

PREVENTION PROVIDER TRAINING SERIES 2008-2009

COMMUNITY ASSESSMENT

NOVEMBER 2008 PHOENIX, AZ

M A G E L L A N
HEALTH SERVICES®

Getting Better All the Time™

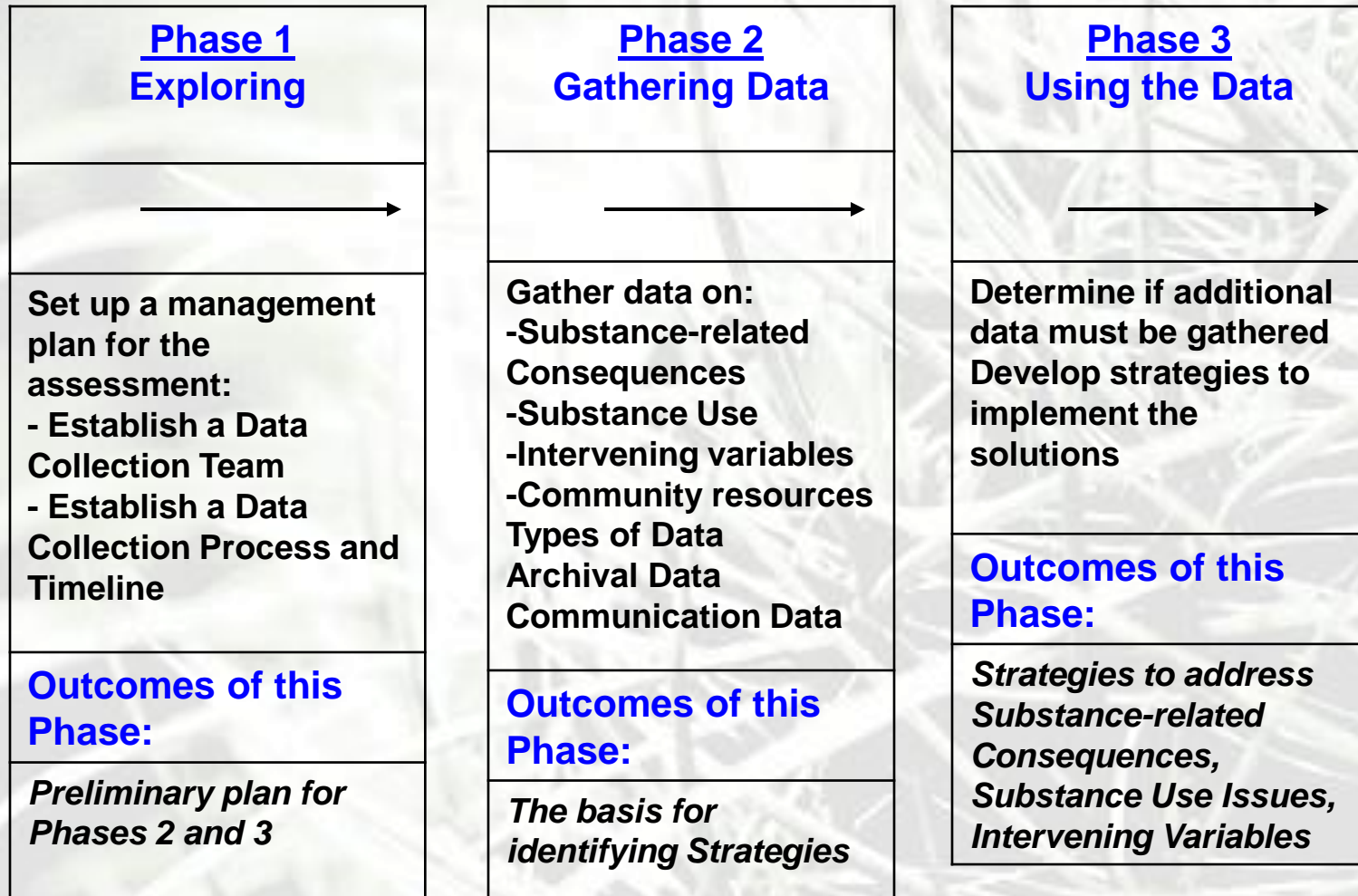
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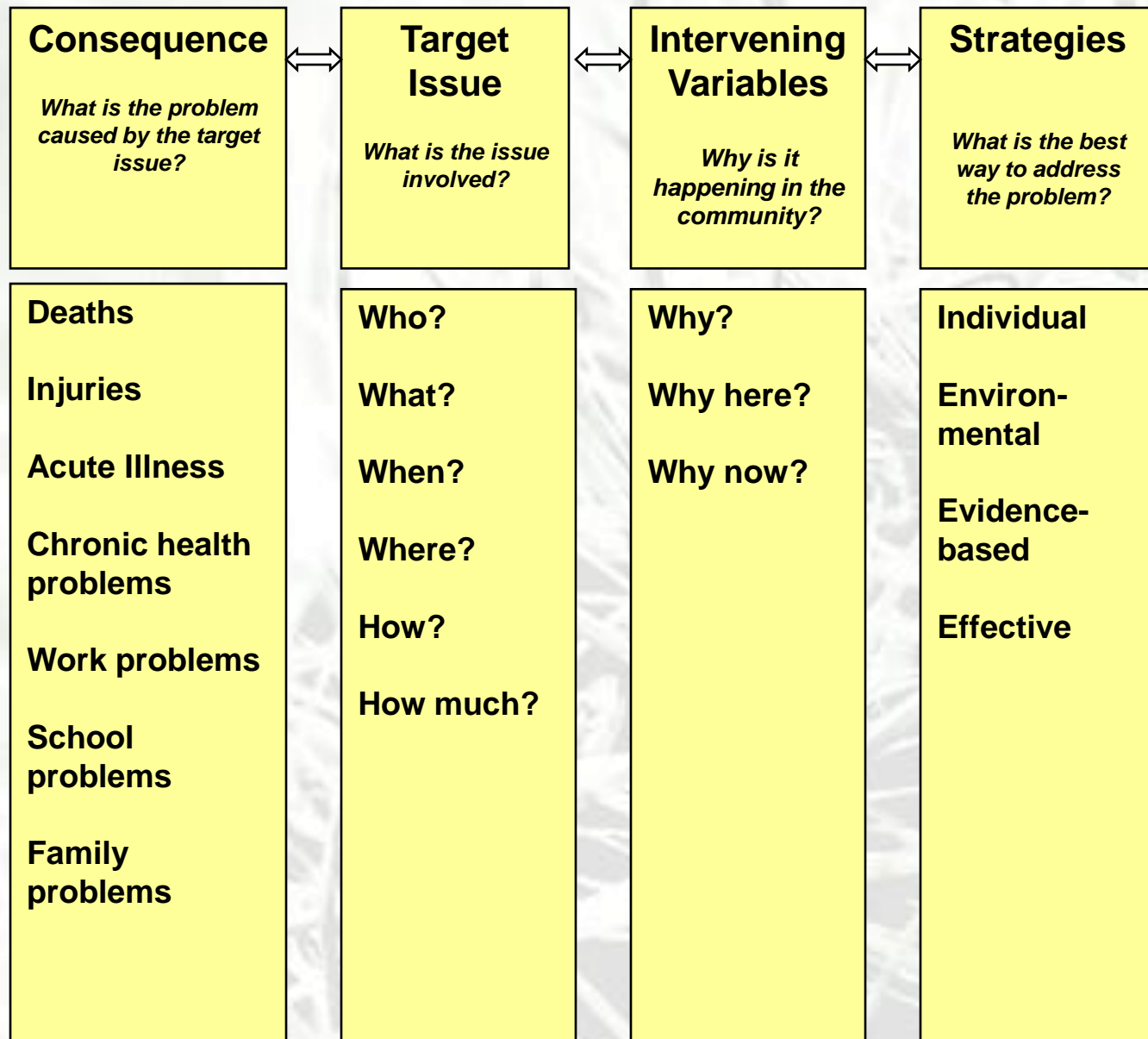
Community Needs Assessment

- A systematic process for examining the current conditions and trends of a situation (Substance Abuse) and to develop a profile of a community.
 - **SYSTEMATIC**
 - **CURRENT CONDITIONS AND TRENDS**
 - **PROFILE**

3 Phases of Community Needs Assessment



The SPF Logic Model



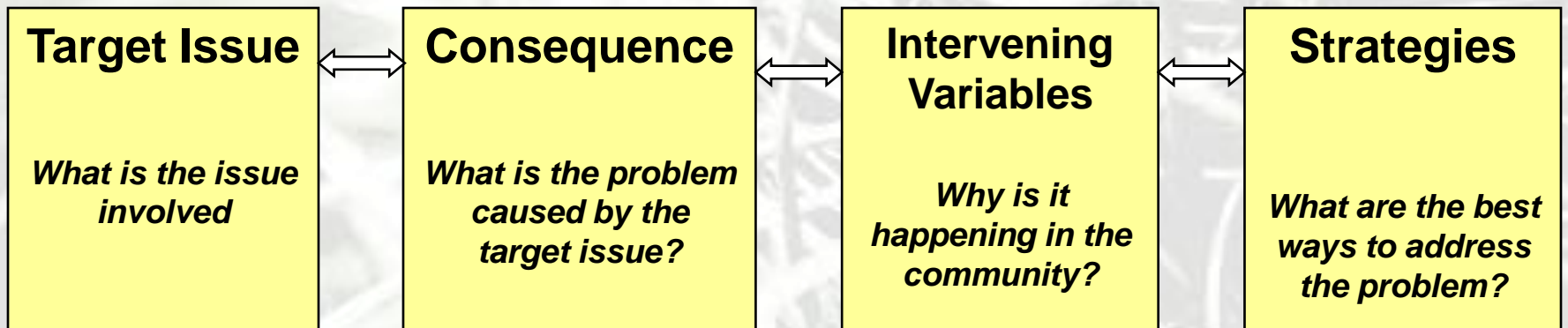
Applying A Community Needs Assessment to the SPF Logic Model

Assessment
Phase 1
Exploring

This is the planning phase that is conducted *prior* to gathering or using data

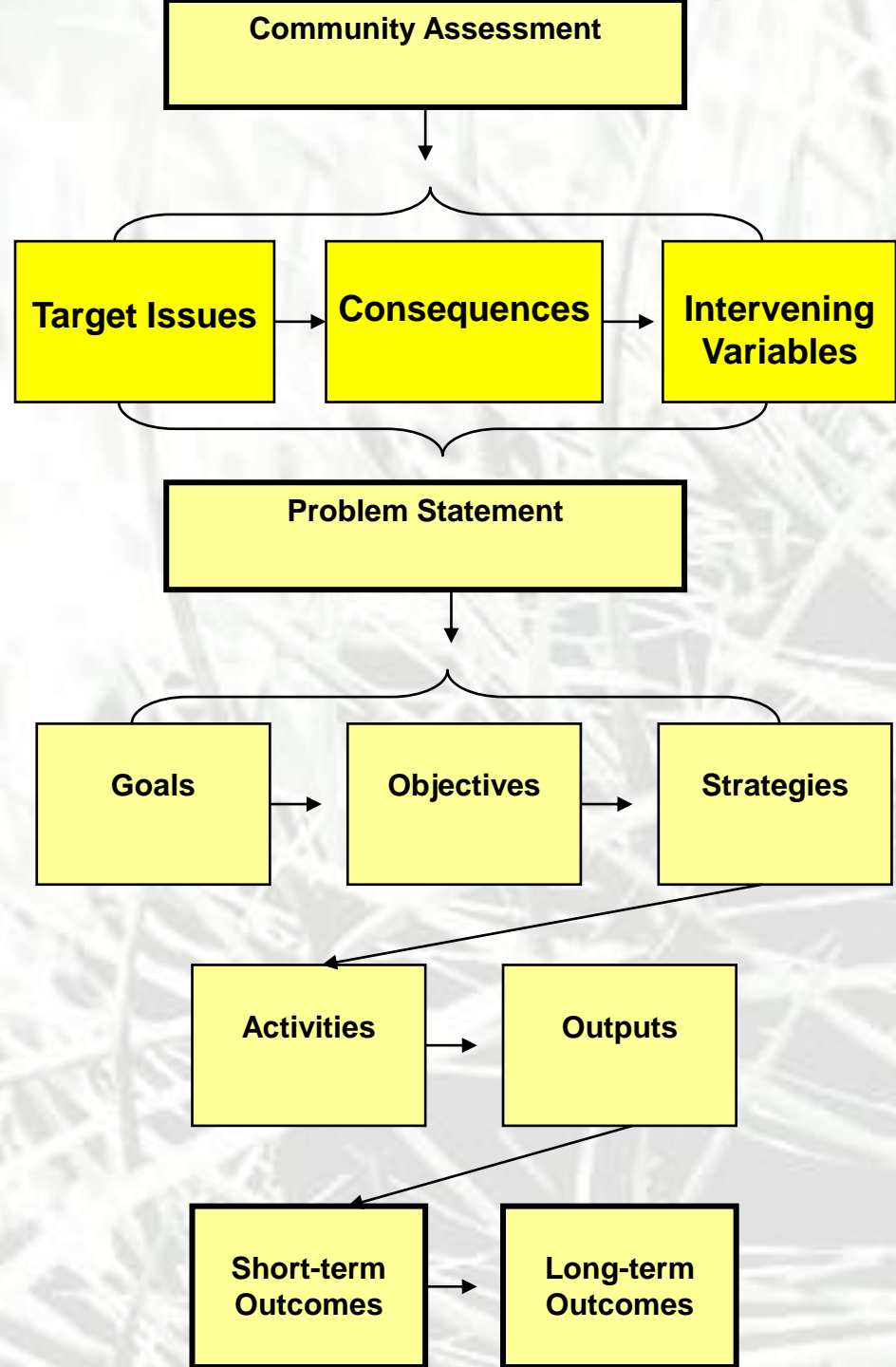
Assessment
Phase 2
Gathering Data

Assessment
Phase 3
Using the Data

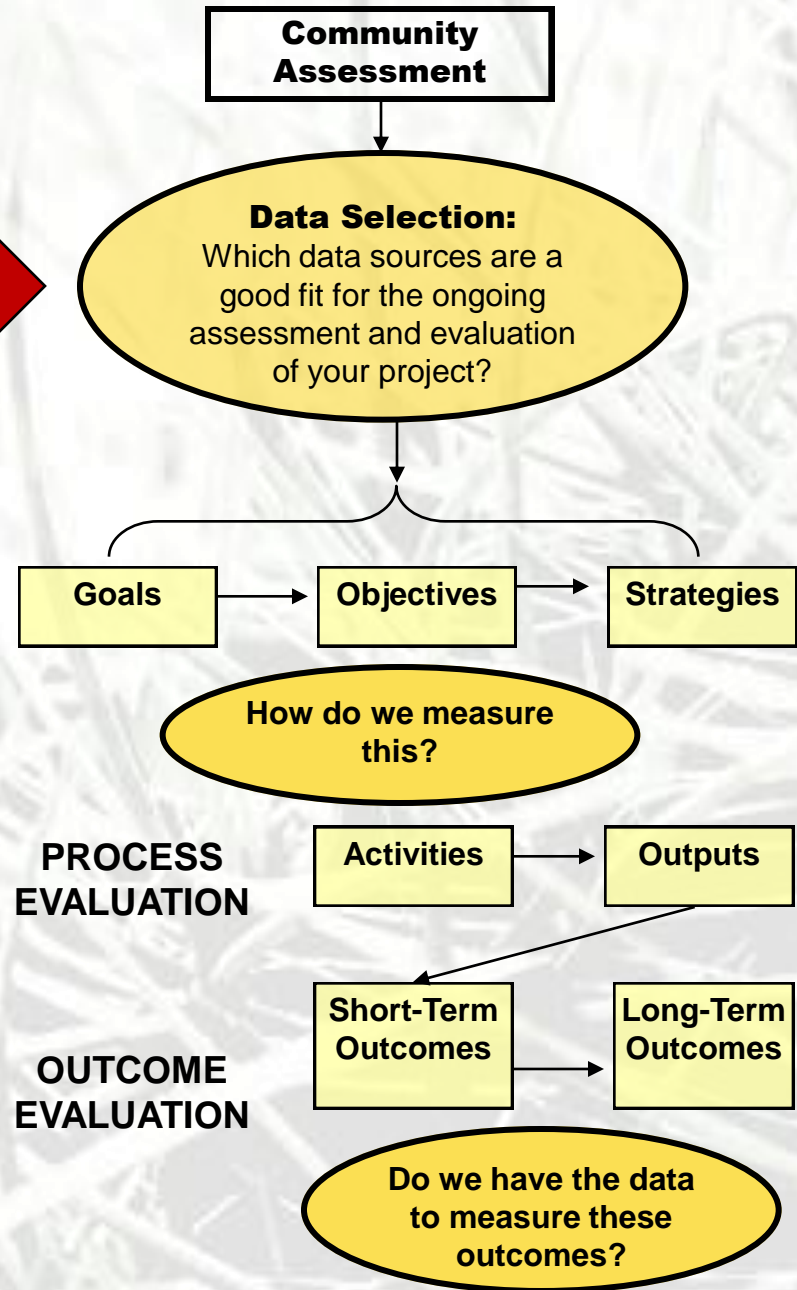
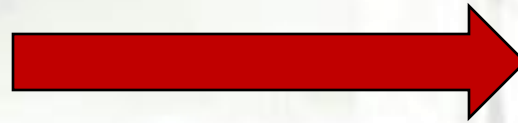




Applying Data to the SPF Logic Model



Where does evaluation fit?



Phase 1: Exploring Setting up a Data Collection Team

- Establish a team that will make decisions about indicators and data, that will collect the data and will make decisions based on what is collected.
- Find individuals who have the background, motivation and experience.

Exercise

Discuss and Identify:

- Possible Data collection members. What organizations/agencies should be represented? Which individuals should be targeted for membership?
- What structure should be devised for meeting? What administrative issues may arise? What titles should be given to team members?

Data Collection Process and Timeline

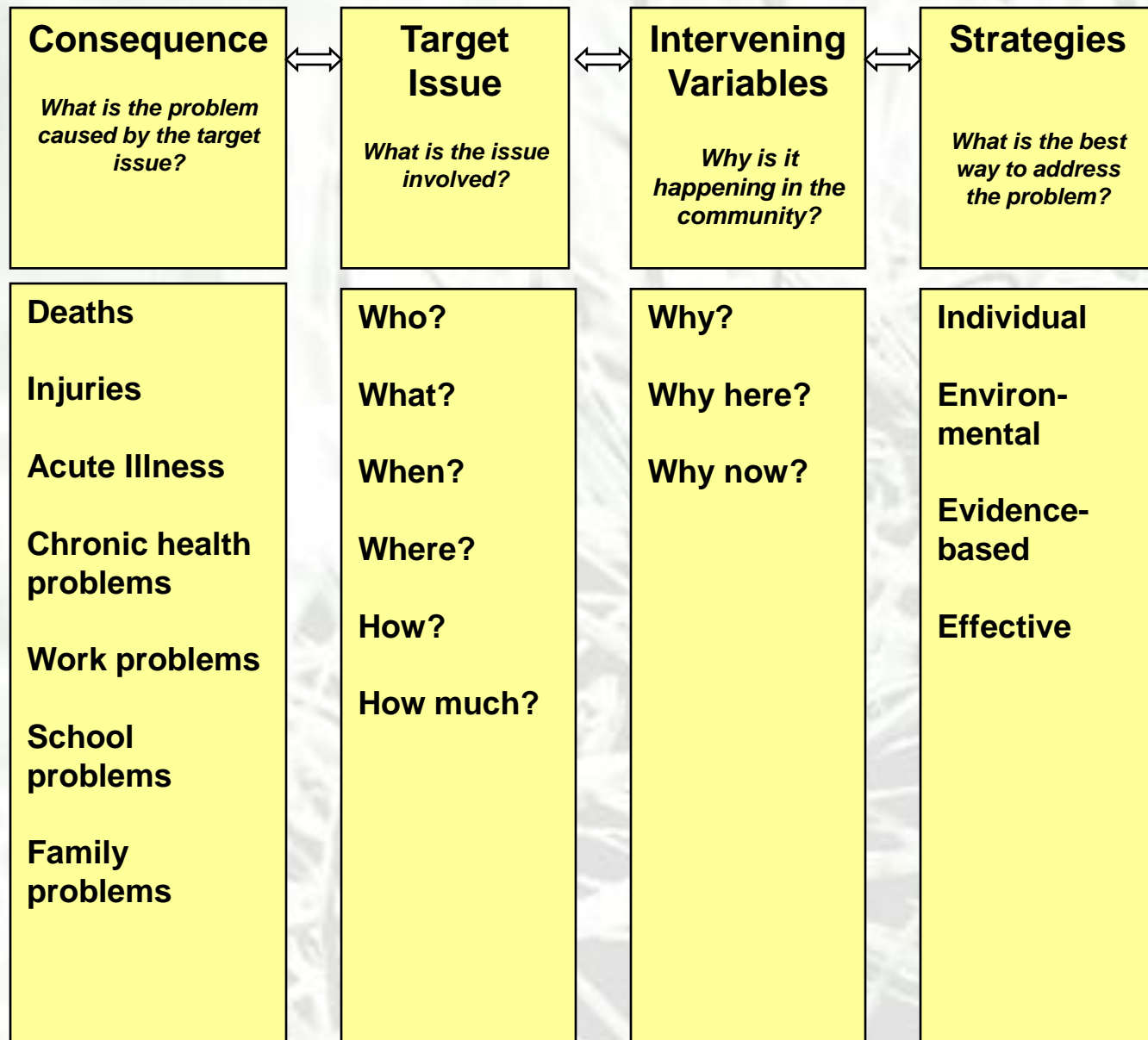
- Answer these questions:
 - What is the data we need?
 - What questions do these data answer?
 - What is the source of the data?
 - How will these data be collected?
 - Who will collect the data?
 - When will this be completed?

Exercise

Discuss and Identify:

- Group each provider or provider collaborative together
- Across a flipchart sheet write the titles:
 - Issue
 - Consequences
 - Intervening Variables
- Brainstorm at least one likely example for an issue and identify at least one likely example for a Consequence or an Intervening Variable
- Share with the large group how you might gather the data to support your examples

The SPF Logic Model



Phase 2: Gathering Data

- Communities gather data about Substance-Related Consequences, Substance Use issues related to those Consequences, and resources available in the community to address the identified needs.
- Two types of data: *Quantitative* and *Qualitative* Data

A Quick Word about Human Subjects

- Informed consent should be received for ALL data collected from people, whether surveys or interviews
 - Youth (under 18 years of age)
 - Adults
- What issues arise?
- You can take an on-line course from the NIH on human subjects protection at <http://phrp.nihtraining.com/users/login.php>

Phase 2: Gathering Data

Quantitative Data

- Archival data already exists for communities to use. Establish a current picture of what is currently happening in a community.
- Includes:
 - Social indicators
 - Organizational or agency records
 - Demographic data
 - Census data
 - Results from educational assessments
 - Program evaluation reports



Exercise

Discuss and Identify:

- Possible sources for archival or secondary data
- Barriers to gathering this data
- Possible solutions

Phase 2: Gathering Data

Qualitative Data

- Qualitative Data are information that are gathered from people.
- Includes:
 - Community Forums
 - Surveys
 - Key Informant interviews
 - Focus Groups
 - Community Readiness Assessments
 - Coalition Functioning Instruments



Phase 2: Gathering Data Surveys

- Composed of carefully crafted questions on a topic or issue, requires a higher level of sophistication.
- It is important for coalitions to identify partners with the skills and qualities to help design and implement an effective survey, if a survey is determined to be the best (or only) way for a community to gather particular data.

Phase 2: Gathering Data

Surveys

- Answer these questions:
 - What is the survey trying to measure?
 - Who is completing the survey?
 - How will the survey participants be selected?
 - What is the survey method?
 - Who will be the survey designer?
 - Who will conduct and analyze the survey?

Phase 2: Gathering Data

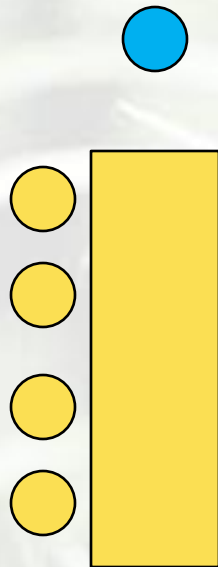
Community Forums

- Community Forums are open discussions where community residents gather to raise important issues affecting them such as drug problems or health issues in their neighborhoods.

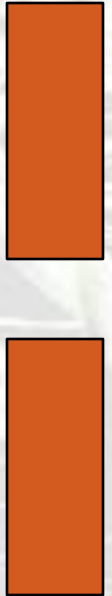


Community Forum

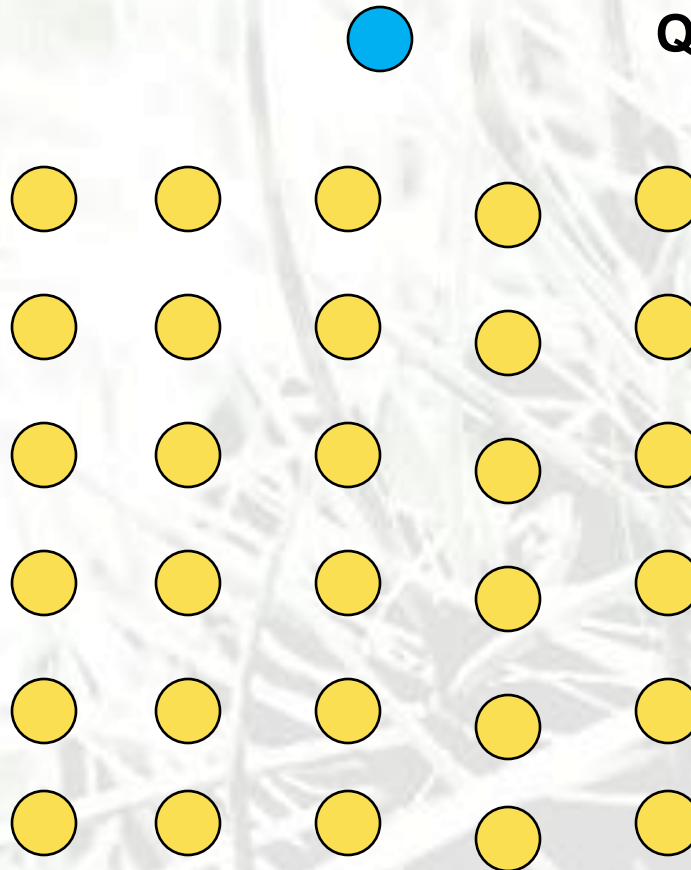
**Highlight issues
Mobilize community**



**Discussion
Q & A**



**Identify issues
Seek solutions**



**Piggyback with
other activities**



Planning a Forum

Location

Date and Time

**Expected
Outcomes**

Speakers

1.

2.

3.

4.

Publicity

Moderator

Note Taker

Sample Community Forum Agenda

Materials needed for this session: Easel and flipchart, markers, masking tape and red sticker dots.

Total time: 2 hours

I. Welcome and Introductions (10 minutes)

- A. State purpose of community forum discussion.
- B. Introduction of sponsoring group, facilitator and note-taker.

II. Community Discussion Session (1 hour, 15 minutes)

- A. Provide an overview and instructions to group, including ground rules.
- B. Discussion Questions:

The following are suggested questions to engage participants in a discussion about health issues/concerns in the community:

1. What does health mean to you?
2. What are the top three health issues in your community?
3. What are some potential solutions to these problems?
4. Identify some community assets (strengths) that may help address these issues.

III. Report Back Session (25 minutes)

- A. Summarize issues discussed, highlighting priority issues that were identified by participants.
- B. Discuss a preliminary action plan based on solutions and community assets identified.
- C. Announce next meeting to pursue next steps identified in this meeting.

IV. Closing (10 minutes)

- A. Final thoughts and acknowledgments.

Phase 2: Gathering Data

Assessing Community Resources

- A systematic process for examining the current resources in a community which can be used to improve the quality of the community's life.
- Why conduct a resource assessment ?
 - Identify community prevention resources
 - Identify gaps in prevention services
 - Mobilize community resources
 - Support effective strategic planning

Phase 2: Gathering Data

Assessing Community Resources

- Answer these questions:
 - What/who is the resource?
 - What type of resource is it?
 - What does the resource do?
 - How does this resource already address substance abuse?
 - Is this resource an evaluated program or effort?
 - How can this resource be mobilized?

Phase 2: Gathering Data

- Key Informant Interviews
- Focus Groups

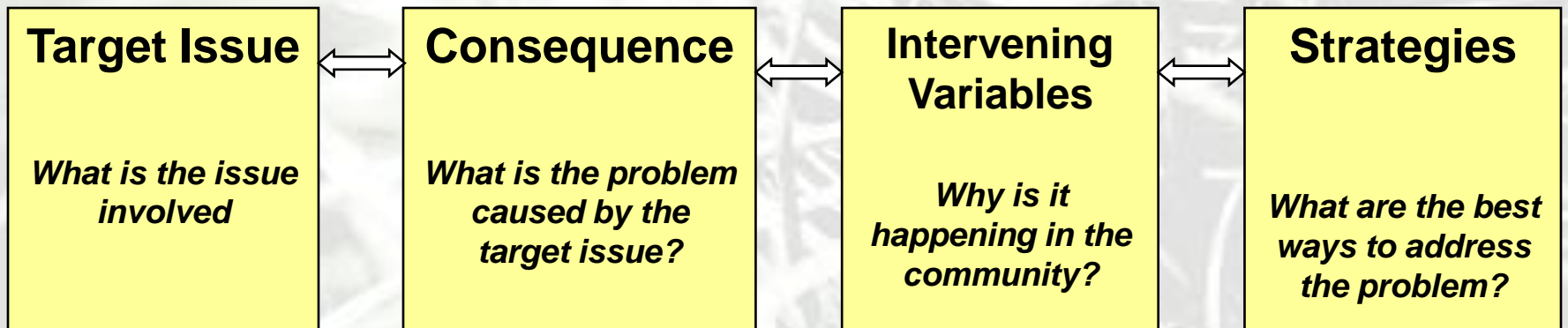
Applying A Community Needs Assessment to the SPF Logic Model

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Assessment
Phase 3
Using the Data



Phase 3: Using the Data

- Assessment Meetings
- Evidenced-Based Environmental Strategies
- Strategy Meetings



Phase 3: Using the Data Assessment Meetings

Focus on:

- Generating lists of the most relevant data
- Sharing results
- Preparing a summary
- Determining missing data and the process for collecting

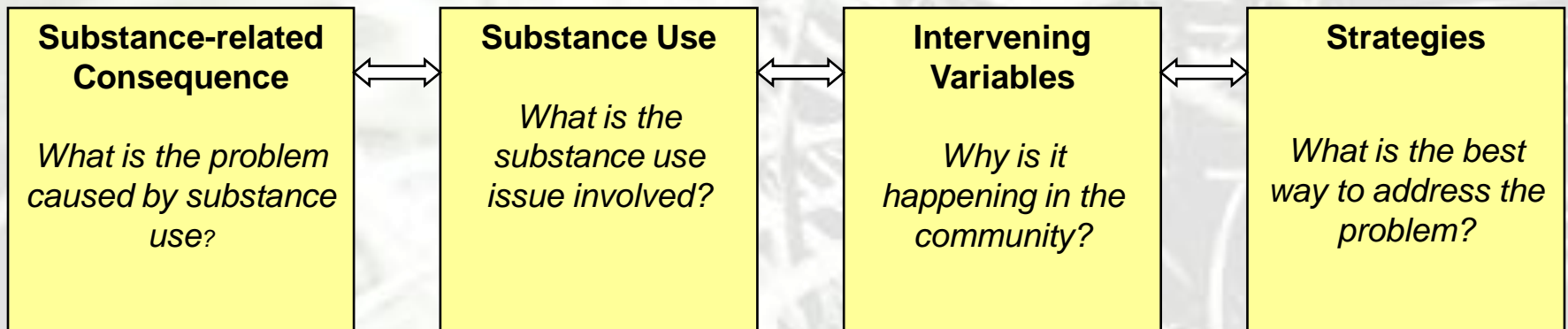
Completing the First of Five Steps to the SPF

Assessment Phase 1 Exploring

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Assessment Phase 2 Gathering Data

Assessment Phase 3 Using the Data



Discussion

- Questions about Community Needs Assessment?
- Especially useful points?
- How effectively do you feel a community needs assessment can be conducted in your community?
- What other information or support do you think your coalition will need to conduct a community needs assessment?