

Next Two Steps in the Process of Completing a Community-Driven Health Project

Coalition
Building

Community Health
Needs Assessment

Community Action
Plan Development

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Conducting a community health needs assessment

Basis for Needs Assessment:

- Who is the target population?
 - e.g., demographics
- What are the health needs?
- What are the resource needs?
 - e.g. food desert?; lack of preventive healthcare services?
- What resources are already available?
 - Identify existing health-promoting programs

Narrowing Down Health/ Resource Indicators

- ▶ Based on the unique strengths and capacity of your coalition, you will want to focus on indicators you could potentially address through community intervention(s)

Great Data Sources for Identifying Community Needs and Resources

▶ **Community Commons:**



COMMUNITY COMMONS
together for the common good

- An interactive mapping, networking, and learning utility
 - Thousands of mapable geographic information systems (GIS) data layers and tables for all communities in the United States at various geographic levels – State, County, Census tract, etc.
- ▶ **WIC Participant Data** from State Agencies or FNS
- ▶ **Community Healthy Living Index (CHLI)**
 - Assessments for key community settings
- ▶ **Research Your Community/Policy Map**
 - Maps food access in your community

Additional Sources of Assessment Information

- ▶ Surveys



- ▶ Key informant interviews



- ▶ Focus groups



Once you have completed your needs assessment

- ▶ You will be able to conduct a **gap analysis**:
 - Comparing the needs in the community with the resources in the community
 - Any needs not being met by existing resources = **gaps**

Decide which gaps could be addressed by your coalition

- ▶ This will allow you to select the goals of your project and move onto developing the **Community Action Plan (CAP)**

Needs Assessment to “CAP”

(Community Action Plan)

- ▶ The CAP is a work plan that outlines your **project objectives** (designed to address the community resource **gaps** you have identified)
 - Objectives are the specific, measurable results that you would like to see occur within a particular timeframe.
- ▶ The CAP also lists **activities** associated with each objective
 - Activities are step-by-step tasks that are completed throughout the project to achieve the project objectives.



Making CAP Objectives “SMART”

Specific, Measurable, Attainable, Relevant, and Time-bound

To create a SMART objective, consider the following:



Direction of Change: Select the direction of change to be measured (do you plan to increase, decrease, or maintain the objective?)

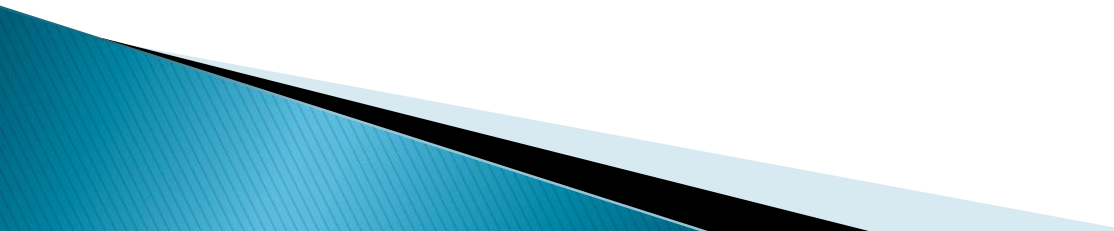
What will be measured: Determine what will be measured in the intervention: Only one **intervention** and **setting/sector** should be measured per objective

- e.g., schools that offer 30–minutes of physical activity

Baseline: Identify the baseline figure for what will be measured. The baseline should be related to the setting or sector where the improvement is occurring.

Target: Identify the target figure for what will be measured. The target should also be related to the setting or sector where the improvement is occurring.

Why CAPs are important

- ▶ Helps you to set specific, time-bound goals
 - ▶ Helps in delegating tasks and making sure all coalition members are involved in the project
 - ▶ Helps you to track progress
 - ▶ Helps in reporting accomplishments
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Questions?

