Community Engagement and Primary Data Analysis

Stephen Njenga
Director of Performance Measurement Compliance

November 2017
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

1
2
3
Stephen Njenga, MPH, MHA, CPHQ, CPPS
Director of Performance Measurement Compliance
Missouri Hospital Association
snjenga@mhanet.com
573/893-3700, ext. 1325