

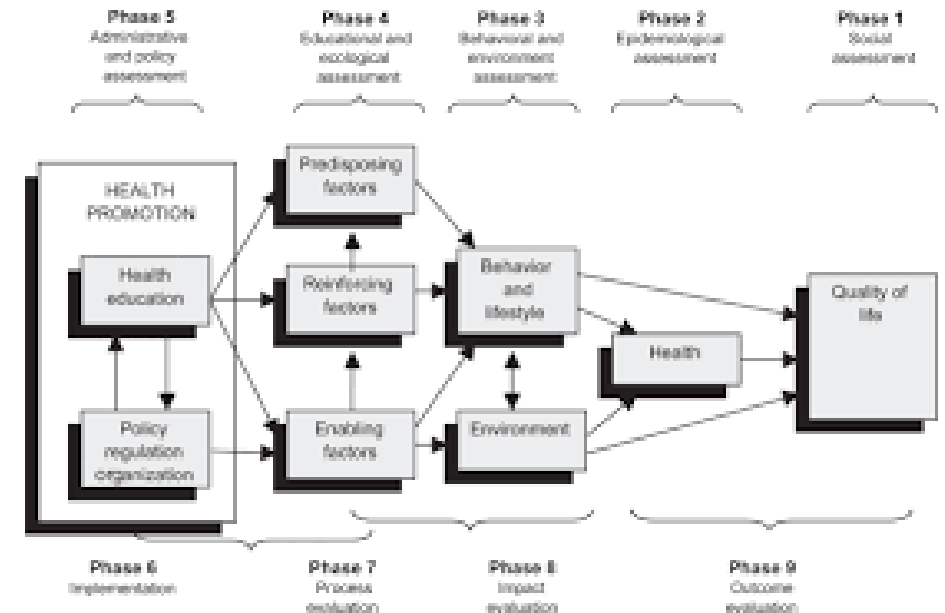
Know About It
Before Trying to Change It:
Needs & Resources Assessment







Step 1 - Go Find What You Already Have



Ask an Evaluator



- Why do you start with a Needs & Resource Assessment?
- What do you do if you have started implementing programs but don't have a Needs & Resources Assessment?



Ask an Evaluator



- Where can you get data for your Needs & Resource Assessment?
- Do I have to do a new Needs & Resource Assessment for every new prevention funding opportunity?



Products of Needs & Resources Assessment



2005 Community Health Needs Assessment

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Bay County's Health Status

Bay County has a higher rate of chronic diseases and a higher rate of uninsured residents compared to the state of Florida. These high rates led to the formation of The Community Health Task Force in 1996. To determine the reasons behind the high numbers, the Community Health Task Force conducted a community health needs assessment, which was used to develop a strategic health plan for the community.



Main Ways to Improve Health Status
 The Community Health Task Force also identified the community's primary ways to improve our health status:

- Increasing access to quality healthcare
- Reducing the risk of chronic disease through healthier lifestyle choices

The information in this report is presented to help raise awareness of the true state of health in our community. Only with full understanding of the problems, can we begin to develop a healthier community and improve the quality of life in Bay County. Community health is not a simple problem, and there is no simple solution.

The Community Health Task Force conducted the Community Health Needs Assessment to identify Bay County's health needs. By working to meet these health needs, the county can develop a healthier community and improve the quality of life for all residents.

Measures to address specific, identified problems have resulted in some improvements, but we still have many issues to resolve.

Chronic Diseases In Bay County Higher Than State

According to the Florida Department of Health the top 10 major causes of death in Bay County in 2004 were:

1. Heart Disease
2. Cancer
3. Chronic Obstructive Pulmonary Disease (COPD)

The top three causes of death in 2004 were heart disease, cancer and chronic obstructive pulmonary

long duration and are generally not cured by medicine or prevented by vaccine. However behaviors such as eating well and exercising can help prevent these diseases.

The costs of chronic diseases are high. They can prevent people from

- ✓ Vision Statement
- ✓ Defined geographic area or populations of interest
- ✓ Community profile (demographic)
- ✓ Estimate of the magnitude of IPV/SA in your community
- ✓ List of risk and protective factors
- ✓ **Needs and Resources Summary**
- ✓ Including needs statements !

Questions



For those of you receiving state funding for prevention, how many of you:

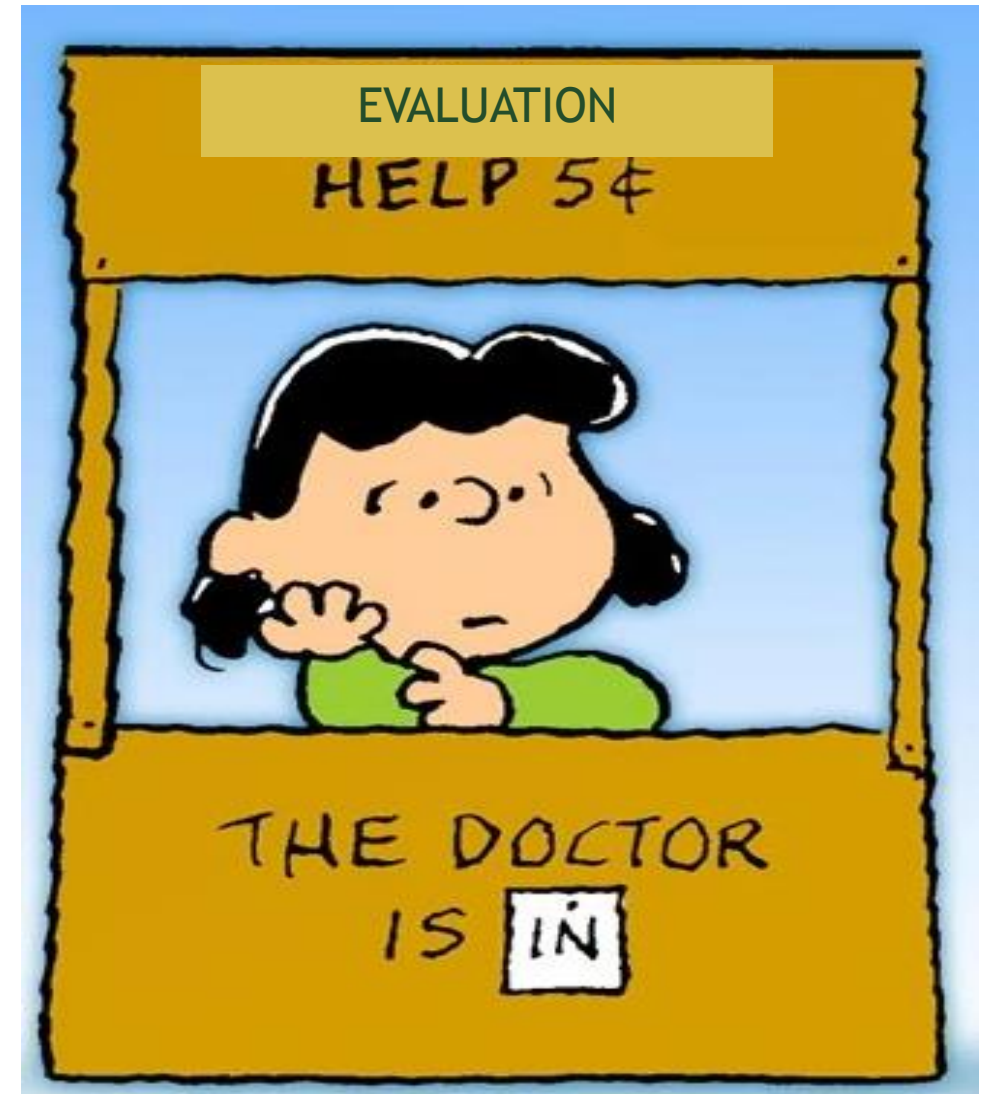
- a) Have completed a Needs & Resources Assessment?
- b) Have started a Needs & Resources Assessment?
- c) Need to start a Needs & Resources Assessment?
- d) Need to refresh or adapt an older needs assessment?

Parking Lot: what questions do you have about N&R Assessments?

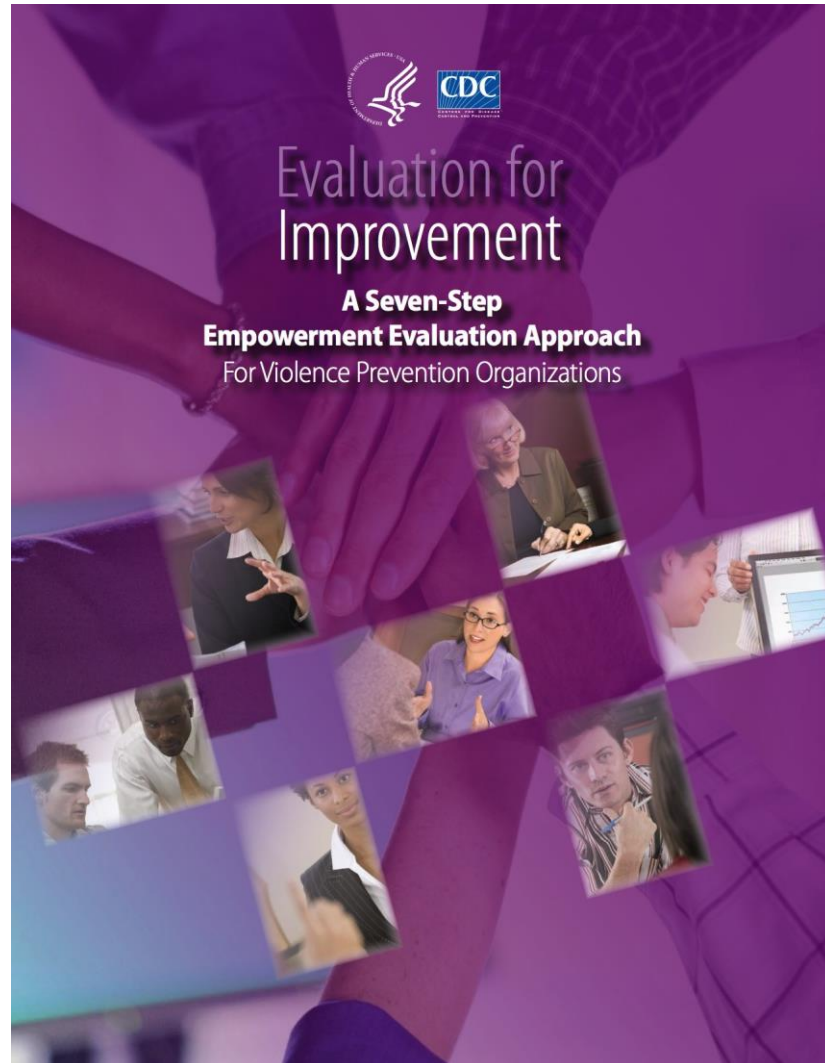
Ask an Evaluator



- When contracting with a Researcher/Evaluator, what questions do I ask them?
- Tips for working with a researcher/evaluator?



How to Hire an Evaluator



Do You Have Tips?



Start By Structuring Your Process

- Decide who will be part of an N&R workgroup
- Get volunteers/sign people up to work on each of the 'products'
- 'Products' can be done simultaneously
- Establish a timeline

Vision Statement



Example: “Sexual respect will be a foundation in our community’s culture leading to the elimination of all forms of sexual violence”

Vision statements can change over time, but can also keep people “on task” and focus new members of the workgroup

Define Geographic Area or Populations of Interest



Whole community or sub-population?



Community Profile



- Demographic data AND resources/assets
- Use census data – and other resources available online and in your community – ask partners
- Asset Mapping

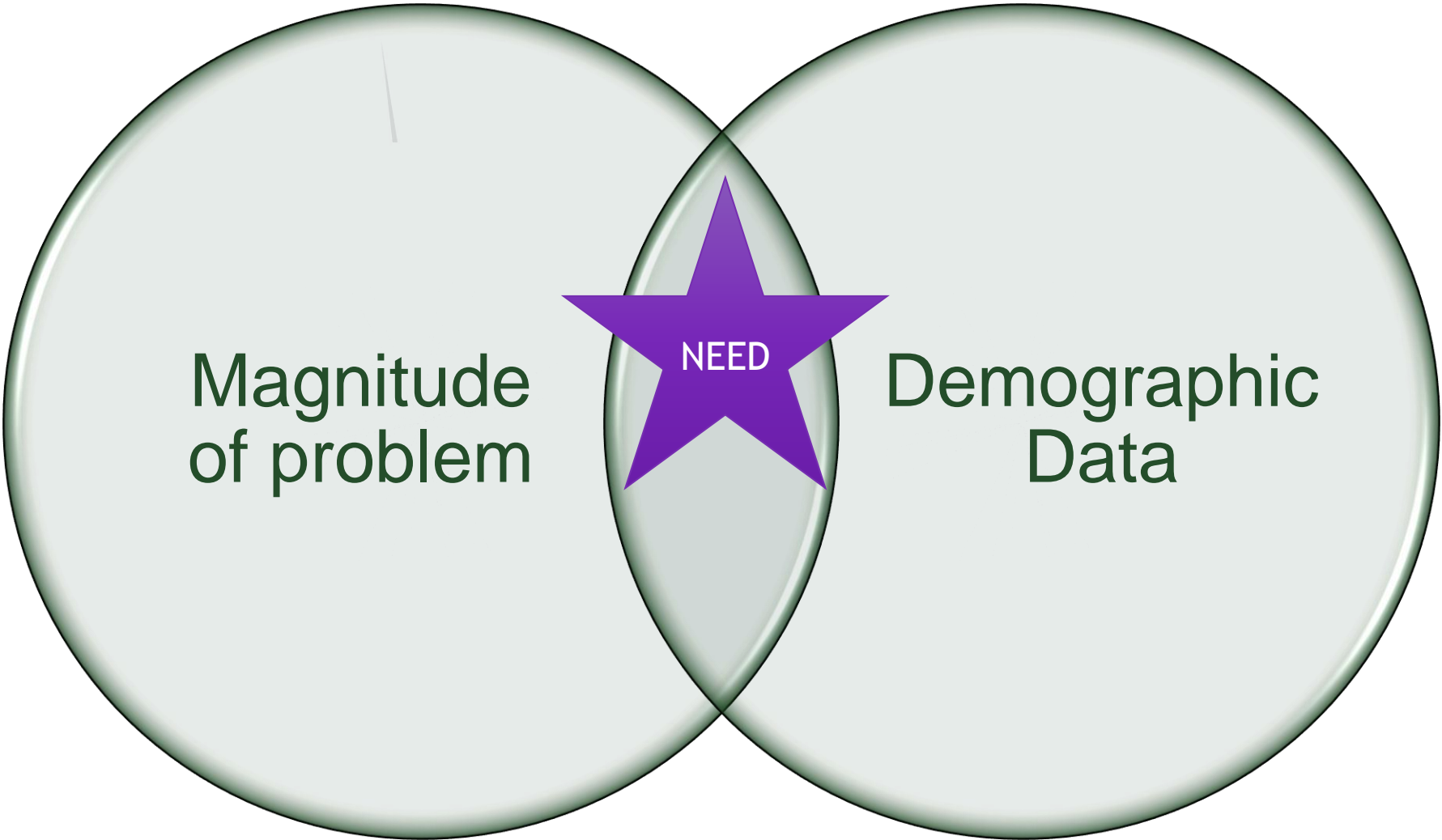
Understanding IPV/SA In Your Community



Question #1:

What is the magnitude of IPV/SA in your community?

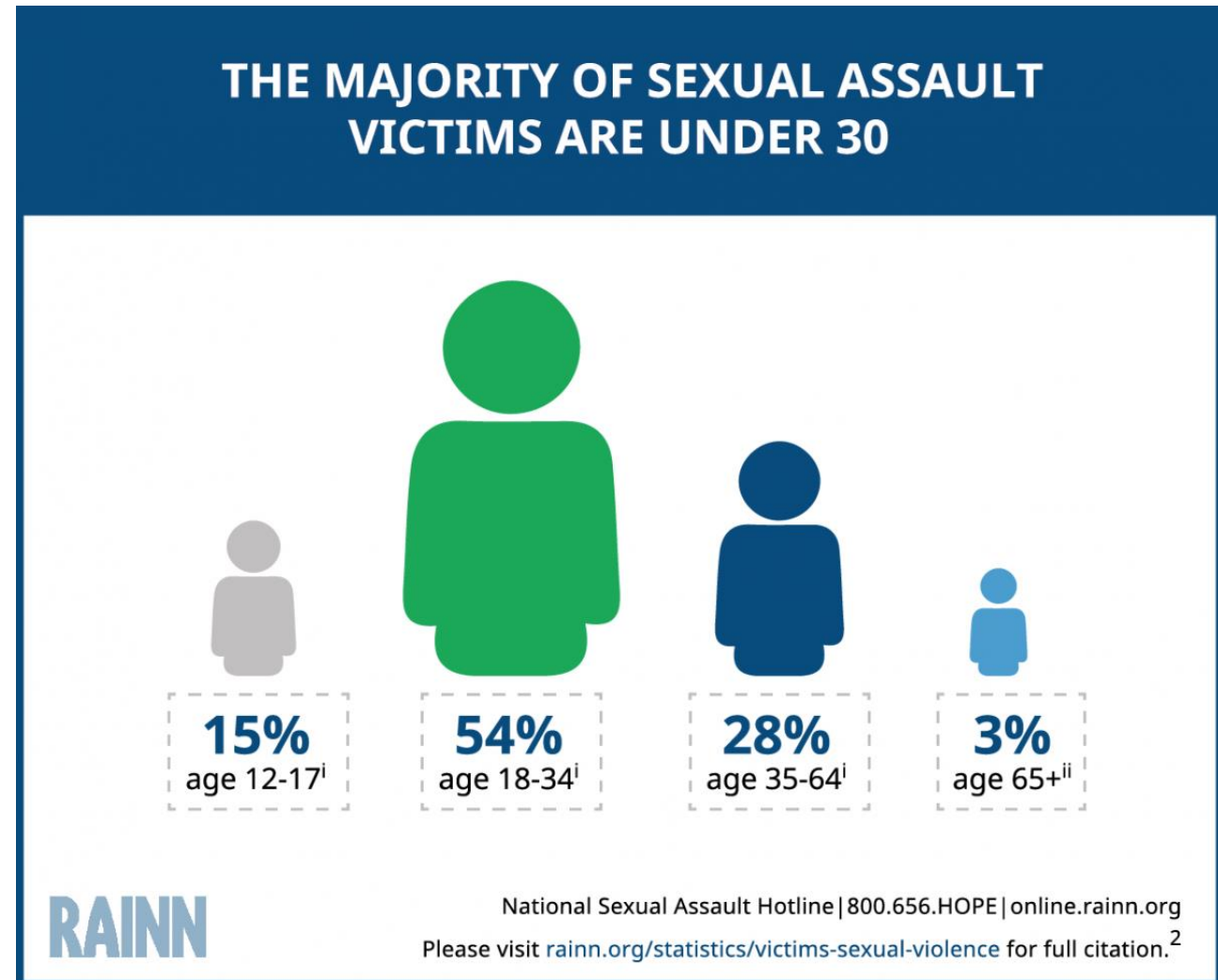
Estimate The Magnitude of IPV/SA in Your Community





Estimate the magnitude of IPV / SA

- IPV/SA specific
- Incidence vs. Prevalence
- Many sources of data

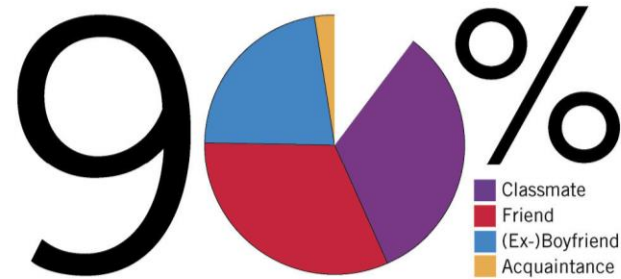


Who is Experiencing What?

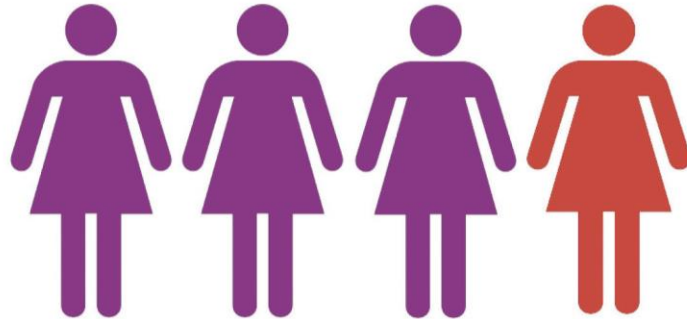


90% of sexually assaulted college women know their attackers:

- Classmates (35.5%)
- Friends (34.2%)
- (Ex-)Boysfriends (23.7%)
- Acquaintances (2.6%)



Source: New York University Student Health Center



One in four university women will be a victim of attempted or completed rape.

Source: U.S. Department of Justice

Locations of completed, on-campus rapes:

- 60%** in the victim's residence
 - 31%** in another residence
 - 10%** in a fraternity
- Source: U.S. Department of Justice



Who is Experiencing What?



BREAKDOWN OF LOCATIONS WHERE SEXUAL ASSAULT OCCURS



55%
at or near the
victim's home



15%
in an open
public place.



12%
at or near a
relative's home



10%
in an enclosed but
public area, such as a
parking lot or garage



8%
on school
property

RAINN

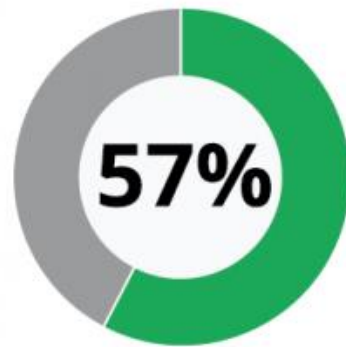
National Sexual Assault Hotline | 800.656.HOPE | online.rainn.org

Please visit rainn.org/statistics/scope-problem for full citation.⁷

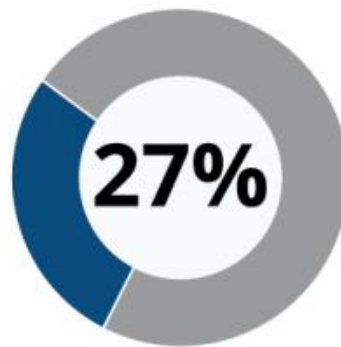
Who is Experiencing What?



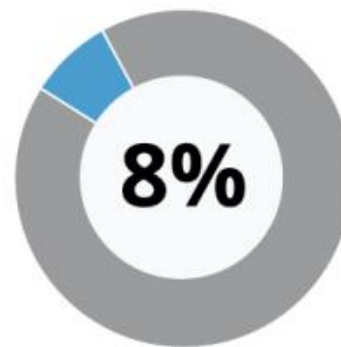
RACE OF PERPETRATORS



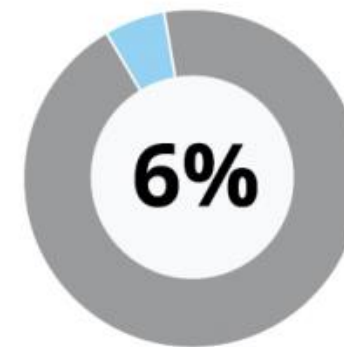
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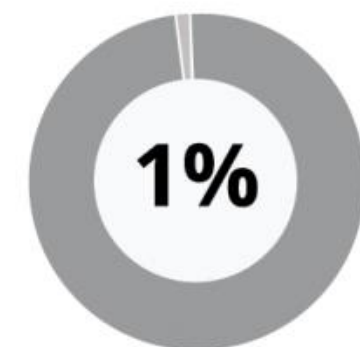
black



unknown
ethnicity



other



mixed
group

RAINN

National Sexual Assault Hotline | 800.656.HOPE | online.rainn.org

Please visit rainn.org/statistics/perpetrators-sexual-violence for full citation.⁶

Who is Experiencing What?



Understanding IPV/SA In Your Community



Question #2:

What can be changed or modified to reduce IPV/SA?

Data Collection Activities



- Questionnaires/Surveys
- Checklists
- Interviews
- Focus Groups
- Document Review



Example Data Collection Activities



Example Data Collection Methods

- SWOT analysis
- Community Readiness Assessment
- Asset Mapping
- Population Survey
- Existing datasets

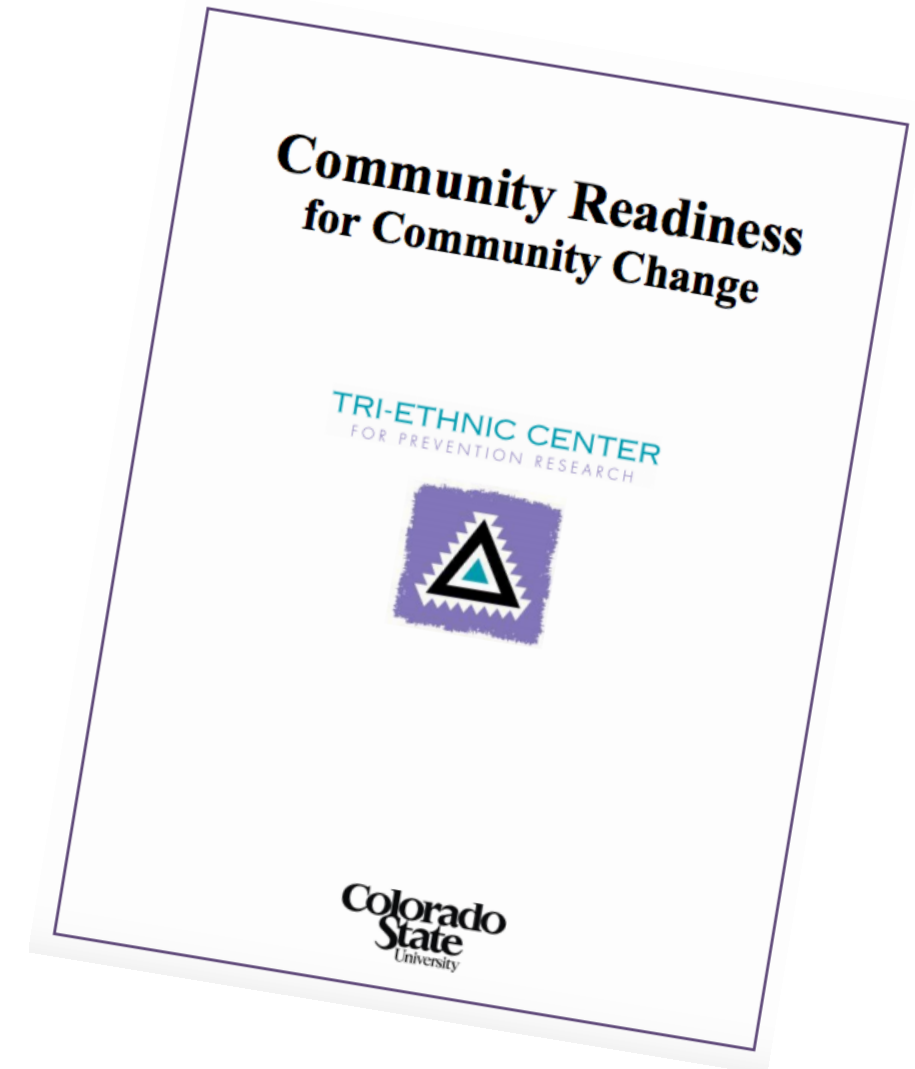
Method	Purpose	Advantages	Challenges	Resources/ Capacity Required
Questionnaires, surveys, checklists	When need to quickly and/or easily get a lot of information from people in a non-threatening way!	<ul style="list-style-type: none"> Can complete anonymously! Inexpensive to administer! Easy to compare and analyze! Can administer to many people! Can get lots of data! Can be adapted into many forms! (online, paper, verbal)! Many sample questionnaires already exist! (but you may still need to adapt them)! 	<ul style="list-style-type: none"> Might not get careful feedback! Question wording can bias respondent's answers! Are impersonal! Doesn't get the full story! Adapting existing surveys takes time! 	Low!
Interviews	When want to fully understand someone's impressions or experiences, or learn more about their answers to questionnaires!	<ul style="list-style-type: none"> Get full range and depth of information! Develops relationship with stakeholders! Can be flexible! 	<ul style="list-style-type: none"> Can take much time! Can be hard to analyze and compare! Can be costly! Interviewer can bias responses! 	Moderate= High!
Document review	When want impression of how strategy operates without interrupting the strategy; is from review of applications, finances, memos, minutes, etc.!	<ul style="list-style-type: none"> Get comprehensive and historical information! Doesn't interrupt strategy or stakeholder's routine in strategy! Information already exists! 	<ul style="list-style-type: none"> Often takes much time! Info may be incomplete! Need to be quite clear about what looking for! Not flexible means to get data; data restricted to what already exists! 	Moderate!
Observation	To gather accurate information about how a strategy actually operates, particularly about processes!	<ul style="list-style-type: none"> View operations of a strategy or PSC activity as they are actually occurring! Can adapt to events as they occur! 	<ul style="list-style-type: none"> Can be difficult to interpret! see! behaviors! Can be complex to categorize observations! Can influence behaviors of strategy participants! Can be expensive! 	High!
Focus groups	Explore a topic in depth through group discussion, e.g., about reactions to an experience or suggestion, understanding common complaints, etc.; useful in evaluation and marketing!	<ul style="list-style-type: none"> Quickly and reliably get common impressions! Can be efficient way to get much range and depth of information in short time! Can convey key information about strategies! 	<ul style="list-style-type: none"> Can be hard to analyze! responses! Need good facilitator for safety and closure! Difficult to schedule 6-8 people together! 	Moderate= High!
Case studies	To fully understand or depict stakeholder's experiences in a strategy, and conduct comprehensive examination through cross comparison of cases (if cases are comparable)!	<ul style="list-style-type: none"> Fully depicts stakeholder's experience in strategy input, process and results! Powerful means to portray strategy to outsiders! 	<ul style="list-style-type: none"> Usually quite time consuming to collect, organize and describe! Represents depth of information, rather than breadth! 	High!

Community Readiness Assessments



Help answer:

- How ready is your community for programming?
- How often do people in your community think about these issues?
- What kind of comments do you hear from people in your community about the issues that you are trying to address?



Community Readiness Assessments



“PREVENTION READINESS IS A CONDITION IN WHICH A SIGNIFICANT PORTION OF A COMMUNITY’S LEADERSHIP, RESOURCES, POLICIES, ENERGIES, VALUES, AND VARIOUS ORGANIZATIONAL MISSIONS ARE COMMITTED PROACTIVELY TO CREATING CONDITIONS THAT PROMOTE THE WELL-BEING OF ITS CITIZENS.”

BILL LOFQUIST

- Make sure to define “readiness for what”
- CRAs are a great way to engage stakeholders
- You don’t need outside consultants or paid experts to do a CRA

Download the Community Readiness Handbook here:

http://triethniccenter.colostate.edu/docs/CR_Handbook_8-3-15.pdf



Identify risk and protective factors



- Research + Community Knowledge
- It's not just about numbers
- Look to national resources for examples
- Include assets

How can prevention system capacity be strengthened?



Network of organizations and individuals who support a coordinated approach to addressing IPV/SA



Write a Needs and Resources Summary



And finally...

- Summarize all products from needs & resources assessment (vision statement, community profile, etc.)
- Write **NEEDS STATEMENTS**
- Use this report to connect to your goals / write goals



Have fun!

