

SHIP Community Assessment for Phase 1 Grantees

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SHIP Community Assessment: Objectives

- ★ Purpose of community assessment
- ★ Topics community assessment should cover
- ★ How community assessment should be conducted
- ★ How you should use the results of your community assessment to select and plan your interventions
- ★ Answers to your questions about community assessment

MDH Expectations of Community Assessment

- ★ Assess community needs, support, and assets related to SHIP goals
- ★ Provide sufficient information for careful intervention selection, planning, and implementation
- ★ Reach across risk factors, settings, and sites
- ★ Incorporate diverse perspectives
- ★ Utilize multiple and varied methods

Assessment: Phase 1 and Phase 2

- ★ Assessment will occur in both phases
 - Phase 1: General or overview assessment used to select and plan interventions
 - Phase 2: Intervention-specific assessment is the first action step for each intervention
- ★ If you have time during Phase 1 after selecting interventions, you might begin intervention-specific assessments and complete them in Phase 2

Components of SHIP Community Assessment

- ★ Your community assessment should address the following areas:
 - Community Needs
 - Community Support
 - Community Assets

- ★ Your community assessment should:
 - Have broad reach across risk factors, settings, and sites
 - Incorporate diverse perspectives
 - Utilize multiple and varied methods

Assessing Community Needs

- ★ Extent of the problem

- Individual outcomes and changes in individual behaviors that lead to these outcomes

- ★ Critical causes of the problem

- Policies, systems, and environments that support or detract from individual outcomes and behaviors

- ★ Disparate impact of the problem

- Extent to which the above have a different impact on at-risk/high-risk population groups

Assessing Community Needs: Individual Outcomes

- ★ To what extent are physical inactivity, unhealthy eating, and tobacco use problems in your community?
- ★ It is important to get a general sense of these problems
 - However, SHIP has clearly defined obesity and tobacco as problems to be addressed throughout the state
 - Your community needs assessment will need to go beyond rates of obesity, rates of tobacco use, and health behaviors

Assessing Community Needs: Individual Outcomes

★ Analyze existing data

- CHAAP data; Minnesota Study Survey data; WIC data; county or regional survey data

★ Collect and analyze new data

- A systematic survey of residents is a big undertaking! We encourage careful planning of new survey data collection
- At the same time, explore other ways to get a read on community need (i.e., key informant interviews, community forums, observational studies, focus groups)

Assessing Community Needs: Policies, Systems, Environments

- ★ What are the policies, systems, and environments in your community that support physical activity, healthy eating, and reduced tobacco use?
- ★ This will be a key component of your assessment
 - SHIP interventions are focused on policy, systems, and environmental change
 - Understanding community needs around these issues is essential

Assessing Community Needs: Policies, Systems, Environments

★ Analyze existing data

- PPMRS Policy, Systems, and Environmental Change Module; other assessment data about the policies, systems, and environments under which your community operates

★ Collect and analyze new data

- Content of policies or resolutions
- Visual representation of environments
- Key informant interviews, focus groups, community forums with stakeholders

Assessing Community Needs: At-Risk/High-Risk Groups

- ★ Which groups within the community have the greatest need with respect to SHIP goals and outcomes? Define the needs and support of at-risk/high-risk groups
- ★ Analyze existing data
 - Minnesota Student Survey data; WIC data
- ★ Collect and analyze new data
 - Key informant interviews, focus groups, community forums with stakeholders

Assessing Community Support

- ★ Do you have buy-in from a broad spectrum of individuals, organizations, and agencies across your community?
- ★ This question is especially important in the current economic environment
 - Will identify areas of support as well as barriers

Assessing Community Support

- ★ Consider multiple levels of support
 - Are obesity (physical activity and nutrition) and tobacco use considered problems?
 - To what extent is there support for policy, systems, and environmental changes as ways to address obesity and tobacco use?
- ★ How do you collect this information?
 - Key informant interviews with elected officials, community organizations, and others
 - Community forums
 - Focus groups with different populations

Mapping Community Assets

- ★ Identify community strengths in order to capitalize on them
- ★ Identify your community boundaries, then identify assets within these boundaries, and put the assets on a street map of your community
- ★ In planning your interventions, make sure you draw on these strengths

Mapping Community Assets

★ Good resources:

- UCLA Center on Health Policy Guidance
- Southern Rural Development Center Guidance
- Community Tool Box Guidance

Other Considerations: Hiring a Contractor

- ★ Should you hire a contractor to help you complete your assessment?
 - If you are planning to hire a contractor for evaluation after you move to SHIP implementation, this is a good option for continuity
 - If you are hiring a contractor solely for community assessment, think carefully about how this will link to your evaluation plan after you move to SHIP implementation

Other Considerations: Sample Tools

- ★ No one sample tool will effectively address all SHIP goals and outcomes
- ★ Recommendations
 - Conduct a general community assessment that gives a broad overview of the issues
 - Focus on understanding community needs, support, and assets
 - Once interventions are selected, begin more in-depth, detailed assessment with recommended tools that are provided

Putting it all together

- ★ You will analyze your community needs, community support, and community assets to select and plan interventions
- ★ To move to SHIP Implementation, you will need to use your assessment results to complete an intervention worksheet for each intervention you select

Completing Intervention Worksheets

- ★ Input from Community Leadership Team?
- ★ Public support for intervention?
- ★ Data used in intervention selection?
- ★ Populations to be served?
- ★ Input from populations to be served?
- ★ Specific sites in which the intervention will be implemented?
- ★ Inclusion of at-risk/high-risk populations?
- ★ Action Plan for implementing interventions

Questions?

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