

Community Engagement and Primary Data Analysis

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Community Health Needs Assessment Regulatory Requirements

- Hospitals are required to use primary data to help answer questions not answered during the secondary data analysis.
- Input from people representing the broad interests of the community served by the hospital must be included in the process.

“There is a critical difference between going through the empty ritual of participation and having the real power needed to affect the outcome of the process.”

Sherry Arnstein

Community Engagement Defined

“The process of working collaboratively with groups of people who are affiliated by geographic proximity, special interests, or similar situations with respect to issues affecting their well-being.”

CDC, 1997

Trust and Respect

- Trust and respect is the mortar that holds together the building blocks of successful community engagement.
- Both are especially important when working with populations that have been marginalized or excluded.
- Without trusting relationships, the organizing agency will be seen as an outsider.

The Five Ws

- Who will be engaged?
- What methods will be used for engagement?
- When and how will the community be engaged?
- Where will the engagement take place?
- Why is engagement necessary?

Community Engagement

- **A healthy community is a**
 - Dynamic community
 - Changing community
 - Fair community
 - Engaged community
- **In a healthy community,**
 - Diversity is valued
 - People feel included, respected and trusted
 - People work together
 - Assets are valued
 - The goal is the overall health of the community



Engage the Community

- Consumers of non-profit
- Organizations' services
- Neighborhood community groups
- Media
- Members of policy advisory committees/commissions
- Business owners
- Members of civic associations
- Informally recognized community leaders
- Youth
- Schools
- Faith-based organizations
- Local public health agencies

Community Engagement

- Five foundational elements are necessary to ensure success.
 - Conscious
 - Consistent
 - Collective
 - Conscientious
 - Comprehensive

Prepare and Plan

- Consider resources
- Select model
- Identify related activities
- Plan for community and partner engagement
- Create a timeline

Determine Resources

- People (e.g., staff, partners, consultants)
- Materials and supplies
- Expertise (e.g., community organizing, statistics)
- Financial



Select Model

- Who should be involved?
- What are the key values and principles that you want to embody?
- What requirements, if any, need to be considered?

Identify Related Activities

- Previous assessments
- Program-specific assessments
- United Way
- Federally-Qualified Health Centers
- Local public health agency
- Hospitals
- Others

Partner and Community Engagement

- Plan, plan, plan
- Ensure adequate time
- Consider past successes and lessons learned



Create a Timeline

- Part of good planning
- Ensures all involved are on the same page
- Helps in monitoring progress
- Accountability



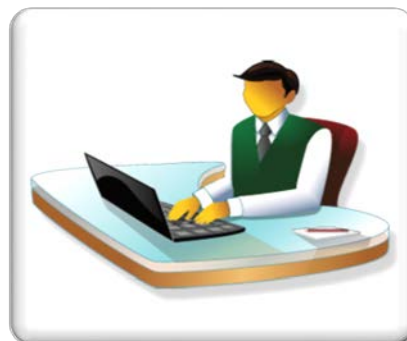
Primary Data Analysis



Data Collection Methods: Primary

- **Quantitative Methods:**

- Telephone surveys
- Mail/paper surveys
- Web-based surveys



Data Collection Methods: Primary

- **Qualitative Methods:**

- Interviews

- In person
- Telephone

- Group Discussions

- Focus groups
- Town hall meetings



Data Analysis

- Quantitative
 - Organize data (e.g., by type, source, health indicator or category)
 - Ensure appropriate statistical analysis
 - Simplify results
- Qualitative
 - Key themes with supporting quotes and examples
 - Key conclusions

Primary Data

• Advantages

- Gain information not available in secondary data sources
- Help provide context or more information on findings from secondary data analysis
- Can be tailored to your particular needs
- Current information
- Greater control over quality
- Process can increase partner engagement and support

• Disadvantages

- Can be resource-intensive (cost and time)
- Bias in self-reported data
- Requires technical expertise in research

Summary of Key Findings

- Consider themes and findings from all assessment activity
- Identify areas of alignment and differences

Priorities

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