Lobby Poll

What do you see as your community's greatest strengths?

EDC Education Development Center

February 26, 2019

Conducting Community Needs Assessments to Guide Prevention Efforts

Part 2

Shai Fuxman, Training and Technical Assistance (T/TA) Specialist, EDC
Jessica Goldberg, T/TA Specialist, EDC
Cory Morton, Assistant Professor, Department of Social Work, University of New Hampshire

Rutgers School of Social Work

Northeast & Caribbean (HHS Region 2)
PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Technical Information

This webinar is being recorded and archived. Following the webinar, the archived recording will be available to all webinar participants.

Please contact the webinar facilitator if you have any concerns or questions.

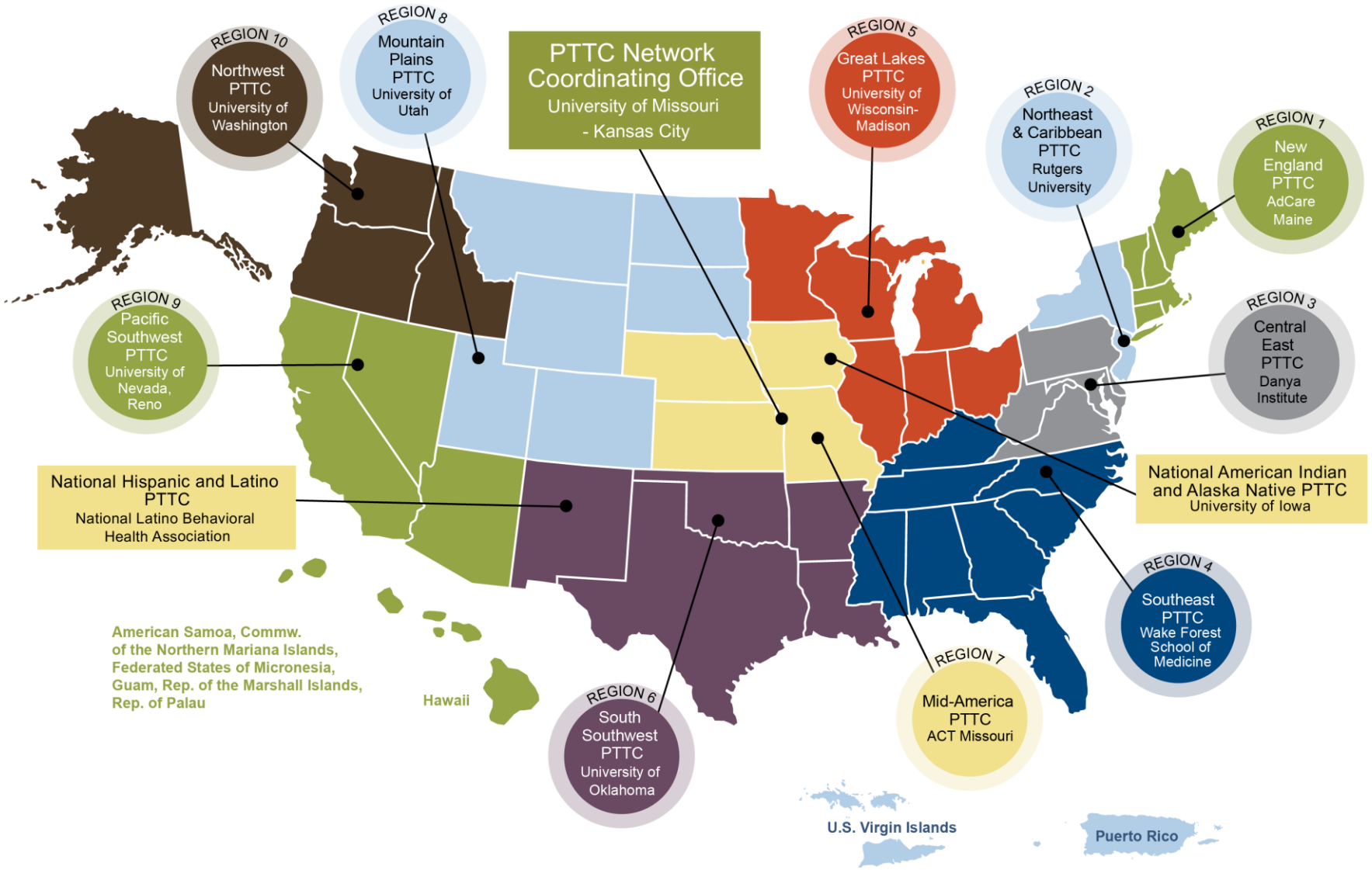
For training use only.

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

PTTC Network



Presenters

Shai Fuxman

T/TA Specialist
Region 2 PTTC

Cory Morton

Assistant Professor
University of New Hampshire

Jessica Goldberg

T/TA Specialist
Region 2 PTTC

Learning Objectives

- Explore the importance of assessing community capacity as part of a comprehensive needs assessment process
- Describe how community capacity (i.e., available resources and level of readiness) affects the types of prevention strategies it should select
- Discuss various approaches to sharing data with key stakeholders, including mapping geographic data

Needs Assessment Part 1:
A Review

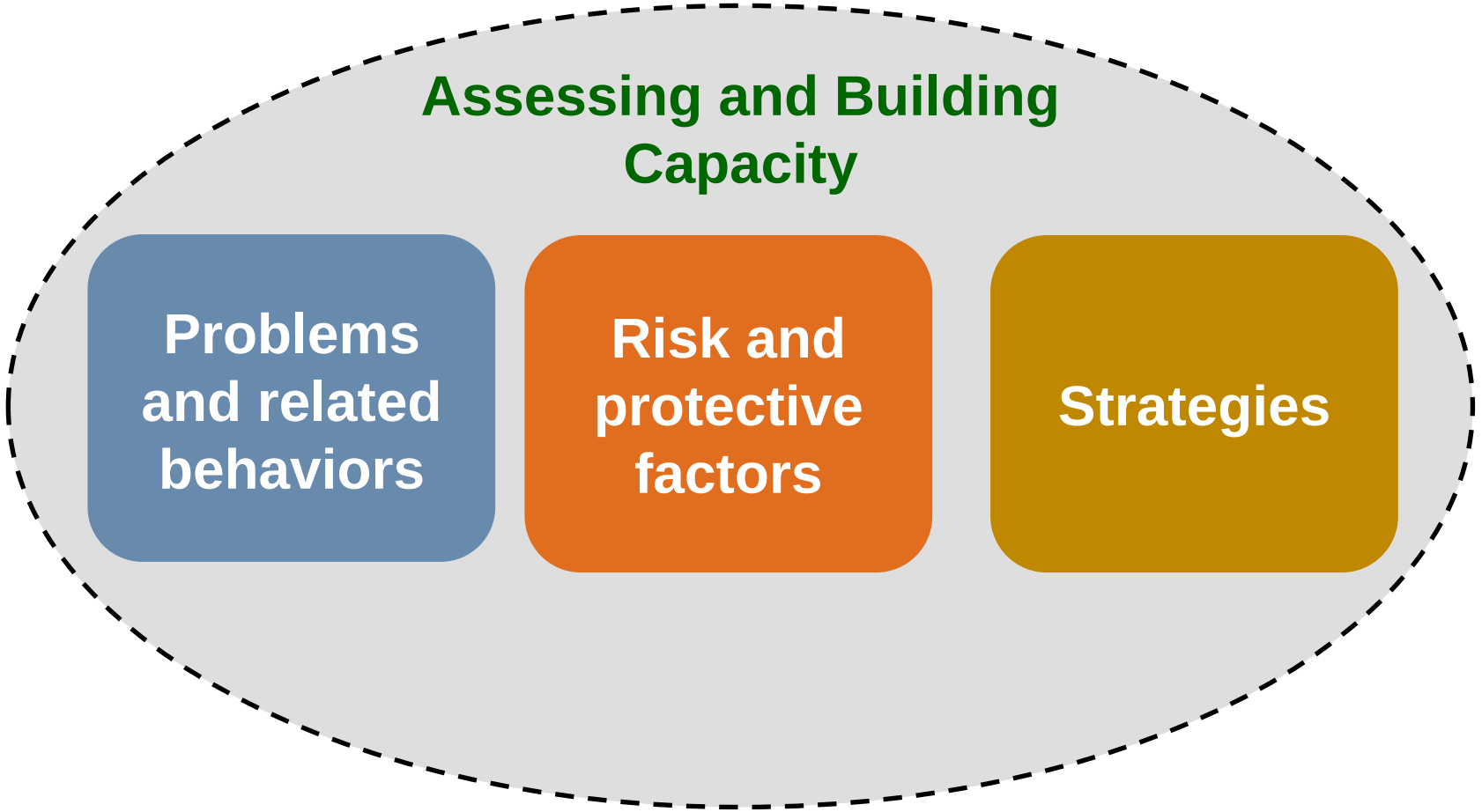
Public Health Questions

What? **Where?**

Who? **Why?**

When? **How?**

Guiding the Assessment Process

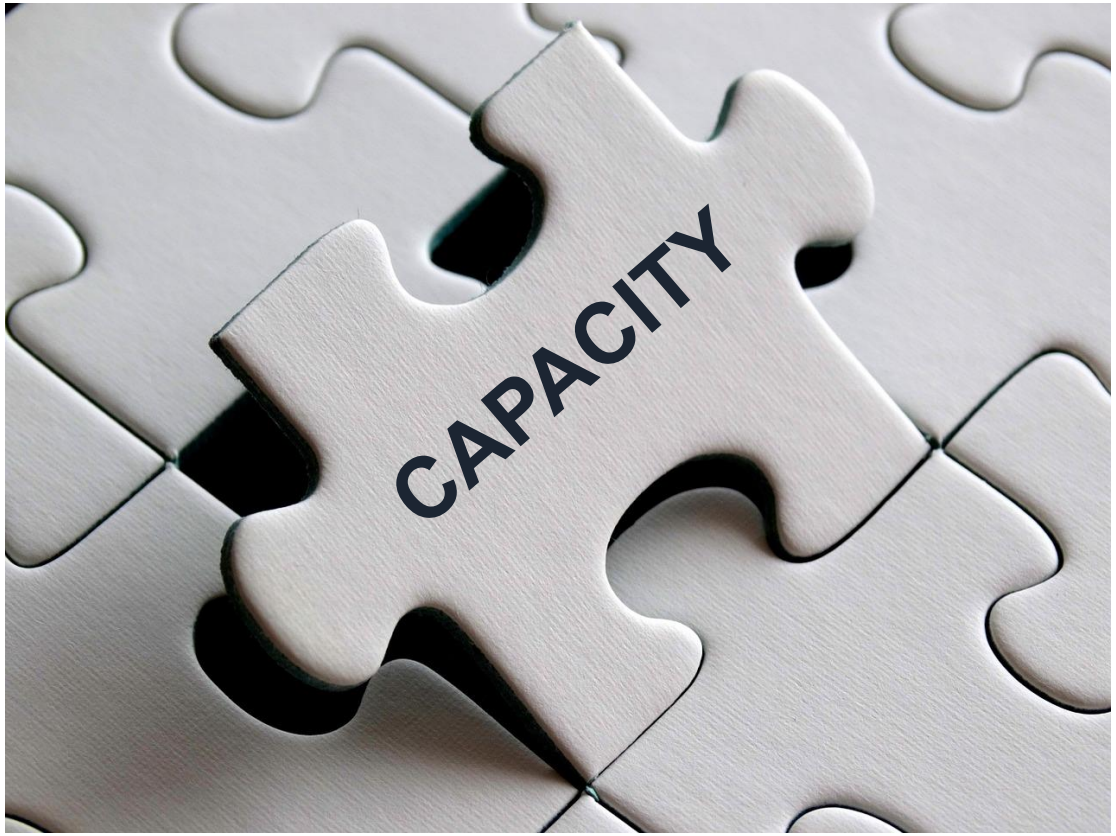


Understanding Community Capacity

Poll

When you hear the word *capacity,* what comes to mind?

What Is Capacity?



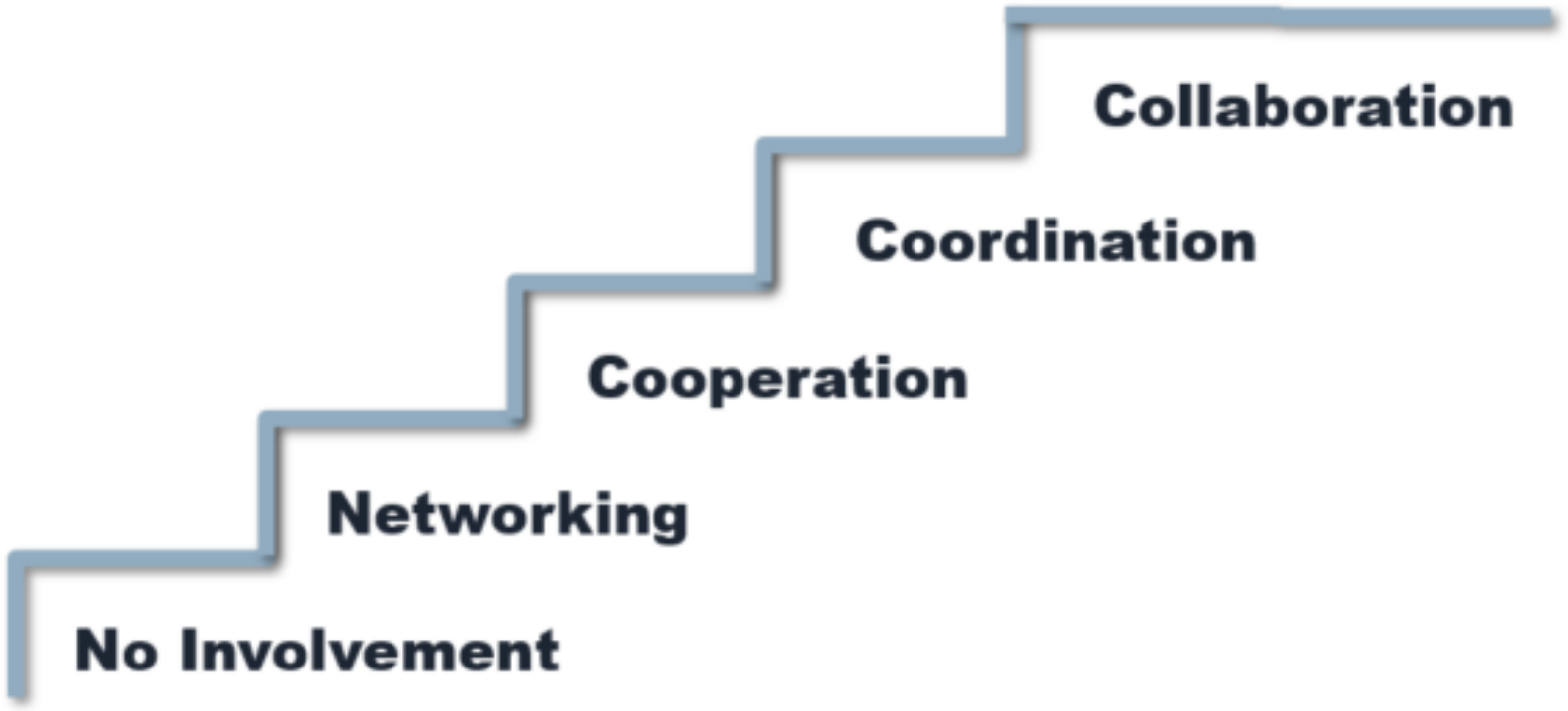
Elements of Building Capacity

Raising Awareness

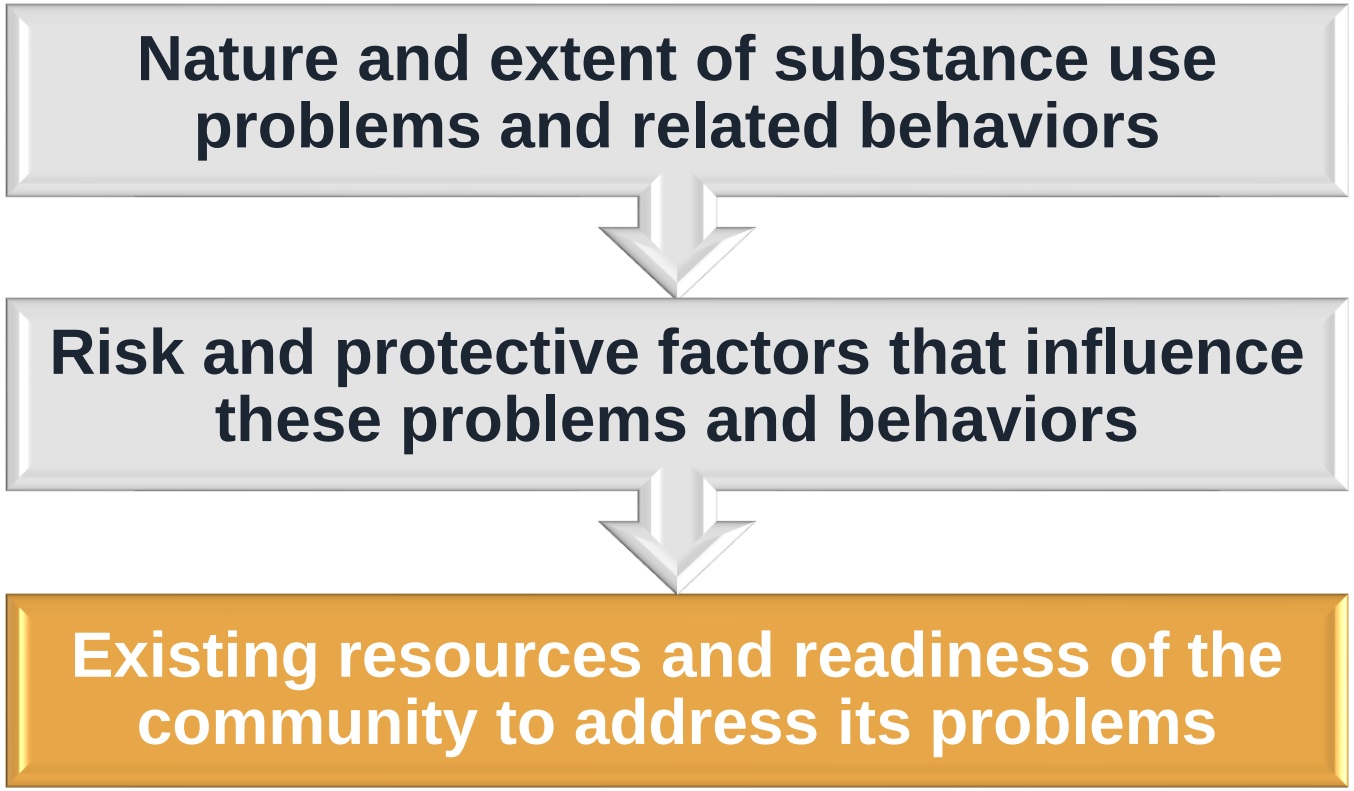
Engaging Stakeholders

Strengthening Partnerships

Levels of Involvement



The Role of Capacity Assessment in Assessing Need



Conducting Capacity Assessment

Assessing Capacity

Assessing Capacity

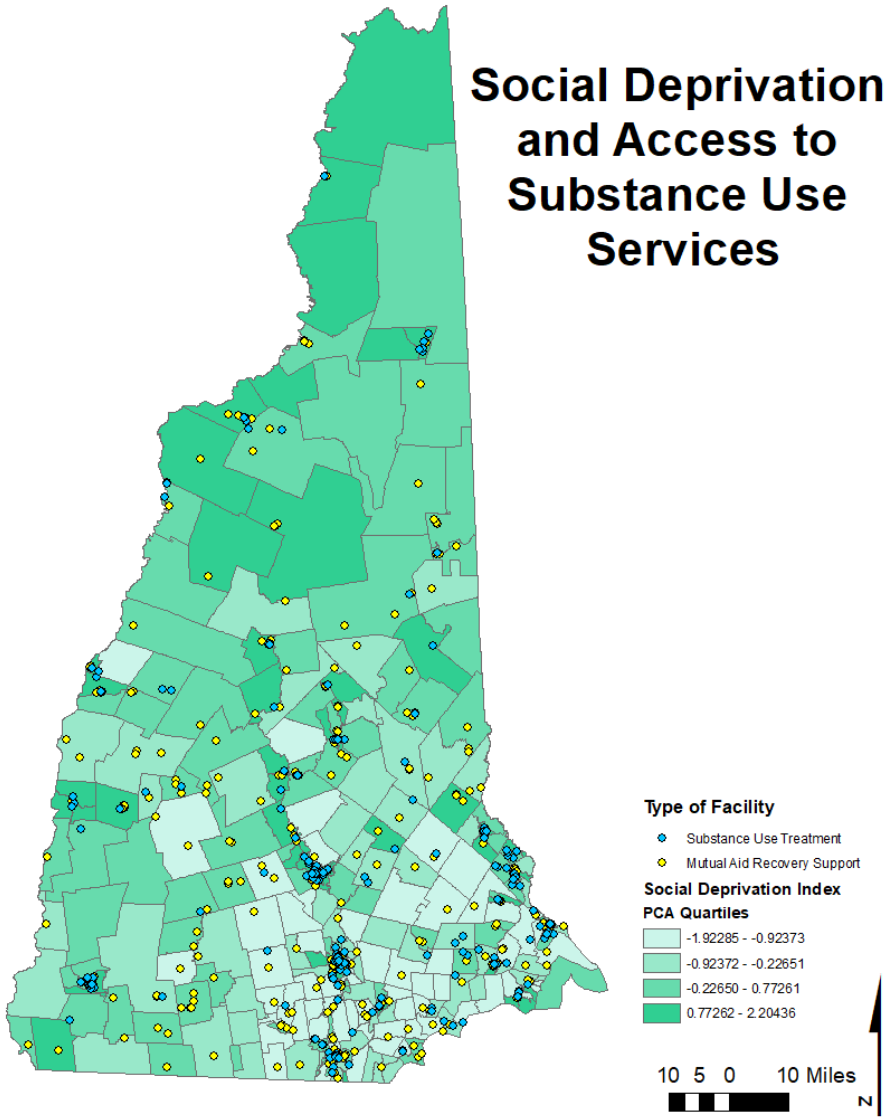
A Closer Look at Resources

What type of resources are available in your community?

- Human
- Fiscal
- Organizational
- Technological

Talking about Resources

Example: Mapping Resources



University of New Hampshire

Poll

On a scale of 1 – 5 (1 being not at all and 5 being very), how ready is your community to address its priority substance misuse problems?

The Community Readiness Model

- Nine-stage, multi-dimensional
- Promotes community-based change
- Builds cooperation among systems and individuals
- Roadmap for the community development journey

The Community Readiness Model

CAN:

- Measure a community's readiness
- Identify weaknesses, strengths, and obstacles
- Point to culturally appropriate actions
- Aid in securing funding and working with leadership

CANNOT:

- Make people do what they do not believe in
- Tell you exactly what you should do to accomplish your objectives
- Measure what is actually occurring

Stages of Community Readiness

Stage 1 – Community Tolerance/No Knowledge

Stage 2 – Denial

Stage 3 – Vague Awareness

Stage 4 – Pre-planning

Stage 5 – Preparation

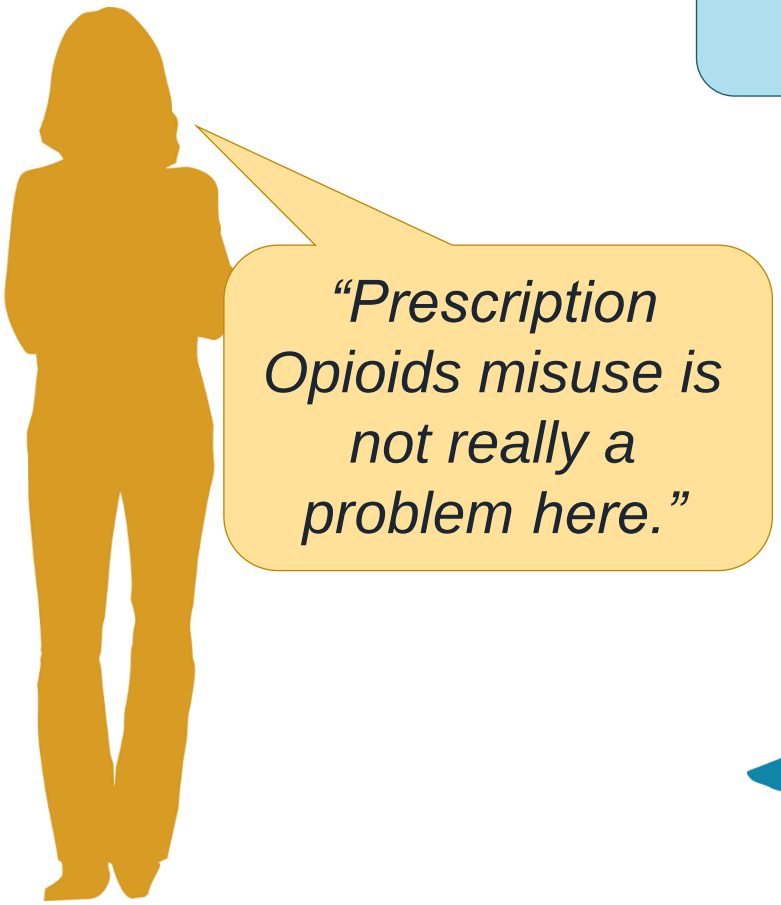
Stage 6 – Initiation

Stage 7 – Institutionalization/Stabilization

Stage 8 – Confirmation/Expansion

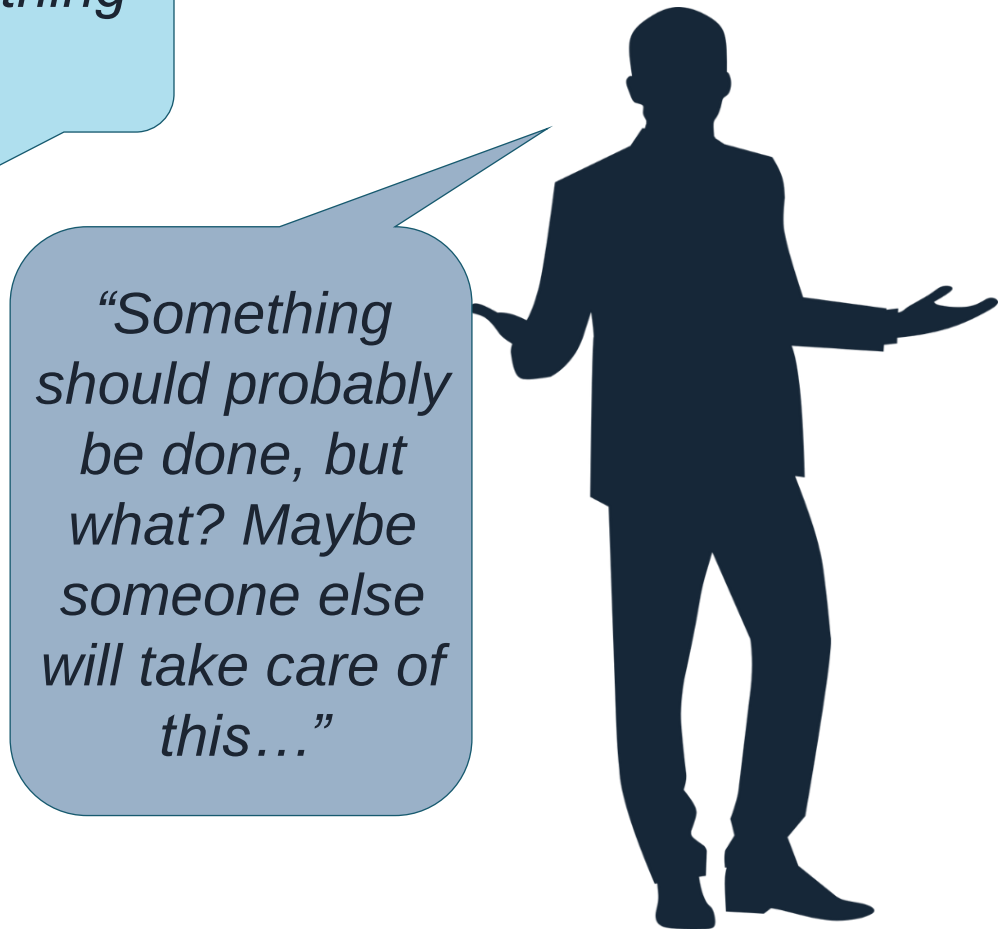
Stage 9 – Professionalism/High Level of Community Ownership

Stages 1-3



Stage 1:
Tolerance / No Knowledge

Stage 2:
Denial



Stage 3:
Vague Awareness

Stages 4-6

Stage 4:
Pre-planning

Stage 5:
Preparation

Stage 6:
Initiation

Stages 7-9

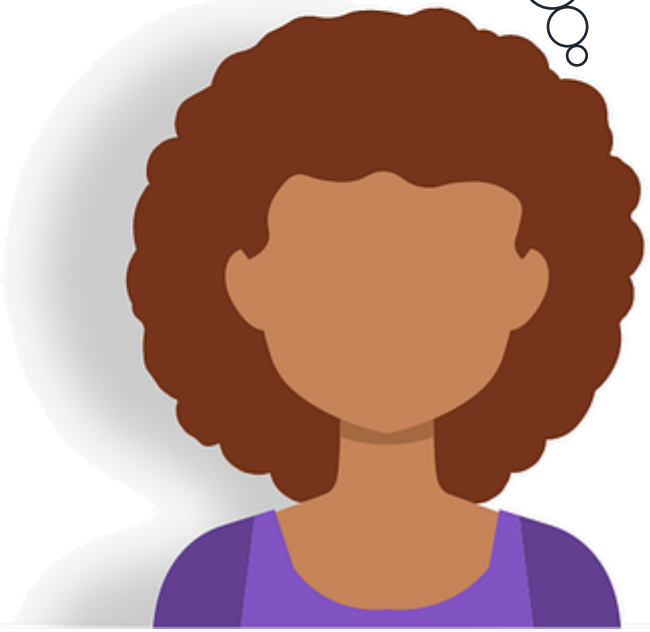
"We have taken responsibility."

Stage 7:
Institutionalization/ Stabilization

How well are our programs working and how can we make them better?"

Stage 8:
Confirmation/ Expansion

"These efforts are part of the fabric of our community."



Stage 9:
Professionalism/High Level of Community Ownership

Dimensions of Community Readiness

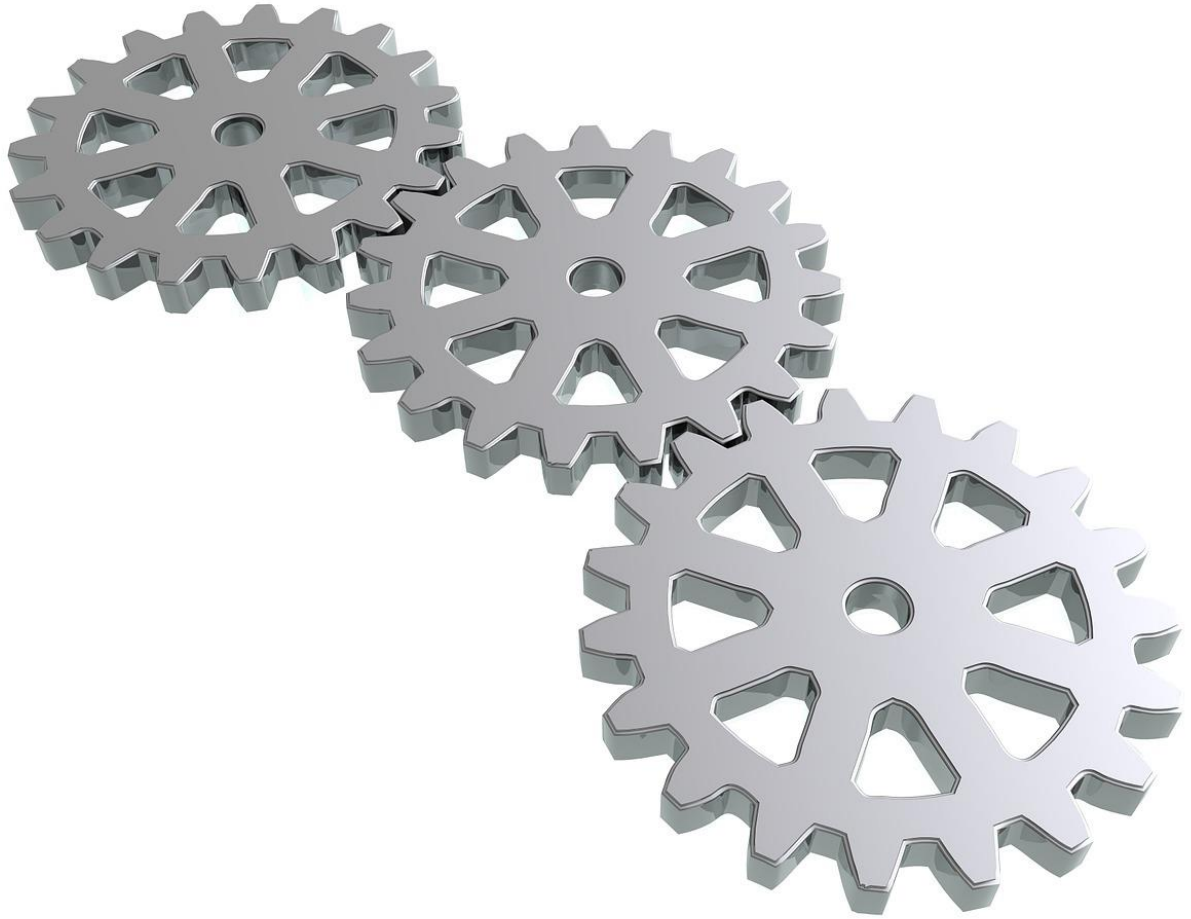
Community Readiness Scores Example

Dimension	Readiness Level	Readiness Stage
Knowledge of Efforts	3	Vague Awareness
Leadership	2	Denial/Resistance
Community Climate	2	Denial/Resistance
Knowledge of the Issue	3	Vague Awareness
Resources	4	Pre-planning

Strategies to Improve Readiness

Levels 1-3	Levels 4-6	Levels 7-9
• Conduct one-on-one interviews • Attend meetings not directly related to your work • Share the conversation with those outside your immediate circle	• Deliver community presentations • Engage the public in the development of strategies • Implement media campaigns	• Begin evaluation to modify efforts • Celebrate success with community members • Maintain local support and identify new funding sources

Resources, Readiness, and Strategy Selection



Sharing Assessment Findings

In Your Experience…

How have you shared your assessment data with key community stakeholders in the past?

Sharing Your Assessment Results

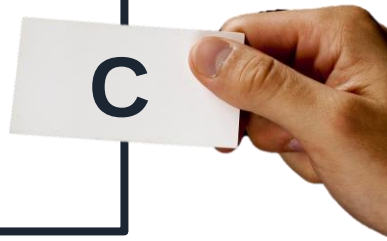
- Plan how to disseminate results
- Select formats for reporting results
- Brief stakeholders regularly
- Help stakeholders understand the data
- Show how your work will address the problems and related factors you've identified

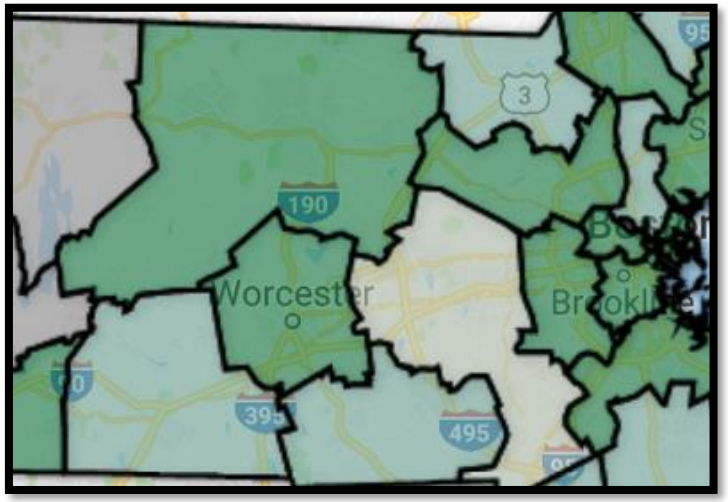
Sharing Your Assessment Results

Data Presentation Formats

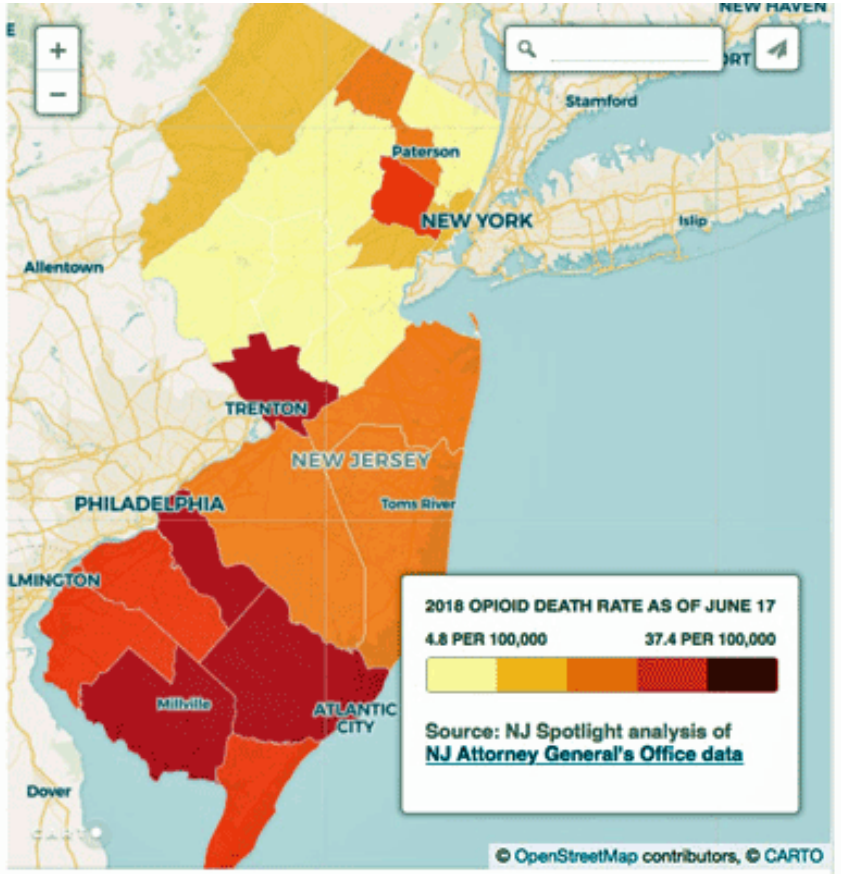
What percent of Rtown middle school students did NOT drink alcohol during the past 30 days?

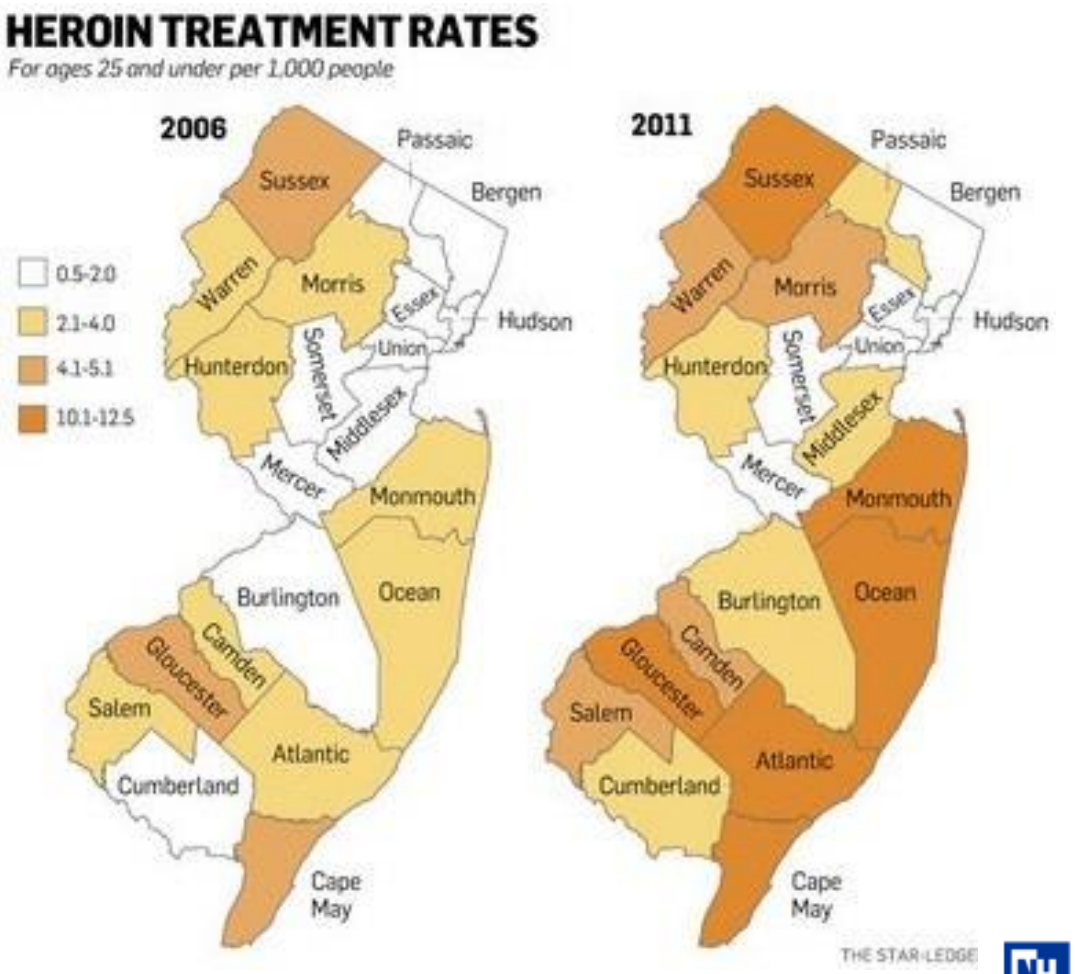
a) 46%
b) 61%
c) 79%
d) 91%





Geospatial Data and Mapping Applications





University of New Hampshire

Questions?

Resources

- Community Readiness Handbook
- Worksheet on increasing community readiness
- Technical assistance on locating, preparing, and mapping data
- Upcoming webinar on the integration of geospatial data into needs assessment and evaluation

Next Steps

What other topics would you be interested in attending a virtual training on?

Thank You!

If you have questions or comments, don't hesitate to contact:

Jessica Goldberg, MSW, MPH, CPS
T/TA Specialist
Region 2 PTTC, EDC
jgoldberg@edc.org

Cory Morton, PhD, MSW
Assistant Professor
University of New Hampshire
cory.morton@unh.edu

Shai Fuxman, Ed.D
T/TA Specialist
Region 2 PTTC, EDC
sfuxman@edc.org

Evaluation

Please take a few minutes to complete a brief evaluation:

Insert link here

Your feedback is appreciated!

References

- Tri-Ethnic Center for Prevention Research, Colorado State University. (2014). *Community Readiness for Community Handbook*. (2nd Edition). Ft. Collins, CO.
- Butterfoss, F.D. (2007). *Coalitions and partnerships in public health*. San Francisco, CA: John Wiley & Sons, Inc.
- Substance Abuse and Mental Health Services Administration. (2017). Conceptual fit: Sample risk factors and interventions for underage drinking. Retrieved from https://www.samhsa.gov/capt/tools-learning-resources/sample-risk-factors-interventions-underage-drinking
- Substance Abuse and Mental Health Services Administration. (n.d.) Prevention approaches [website]. Retrieved from http://captus.samhsa.gov/prevention-practice/prevention-approaches
- National Research Council and Institute of Medicine. (2009). Preventing mental, emotional, and behavioral disorders among young people: Progress and possibilities (O'Connell, M.E., Boat, T., & Warner, K.E., Eds.). Washington, DC: National Academies Press.