

Tips and Tools: Planning and Conducting a Community Needs Assessment



June 21, 2018

Welcome and agenda

Welcoming Remarks:	Division of Healthy Start and Perinatal Services (DHSPS)
Presentation including Q/A:	Naomi Clemmons, <i>Healthy Start EPIC Center, JSI</i> Alec McKinney, <i>JSI</i> Natalie Truesdell, <i>JSI</i>
Q/A and Discussion:	All



Pre-Test

True/False: Needs assessment is a one time activity that primarily focuses on quantitative data.

True/False: There is only one effective approach to needs assessment for Healthy Start.

Welcoming Remarks from the Division of Healthy Start and Perinatal Services

Your expert presenters today:



Naomi Clemmons
JSI, Healthy Start
EPIC Center



Alec McKinney
JSI



Natalie Truesdell
JSI



Why Are Needs Assessments Important?

Understanding Community Need is Fundamental to Planning, Stakeholder Engagement, and Implementation

Identify Community Need

- Clarify major health issues, barriers to care, and service gaps
- Understand health-related trends
- Identify health-related disparities

Promote Education, Dialogue, and Engagement

- Inform community
- Foster dialogue
- Engage key stakeholders

Initiate Planning and Implementation

- Identify/align priorities
- Leverage existing resources
- Promote cross-sector collaboration

Many Existing Frameworks with Common Elements



Centers for Disease Control and Prevention. Framework for program evaluation in public health. MMWR 1999;48 (No. RR-11)



[National Association of County and City Health Officials \(NACCHO\). Mobilizing for Action through Planning and Partnerships \(MAPP\)](https://www.naccho.org/programs/public-health-infrastructure/performance.../mapp)
<https://www.naccho.org/programs/public-health-infrastructure/performance.../mapp>



Association for Community Health Improvement
http://www.healthycommunities.org/Resources/toolkit.shtml#_Wx_7FS7waUk

Common Elements

 =Preparation/ Planning

 =Assessment

 =Strategic Planning

 =Evaluation



Questions?

Are there needs assessment elements that I have missed or frameworks that you have used before to guide your assessment work?



Preparation, Project Planning, & Initial Engagement

Assessment of Community Need, Identification of Priority Populations & Community Assets, Strengths, & Weaknesses

Prioritization, Strategic Planning, Implementation, & Reporting

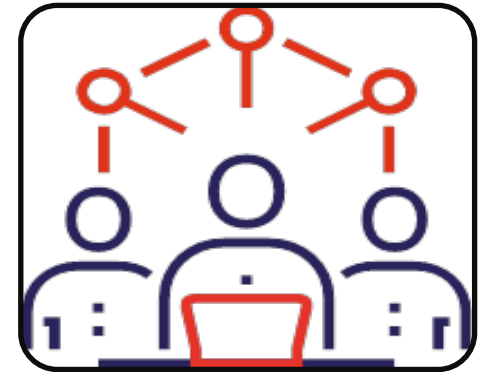
Evaluation of Process & Impact

On-going Planning, Assessment, Implementation, & Evaluation

Core Elements of Community Needs Assessment

Preparation, Project Planning & Initial Engagement: Purpose & Goals/ Initial Engagement / Approach

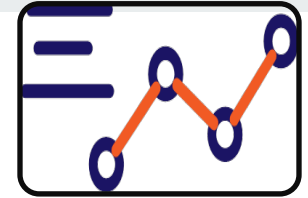
- Clarify purpose and articulate goals/core analytic questions
- Develop Steering and/or Advisory Committees
- Design assessment/engagement approach and methods
- Create a detailed workplan
- Organize kick-off meeting



Questions?

Considering your organization and your community, what do you most hope to accomplish through the needs assessment process?





Assessment of Community Need; Identification of Priority Populations, Community Assets/ Strengths

Quantitative Data Types

- Community characteristics
- Social determinants of health
- Barriers to care
- Service gaps
- Risk factors & health status

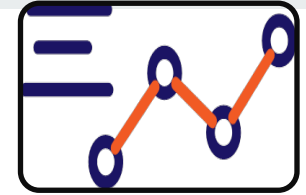
Qualitative Data Types

- Perceptions re: leading health issues
 - Social determinants, barriers to care, service gaps, health status issues, etc.
- Identification of community assets, strengths and weaknesses
- Ideas re: what should be done to address issues



Supporting communities to
give every child a Healthy Start.

Healthy Start EPIC Center



Assessment of Community Need; Identification of Priority Populations, Community Assets/ Strengths

Quantitative Data Sources

- Census data (e.g., age, gender, race/ethnicity, language, family composition)
- Social determinants data (e.g., poverty, education, unemployment, housing, crime, food access, transportation)
- Epidemiologic data (e.g., Prevalence/ incidence data, hospitalization rates, % of pop. w/ risk factors)
- Community Surveys Data

Qualitative Data Sources

- Key informant interviews
- Focus groups
- Community forums
- Community Survey data





Quantitative Data Sources Specific to MCH

- Behavioral Risk Factor Surveillance System (BRFSS) (e.g., Well-woman visits)
- Youth Risk Behavior Surveillance System (YRBSS)
- Vital Statistics
- Pregnancy Risk Assessment Monitoring System (PRAMS) (e.g., Safe sleep)
- National Survey of Children's Health
- American Community Survey, U.S. Census Bureau (e.g., housing, families and living arrangements, household composition, childcare, etc.)



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Assessment of Community Need; Identification of Priority Populations, Community Assets/ Strengths

Other Quantitative Data Ideas

- Data management / Spreadsheet development
- Compilation of data by geography (including comparison/benchmark data)
- Understanding statistical significance
- Core and secondary analyses

Other Qualitative Data Ideas

- Development of data collection guides
- Non-directive interviewing and facilitation techniques
- Documentation
- Identification of key themes



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give every child a Healthy Start.

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Questions?

What types or sources of data have you relied on most in the past?

Do you think quantitative data is more important or qualitative information?





Prioritization, Strategic Planning, Implementation, & Reporting

- Present data to key internal/external stakeholders and work to align priorities
- Hold strategic planning retreat to clarify community need and identify priorities
- Identify evidence-informed programs, services, and community interventions to address identified priorities
- Develop detailed strategic action plans that promote collaboration across sectors
- Develop summary written/oral presentation documents to facilitate dissemination



Identification / Prioritization of Community Need

- Polling to identify priorities
- Breakout sessions by priority area to discuss findings
- Clarification of existing programs/services and best practice interventions

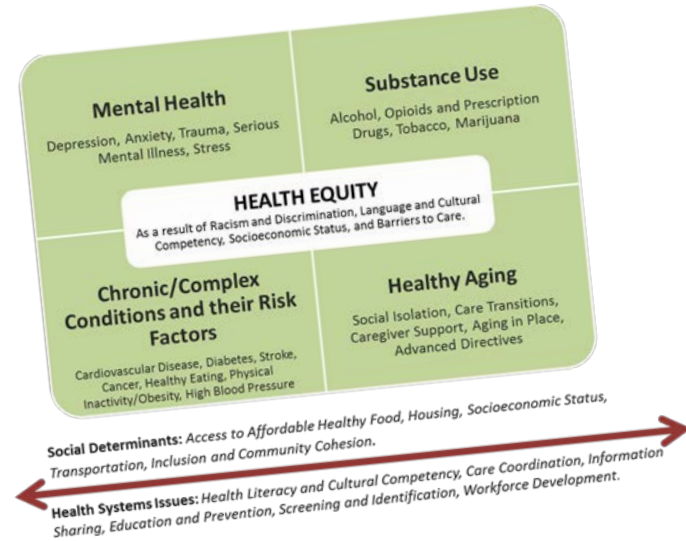
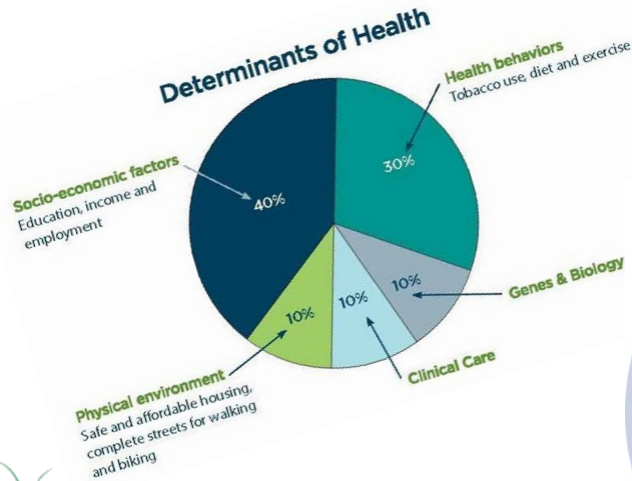
 Poll Everywhere

 SurveyMonkey

swipe



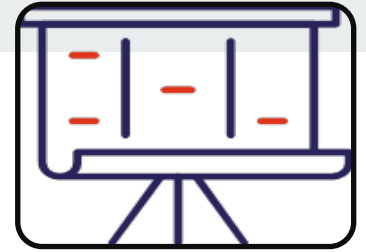
Identification / Prioritization of Community Need






Strategic Planning & Implementation





Dissemination / Reporting



 DISTRICT OF COLUMBIA

DC HEALTH SYSTEMS PLAN:

PUBLIC HEARING

 JUNE 15, 2017

 899 N. CAPITOL STREET NE

 CONFERENCE ROOM 6002

Healthy Eating & Active Living in DC

How Does DC Rank?

DC is leading the nation. DC has a low percentage of adults who are obese (particularly Hispanic and other adults), and a low percentage of adults who are physically inactive.

Even with these successes, disparities still exist for black adults, elders, and children, as illustrated in the task to the right.



DC is ranked #1 nationwide for lowest percentage of obese adults and for lowest percentage of physically inactive adults.

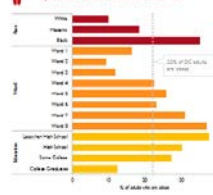
These are great numbers to be proud of! However, disparities still exist. Rates of adult obesity and physical inactivity are higher in the black population, particularly among people with less than a high school education, and among people with annual income less than \$15,000.

The percent of obese adults is much lower in DC compared to the national average. DC is on track to hit its 2020 goal of 15.2%.

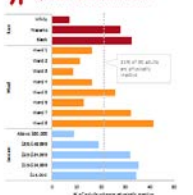
Adult Obesity in DC & the US



Adult Obesity by Race, Ward & Education



Adult Physical Inactivity by Race, Ward & Income







District of Columbia

HEALTH SYSTEMS PLAN

2017

 Final Draft for Comment



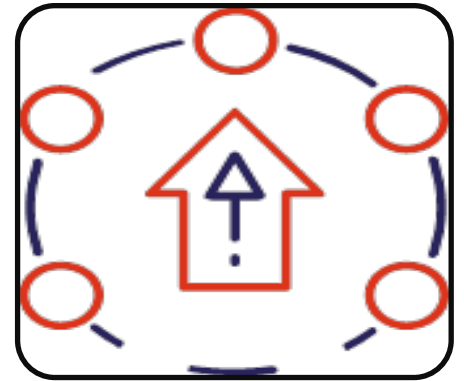
Questions?

What strategies have you implemented to facilitate alignment of priorities and to promote collaborative / collective action?



Evaluation of Impact & Process

- Importance of evaluation
- Identification of process outcome measures
- Link assessment and impact evaluation
- Incorporate measures of impact into strategic action plan
- Promote continuous quality and performance improvement



Data Dashboards

Tips for Designing A New Data Dashboard

- Considerations for Users
- Pros and cons of tools
- Common Pitfalls and how to avoid them
- Available @HiteqCenter.org
- <https://hiteqcenter.org/Resources/HITEQ-Resources/developing-effective-data-dashboards>

TIPS FOR DESIGNING A NEW DATA DASHBOARD

HOW CAN DASHBOARDS HELP ME?

The best dashboards give health centers actionable information at their fingertips, and use great design practices to focus a user's attention on the most important information on the page. If you're embarking on the process of designing a new dashboard with data you already have (or plan to collect), a bit of advance planning can set you up for success in how your dashboard is used for decision making.

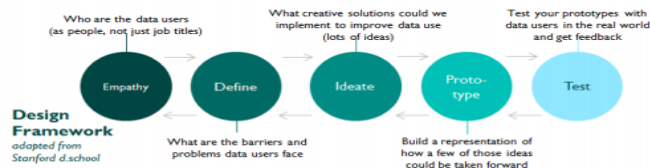
Dashboards can take many forms, including:

- Visual reports of routine data (monthly, quarterly) by site or across sites
- Interactive visual displays that let the user explore the data within a file
- Interactive web-based visual displays that simplify access across multiple sites (but come with their own cost and data sharing considerations)

In this tip sheet, we'll share considerations about dashboard designers and users; common pitfalls in dashboard design and how to avoid them; dashboard software for consideration; and recommended reading to dig deeper into dashboard design. With PhD programs in information design (and all of the textbooks that comes with them) now available, we can only scratch the surface here.

DESIGNERS AND USERS

Designed for who? Success often starts with considering the needs of your decision maker (the "user" of your dashboard), and letting those needs anchor your other design decisions. At a health center, consider who on the clinical team will be reviewing it, clinicians, social workers, care coordinators? Who else may be looking at the data (such as board members)? A user-centered process for designing a dashboard means you start with who will be using this new tool, and then consider the data available to answer their questions and design an approach to develop the dashboard that meets their needs.



On-going Planning, Assessment, Implementation, & Evaluation

- Promote continuous quality and performance improvement
- Develop three-year plans that are updated on a regular basis
- Plans are not static, they are meant to be adapted based on evaluation and available partners





Key Takeaways

Project Planning & Preparation	Be clear on what you want to accomplish, who you need to involve, and develop a clear workplan and timeline. Develop Steering and Advisory Committees that will help to implement plan and promote engagement right from the outset
Data Driven	Apply quantitative and qualitative data from primary and secondary sources in ways that allow for sound, objective decision making and facilitate measurement and on-going monitoring/evaluation efforts.
Collaborative	Engage all relevant stakeholders across sectors, including policy-makers, public agencies, service providers, and the community at-large – at all stages of the process (i.e., Project Preparations, assessment, planning, reporting, and evaluation)
Comprehensive in Scope	Investigate social determinants of health, barriers to care, community assets/strengths, service gaps, risk factors, disease burden, and level-of collaboration within and across sectors so as to inform a broad population health strategy.



Key Takeaways

Inclusive	Involve all segments of the population with an acute sensitivity to the fact that those who most need to have their experiences, voices and perspectives incorporated (e.g., low income, homeless, immigrant, non-English speakers, LGBTQ, racial/ethnic minorities, physically/developmentally impaired) are often the least likely to be included in meaningful ways.
Outcome Driven	Guided by a logic model or action plan that articulates the intended outcomes or returns that will result from the proposed activities and regional investments.
Broadly Disseminated	Employ multiple formats and media (e.g., printed/ web-based reports, community presentations, brief visual summaries, newsletters/blog posts) and incorporating state-of-the-art GIS Mapping and data visualization.

Questions?

Do you have any questions for us?

Do you have tips, ideas, or lessons learned that we have not discussed today?





Post-Test

- True/False:** Needs assessment is a one time activity that primarily focuses on quantitative data.
- True/False:** There is only one effective approach to needs assessment for Healthy Start.
- True/False:** It is important that you develop a strong stakeholder engagement plan, including consumers of services in order to capture broad input, promote collaboration, and facilitate implementation.



Wrap Up and Reminders

CLC Scholarship applications due by July 2, 2018

- Applicants will be notified by July 31, 2018

Community Training Options Available

EPIC Center website: <http://www.healthystartepic.org>

- Includes all recorded webinars, transcripts, and slide presentations