

# 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

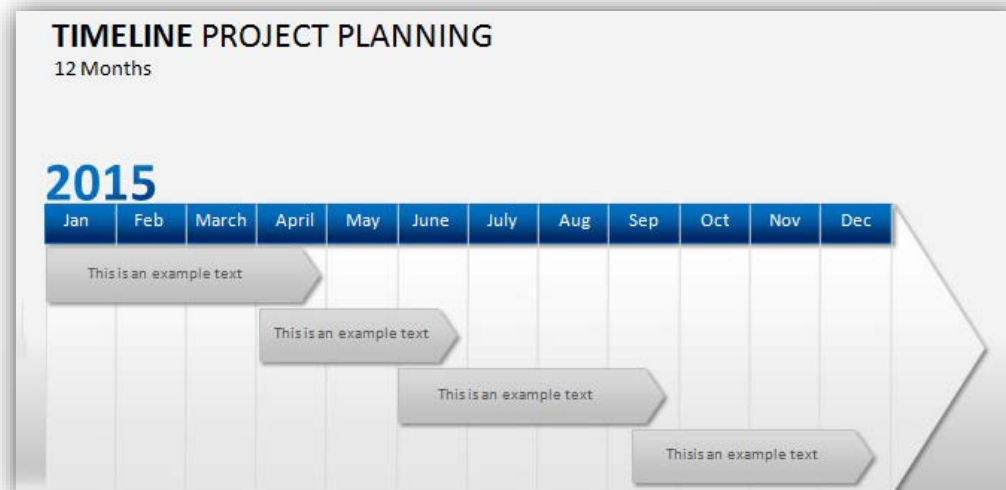
# Partner and Community Engagement

- 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

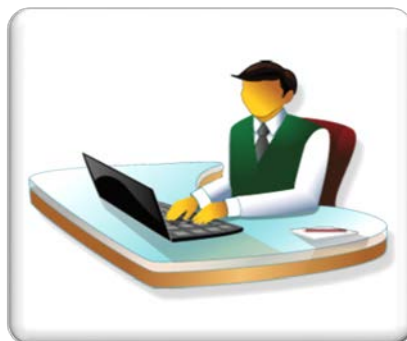




# Data Collection Methods: Primary

- **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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