TAKING COOPERATION FORWARD

D.T2.3.2 Joint Socio Cultural Education Training (Train the Trainers)

Community Needs Assessment

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SUMMARY

- What is community

- Community Needs Assessment- definition and elements

- Why conduct a Community Needs Assessment

- Community Needs Assessment steps

- Analyzing the problem we want to address

- Gathering data

- Methodology

- Developing a Program Around the Assessment
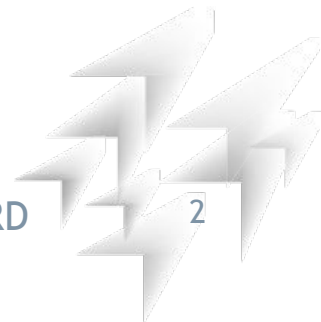
What is a "Community"?

What are community needs?

Community Needs Assessment

"**A community needs assessment** identifies the strengths and resources available in the community to meet the needs of community members.

The assessment focuses on the capabilities of the community, including its **citizens, agencies, and organizations.**

It provides a **framework** for developing and identifying services and solutions and building communities that support and nurture community members."

Components of a Need Assessment

- Policy Change
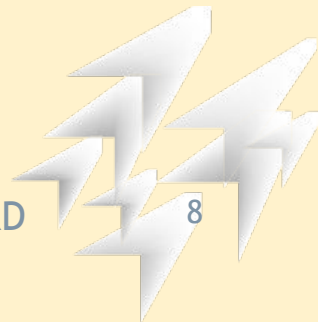
- System Change

- Environmental Change

Why Conduct a Community Needs Assessment?

- ❏ identify community needs, concerns and issues

- ❏ target outreach programs

- ❏ empower grass-roots Action around needs

- ❏ determine if needs have changed

- ❏ collect communities' hopes, dreams, desires

Community Needs Assesssment Steps

1. Define your community and identify key stakeholders

2. Choose and apply the appropriate methodology to collect information

3. Identify specific community needs

4. Plan activities that meet specific community needs
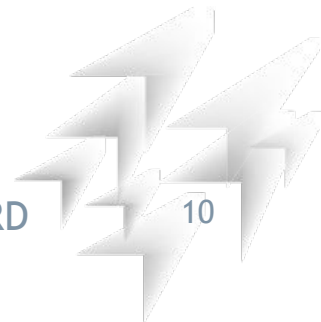
5. Serve your community and assess your impact

Define your community

5 key questions

1. What is the problem? Why does it exist?

2. Who or what is causing it? For whom is it a problem?

3. When did it first occur or become significant?

4. What is currently being done to resolve identified needs? What seems to be effective?

5. Can the problem be solved in a reasonable amount of time?

Stakeholders

school	engaging in youth campaign projects
food-bank	relieving hunger campaign projects
health provider	sharing the vision campaign activities
park district	protecting our environment campaign project
emergency respondent	disaster relief activities

Ask yourself all the time

1. What are you trying to accomplish with your program(s)?

2. How much time do you have to gather the needed data?

3. What groups of people are you targeting?
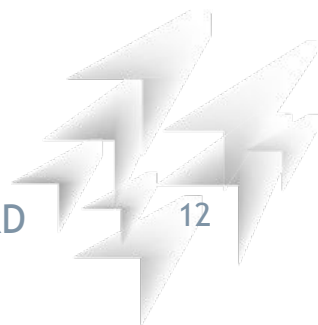
Preparing to conduct needs assessments

1. What do you want to learn?

2. Who do you want to learn from?

3. How will you hear from them? What methods might you use to gather input?

- National Database
- Survey
- Interviews (one-on-one)
- Focus groups
- Delpi Panel (using community leaders)

Worksheet to help you prepare to conduct a CNA

What do you want to learn about your community?	Who do you want to hear from?	How will you hear from them? What methods might you use to gather input?

Gathering Data for Community Needs Assessment

What is a key indicator or measure that will help you find information about each of your questions?

DATA ⟶ KNOWLEDGE ⟶ ACTION

What data sources should you use?

USING EXISTING DATA

- information that was collected by someone else that you can analyze or re-analyze -"Secondary Data"

COLLECTING NEW DATA

- original data that you collect and analyze - "Primary Data"

Gathering Data for Community Needs Assessment

Using Existing Data

- review existing data sources
- What additional data do you need to answer your needs assessment questions?

- some helpful existing data sources include:
    - literature review of reports and peer
    - reviewed articles
    - national databases

Gathering Data for Community Needs Assessment

Using Existing Data

Advantages	Disadvantages
● makes use of what already is available	● indicators are often indirect (not what you are searching for directly
● can be gathered and analyzed relatively quickly	● available information may be outdated
● easy to chart changes of issues over time	● typically quantitative results from surveys

Collecting New data

- Survey data
  (online, paper-pencil, automated response systems)

- key informant interviews

- focus group interviews

- community forums

Gathering Data for Community Needs Assessment

Collecting New Data

Advantages	Disadvantages
● primary, current data collected from your specific community and target audience	● needs high budgetary and self resources
● can tailor data collection methods and measurements to what you want to learn from your needs assessment	● requires knowledge of data collection methods and experience collecting and analyzing data

Quantitative Data

- quantitative methods express their results in numbers
- "How many?" or "How much?" or "How often?"
- you can compare different groups or communities to each other

Examples include:

- databases
- national/state survey
- other community or school-based survey, research survey

Best for:

- making comparison
- making a case to policymakers or community leaders
- tracking progress over time

Ways To Gather Community Data

Quantitative Approaches

Data Collection	Data Analysis
● Survey ● Automatic Response System ● Structured Interviews (interviewee must choose from selection of response)	● Excel - convenient for basic data analysis crunching numbers ● SPSS - Statistical Package for the Social Science, can perform complex analyses

Ways To Gather Community Data

Qualitative Methods

- those that express their results in words, ideas, concepts
- "How?" or "Why?"

Examples include:

- focus groups with teens or parents
- interviews with government officials
-

Best for:

- understanding the realities of complex issues
- going a deeper understanding of an issue
- establishing a personal connection with the community

Ways To Gather Community Data

Qualitative Approaches

Data Collection	Data Analysis
- Focus Groups - Interviews - Community Forums - Workshops	- Face to Face - using recording devices to facilitate notetaking - have someone also to take notes - record your thought within 24-48 hours - thematic Analysis -simple to complex

Ways To Gather Community Data

Qualitative Data	Quantitative Data
● deals with description	● deals with numbers
● data can be observed, not measured	● data which can be measured
● feelings, small action, perceptions	● length, height, cost members, age

METHODOLOGY
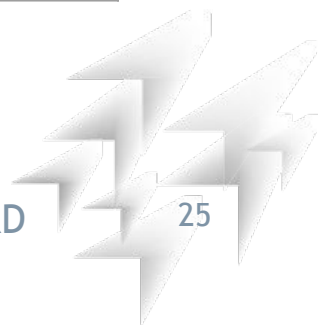
FOCUS GROUPS

INTERVIEWS

COMMUNITY FORUMS

EXISTING INFORMATION

SURVEY

MAPPING

OBSERVATION

Observation

Ways To Gather Community Data

Focus Groups

Focus Groups

Advantages

1. Relatively easy to undertake
2. Results can be obtained in a short period of time
3. Social interaction in the group produces freer and more complete responses
4. The researcher can probe for clarification and solicit greater detail
5. Responses have high validity due to the clarity of the context and detail of the discussion
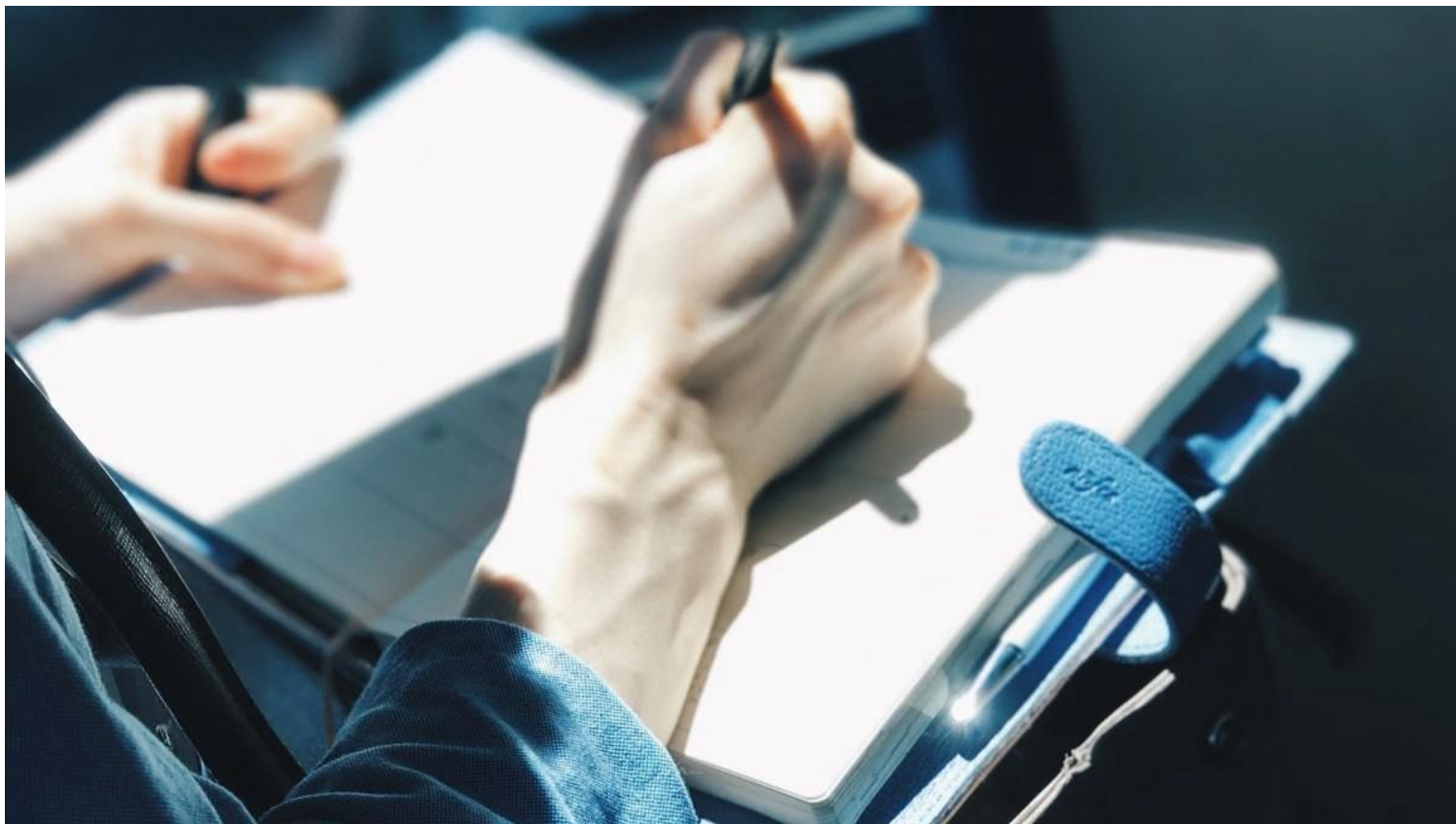
Focus Groups

Disadvantages:

1. Requires highly skilled moderator

2. Groups are often difficult to assemble

3. Individual responses are not independent of one another

4. Because the group is hand-selected the results may not be representative of the general population

Ways To Gather Community Data

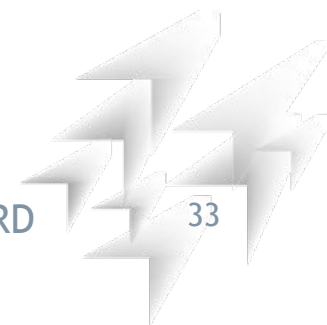Interviews

Interviews

Advantages:

1. Useful for gaining insights and context into a topic

2. Allows respondents to describe what is important to them

3. Useful for gathering quotes and stories

4. Useful for when it's difficult to bring a group together

5. Useful for some topics that are too personal for focus groups work or one-on-one

Interviews

Disadvantages

- Sometimes hard to find a diversity of opinions and perspectives

- Can be more time consuming in implementation

- Requires a skilled interviewer

Interviews

Developing and asking interview questions:

- Don't ask defensive questions.

- Avoid the two-in-one question.

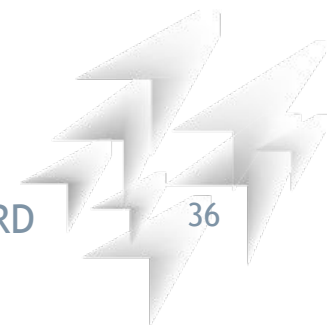- Avoid complex questions.

- Keep it short.

Panel discussion

Panel discussion

Advantages

- Input comes from a wide range of people

- May have good public relations as well as planning

Panel discussion

Disadvantages

- Those who attend may not be representatives of a total community but may represent special interest groups

- Participants may try to use the forum as a gripe session

- Public meeting may heighten expectations beyond what the program may reasonably expect to deliver

Secondary Data Analysis

it can provide insights about emerging trends or issues in a particular community

Advantages

- data already exist
- fast and easy to access
- data available for many geographic levels

Disadvantages

- representative sample may not be accurate
- gaps in data
- requires inferences
- lack of data richness

Ways To Gather Community Data

Community Survey

Advantages:

- wide distribution
- good for data analyses
- strong sample of the population

Disadvantages

- expensive
- requires skill/time
- suffers low return rate
- poor qualitative tool

Community Mapping

Community Mapping

Advantages:

- fouces on what community already has
- provides diverse look at community assets
- involves multiple stakeholders

Disadvantages

- community assets may not match key issues
- people tend to respond to crises rather than possibilities

Factors for choosing your Assessment Tool

- Purpose of Assessment

- Type of Data Needed

- Time Commitment

- Cost

- Skills needed

- Target Audience

- Sources of Bias

Steps for conducting an Assessment

1. Form a Steering Committee

2. What need(s)/issue(s) are you addressing

3. Determine the community you are assessing

4. Determine assessment tool

5. Develop a plan (who, what, when, where, how)

6. Implement the assessment tool

7. Analyze the results

8. Report the results

9. Implement or instigate follow-through

THANK YOU FOR YOUR ATTENTION!

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