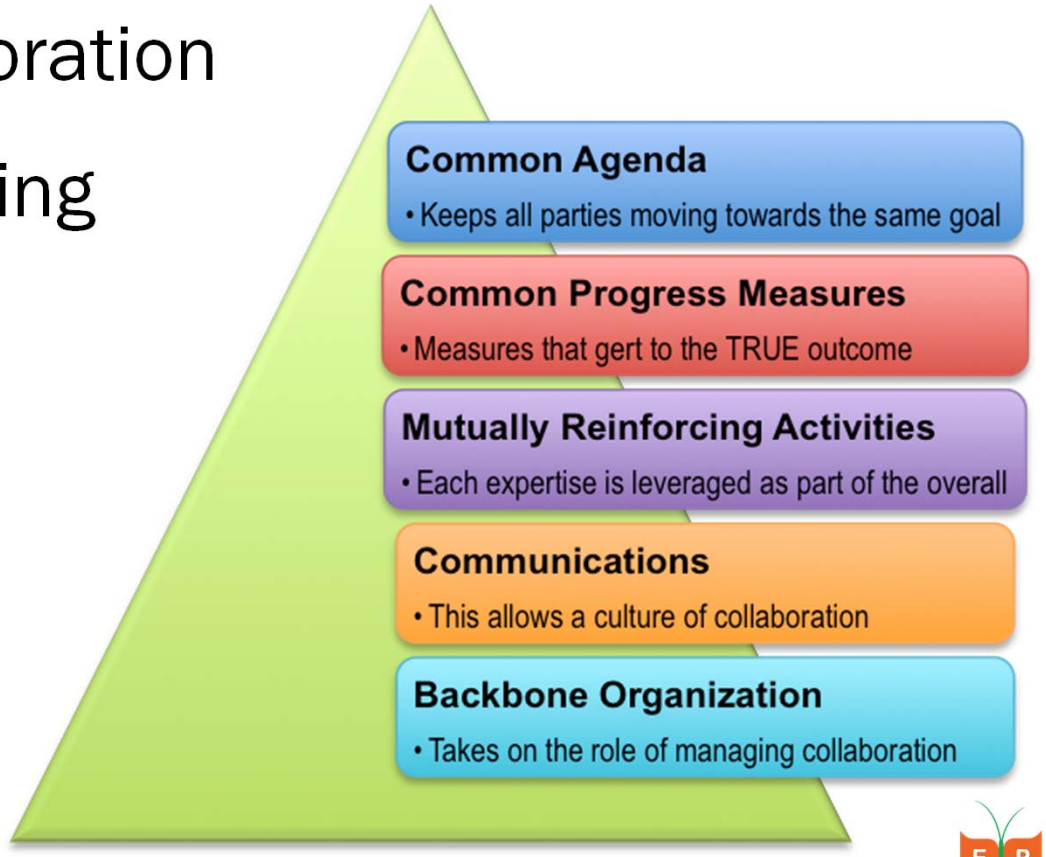
Looking at things like community capacity for:

- addressing toxic stress and support trauma-informed care
- supporting mental and behavioral health
- promoting father involvement
- improving parenting

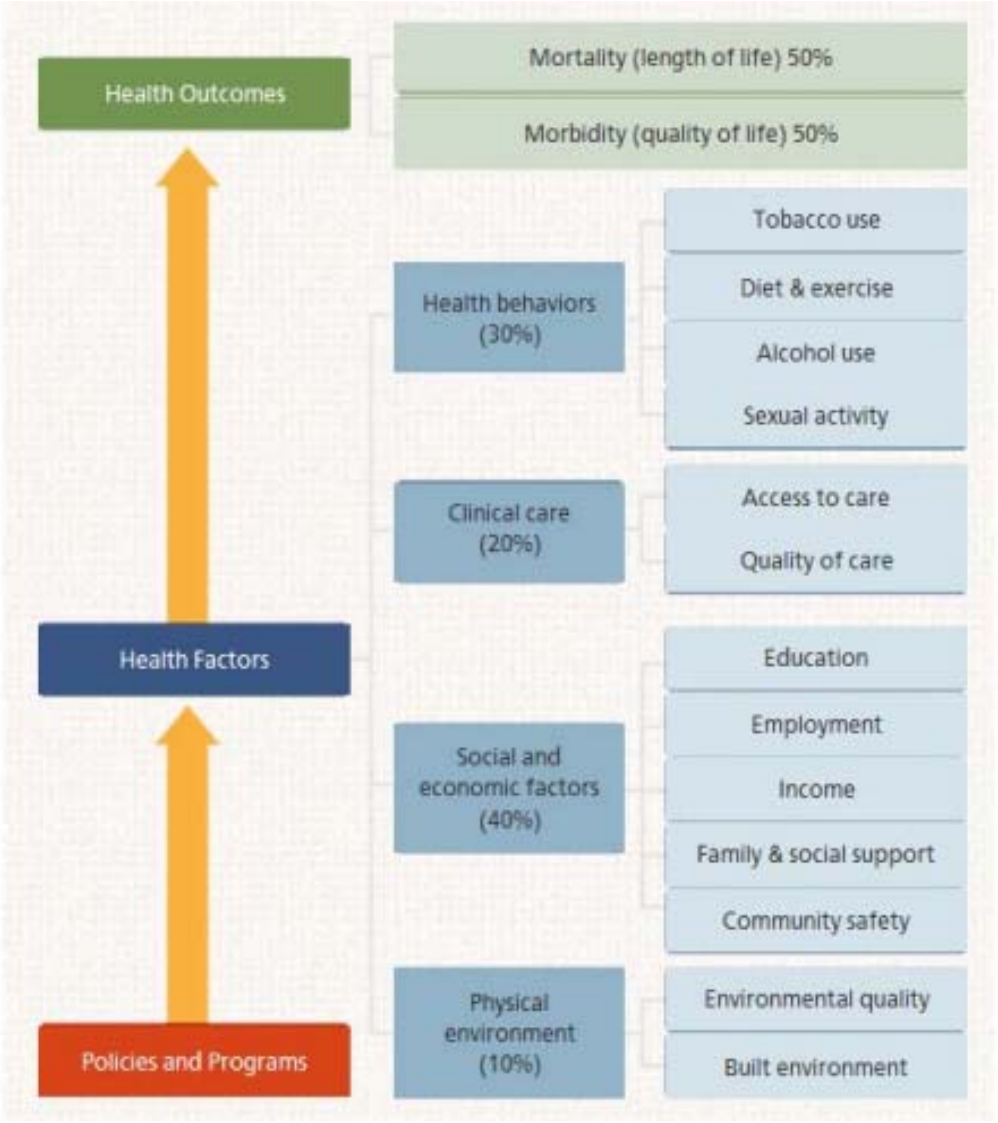
Collective Impact

Looking at things like community capacity for:

- cross-sector collaboration
  - information sharing
  - collaboration
  - linkages



Social, Economic and Environmental Determinants of Health



Primary Data

Qualitative (descriptive) data: Information that usually can't be measured (e.g., the softness of your cat)

Some "tried & true" techniques:

- Ethnography/observations
- Key informant interviews
- Focus groups
- Community asset mapping

Primary Data (2)

Some new techniques:

- Games, e.g., Likert scales
- Storyboarding
- Photovoice
- Photolanguage
- Mind mapping
- World Café
- Talking circles
- Town halls

Primary Data (3)

Quantitative data (measurable): Information that can be expressed as a number (e.g., the age of your cat)

- Surveys

Secondary Data

Data that has been collected by other sources - published research, media reports, internet materials, etc.

Community-level data sources:

- County Health Rankings
- March of Dimes Peristats
- CDC WONDER - births and mortality (other stuff in there too)

Secondary Data (2)

Community-level data sources:

- American Community Survey on American FactFinder
- Area Health Resources Files for environment, health expenditures, health facilities, health professions, health professions training, health resource utilization, and population characteristic

Assets

Organize

KEY FINDINGS	STRENGTHS	GAPS	OPPORTUNITIES	CHALLENGES

Analyze

Key Questions

- What are your data telling you?
- What are your data not telling you?
- Are there other ways to capture that information?
- What subpopulations are not represented (if any)?

Key Questions (2)

- Who will you share your data with?
- How does the information from your data fit with what your stakeholders are saying?
- What surprises you?
- Where do you need to prioritize your efforts?

Data-Supported Decisions

Many Uses of Data…

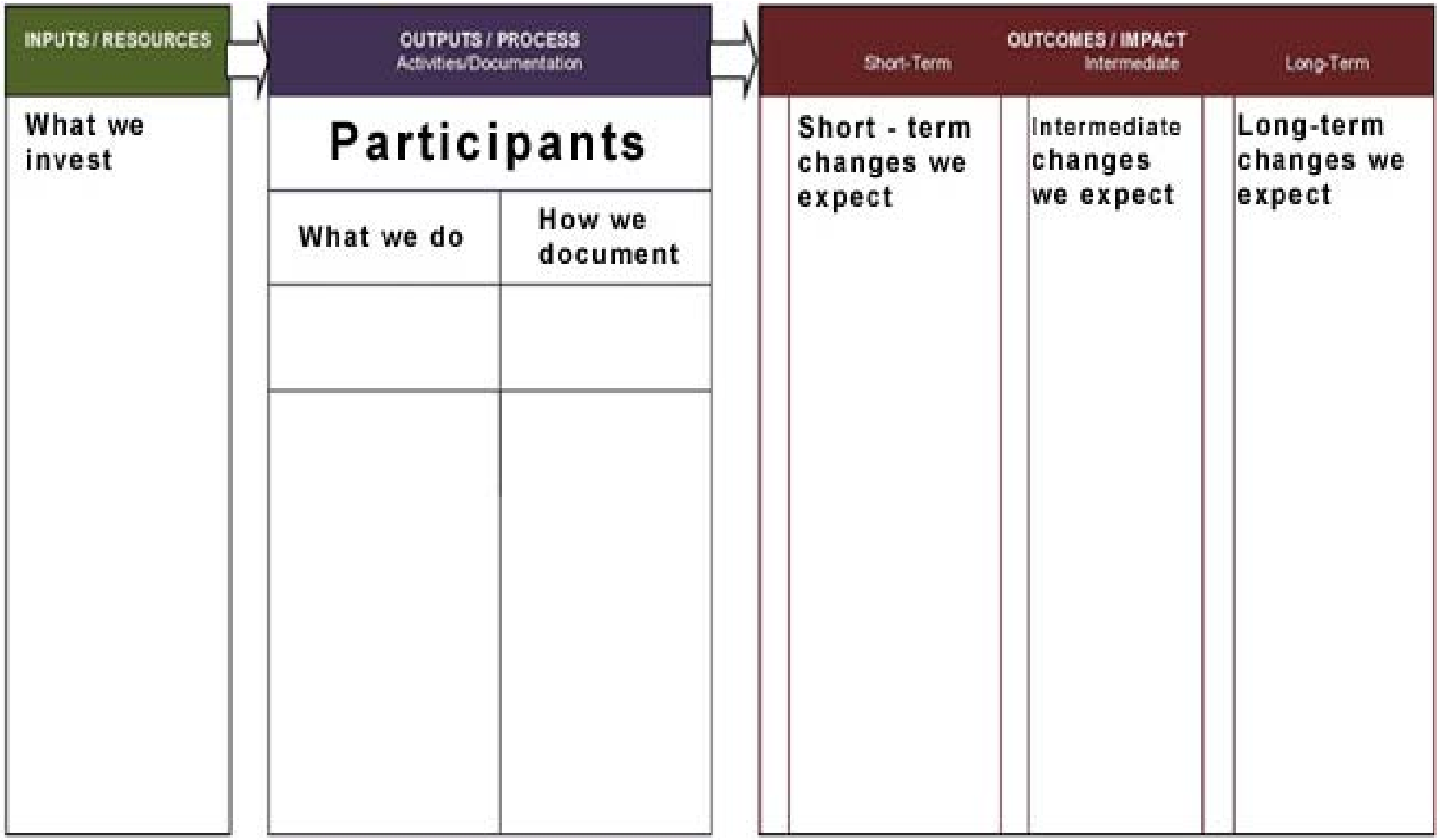
- Priority setting
- Comprehensive planning
- Performance evaluation
- Service delivery modeling and strategy
- Resource allocation
- Quality management

Many Uses of Data (2)

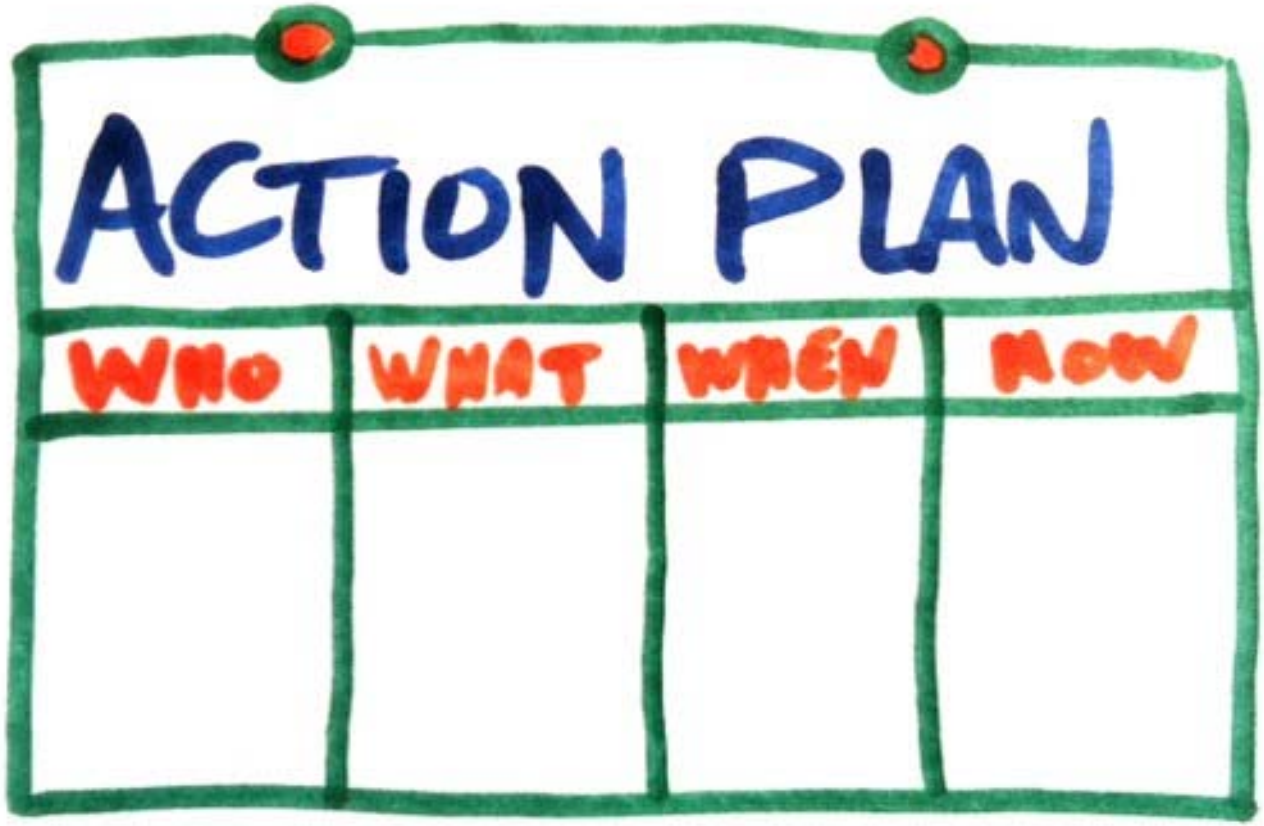
- Leveraging resources
- Identifying collaborative partners and allies
- Mapping the locus of local power and identification of power brokers
- Improving community responsiveness to health care needs across the community

Prioritization

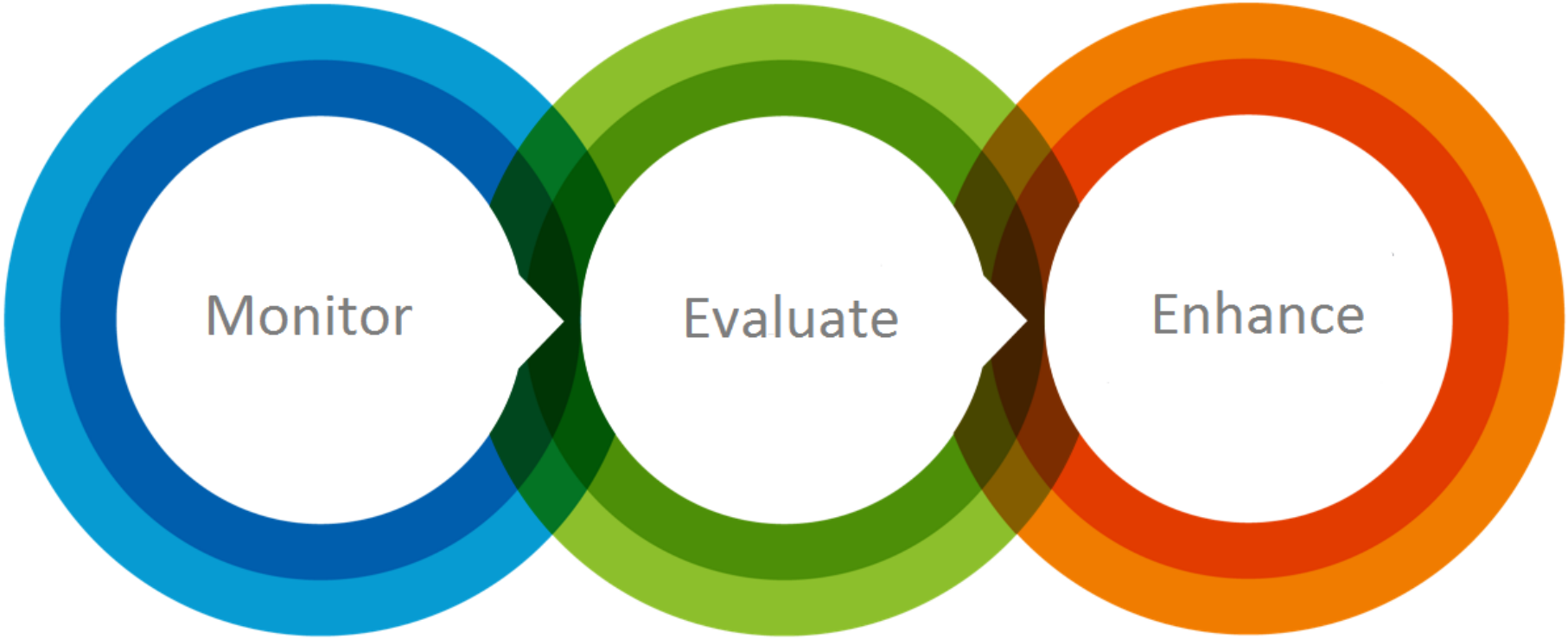
Logic Model


INPUTS / RESOURCES
What we invest
OUTPUTS / PROCESS
Activities/Documentation
Participants
What we do
How we document
OUTCOMES / IMPACT
Short-Term
Intermediate
Long-Term
Short - term changes we expect
Intermediate changes we expect
Long-term changes we expect

Planning



Monitoring, Evaluation and Improvement



Monitoring, Evaluation and Improvement (2)

Implementation

Are you:

- performing the activities as planned?
- reaching your priority populations?
- reaching the intended number of participants?

Monitoring, Evaluation and Improvement (3)

Outcomes

- Is your target audience experiencing the changes in knowledge, attitudes, behaviors, or awareness that you sought?
- What are the results of your work?

Using the Data

Share

Success!