Community Needs Assessment

The Foundation of Effective Prevention

Getting Started

- Introductions
- Overview of the training/Review the agenda
- Work Agreement

Training Goal

Participants will use community level logic models to guide them through their data collection efforts and become familiar with what data they will collect in their communities and practice possible approaches to collecting the data. Participants should realize the assessment is crucial to being strategic and effective in producing community level change.

Training Objectives

- Describe how a community level logic model will provide guidance to data collection.
- Develop a data collection plan
- Examine data currently available using Intervening Variables and contributing factors as a data collection guide.

Training Objectives

- Develop a data collection plan for missing data that identifies: the methods to collect data; who will collect data; and timelines.
- Describe important considerations when analyzing and interpreting data.
- Select community priorities based on the data.
- Create a timeline to assist in the assessment phase.

Work Agreement

- Please have cell phones on silent/vibrate
- If you need to take a call, please take it where others can not hear you.
- Please save your texting for breaks.
- Hold side bar conversations for the break.

Evolution of Substance Abuse Prevention

- Data driven
- Consumption & Consequences (prevent the problem associated with use)
- Across the lifespan (not just youth)
- Based on evidence-based research & empirical data
- Outcomes measured at the population level (not just program level)

Alaska & the SPF

Use this model to provide a focused approach to address:

1. Youth alcohol use ages 12-20
2. Adult heavy and binge drinking ages 21-44

Being Strategic

- Consensus building
- Improved decision making
- Enhanced organizational effectiveness
- Reduced conflict
- Creates public value

Being Strategic...

- Systemic information gathering about internal and external environment (data).
- Examining successes and failures.
- Clarifying future direction.
- Establishment of priorities for action.
- Acquisition and use of knowledge and skills.

(Bryson, 2004)

Being Strategic

- Systemic information gathering about internal and external environment (data).
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- Using your example and the "strategic" bullets, identify how you would be strategic in approaching your assigned goal.
- Provide specific examples of each bullet on pg. 2

Being Strategic

- Alaska's priorities, and what we are all working to do is:
  - Reduction in youth alcohol use (ages 12-20)
  - Reduction in adult heavy and binge drinking (ages 21-44)

Being Strategic

- What problems or consequences are these two priority areas creating?
- What are the ages most at risk for problems?
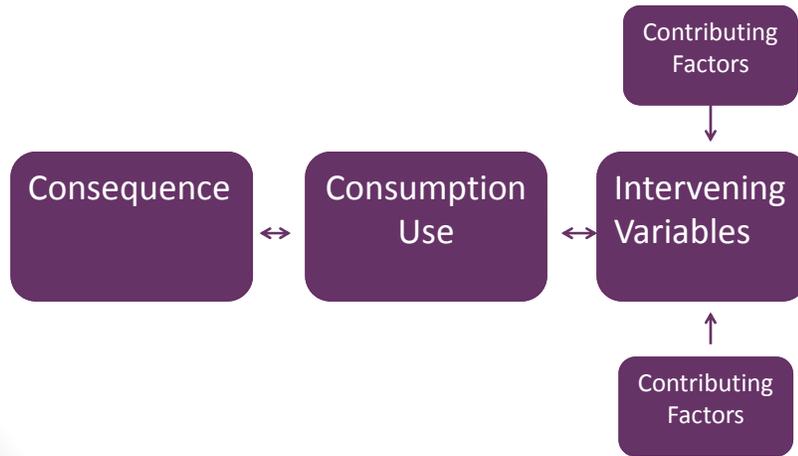- What are the local level contributing factors linked to the use and the problems?

(pg. 3)

Outcome-based Prevention

- Outcome-based prevention is results focused. In Alaska the ultimate outcomes we are looking to achieve are:
  - Reduction in youth alcohol use (ages 12-20)
  - Reduction in adult heavy and binge drinking (ages 21-44)

(pg. 4)

Outcome-based Prevention

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                                    │   Factors    │
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│ Consequence  │↔  │ Consumption  │↔  │ Intervening  │
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                                    │ Contributing │
                                    │   Factors    │
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Public Health Approach
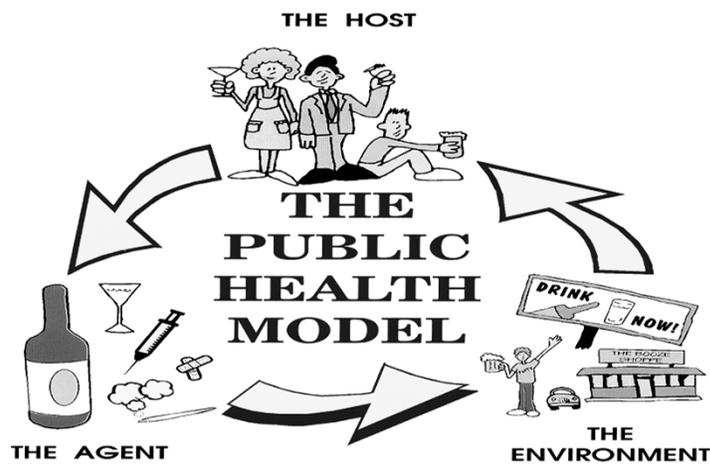
CONVENE DATA COLLECTION TEAM & DEVELOP A DATA COLLECTION PLAN

One Agency Can Not Do This Alone

The Strategic Prevention Framework is an intense community process that requires:

- A shared community vision about the positive benefits of reducing youth alcohol use ages between the ages of 12-20 and adult heavy and binge drinking ages 21-44.

- Leveraging and sharing resources.

- Clearly defined and mutually agreed upon roles and responsibilities.

- People contribute based on what they enjoy doing.

(pg. 11)

What You Need to Know to Form Your Data Collection Team

- The goal of the team: identify indicators that will help you be strategic.
- Analyzing your data
- Make it meaningful for your coalition and community.

Indicators

Place an "X" in the YES column next to each item that you believe to be an indicator and in the NO column for those that are not. Be prepared to defend your answers.

Indicators

- Primary data: Data collected by an evaluation team specifically for the evaluation study.
- Secondary data: Data collected and recorded by another (usually earlier) person or organization, usually for different purposes than the current evaluation.

(Source: Center for Disease Control. Evaluation Manual: Glossary and Evaluation Resources. Retrieved on 3/16/11 from http://www.cdc.gov/getsmart/program-planner/Glossary-Eval-Res.html#pg)

Indicators: Use or Consumption

- Examining the state priority of youth alcohol use between the ages of 12-20, what primary data do you have locally that can paint a clearer picture of where efforts should be focused?
- We will share with other groups
- You will also want to do this for 21-44 heavy and binge drinking.

Indicators: Consequences

- In your groups, you will examine youth first.
- We will share our answers with the larger group.
- You will then examine adults.
- We will again share out answers with the group.

(pg. 18)

Indicators: Intervening Variables

- Identify data sources and the indicators they measure that exist in your community and who has them under the 6 Intervening Variables.
- We will share with the large group.

(pg. 19-20)

MISSING DATA

Missing Data

- There will be data gaps.
- There is no perfect community assessment.
- This is not research-this is a local community process that requires meeting community needs and honoring existing resources.
- The tools provided in the workbook are intended to be guides-please adopt them, or use what will work in your community.

Data Collection Methods

- Please review data collection methods and provide examples in the example boxes.
- If you have questions, please write them down so we can discuss.
- We will review as a large groups.

(pg. 21-23)

Primary Data Collection Tools

- The tools provided in the workbook are provided to assist you in collecting local data for each of the intervening variables.
- They are for your adaptation, concept, use.

CONSIDERATIONS IN ANALYZING AND INTERPRETING DATA

Analyzing and Interpreting Data

- Please number a blank piece of paper 1-8
- Answer the questions based on the people in your group. (X/# in group)
- You will share your answers out loud.

How many people in your group:

1. have more than 2 children?
2. live with their mother, father, aunt, or uncle?
3. can speak another language?
4. have been in the military?
5. like country music?
6. drive a pick up?

How many people in your group:

6. were raised in a single parent home?
7. had a hard time in school?

How many people in your group:

- How accurate were your guesses?
- What were your guesses based on?
- Which questions could be asked differently that may provide a more accurate answer?
- Based off of this exercise, what have your realized about data collection?

Triangulation

- Triangulation of data is when three different data sources tell you the same thing.
- This is a good indication this problem exists in your community and it should be prioritized as an area that needs to be addressed.
- Triangulation is not necessarily a goal, it should be looked for and can decrease work in the prioritization process.

PRIORITIZATION

Prioritization

- A formalized process that helps limit your community's focus in choosing consequences and intervening variables.
- It is impossible to address every need with limited resources. A well thought out process can help you be strategic and make the most impact.
- The prioritization process is subjective.
- It is important to include crucial leaders and decision makers in the process in addition to ordinary citizens, as this can set the stage and create buy-in from all facets of the community. It also creates the opportunity for dialog and can be a catalyst for community mobilization.

Prioritization

- Become familiar with scoring criteria. Your coalition will choose what criteria is important and will create a scoring tool based on this criteria. (pg. 38)

Questions or comments?

Thank you so much for your participation. We look forward to learning from you.