



Arkansas Local Advisory Council Summit
March 19-20, 2019

Needs Assessment Training

**Arkansas
Prevention
Training**
Catherine Brunson
CADCA Trainer



March 19th & 20th, 2019


Building Safe, Healthy, and Drug Free Communities 

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Training Objectives

Participants will be able to:

- Communicate the elements of a community assessment
- Learn how to develop a plan to conduct a community assessment to guide efforts to better understand community needs and resources
- Understand that using multiple sources of data are necessary to define the needs of the community

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Introductions

Please describe:

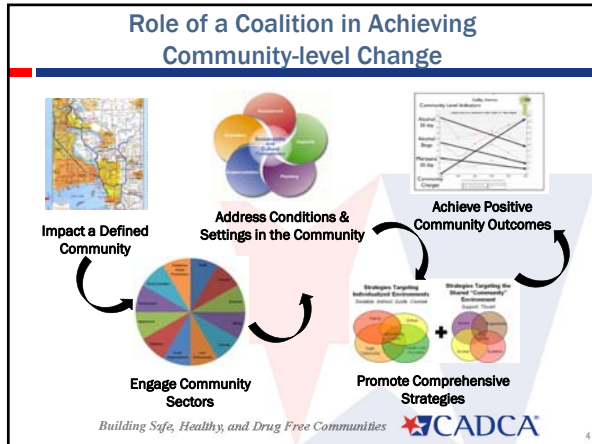
1. Your name(s)/Coalition/County
2. Expectations for this training



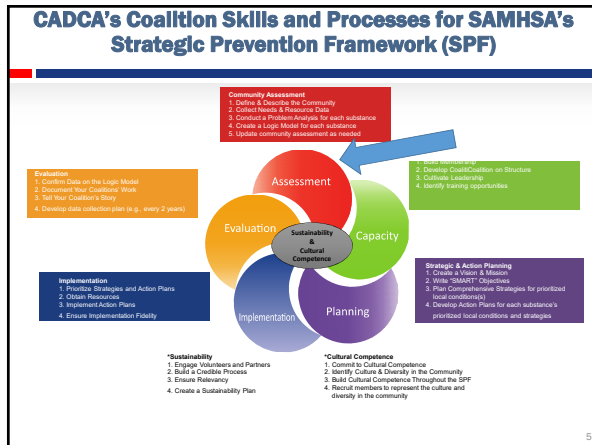
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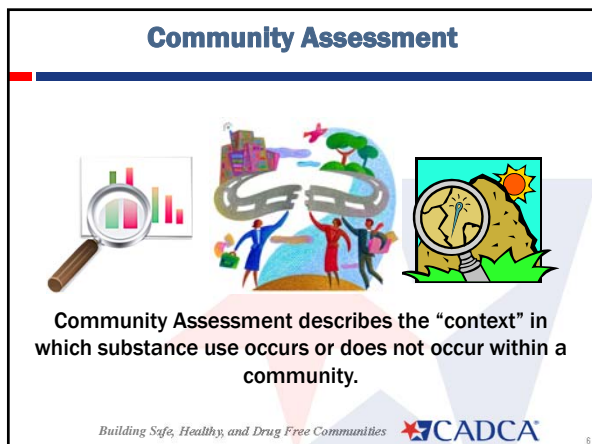
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Community Assessment

Elements of a Community Assessment

1. Definition & Description
2. Community History
3. Needs Assessment
4. Resource Assessment
5. Problem / Goal Statements




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Community Description

The community description includes:

1. Provide geographic information (e.g., boundaries, rivers, roads)
2. Define the jurisdictions within the boundaries (e.g., counties, cities, towns, school districts)
3. Provide demographic information about the people in the community.



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Community Description

Culture and Diversity

The community description provides an opportunity for the coalition to learn about the cultures and diversity of individuals within the defined community.




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Community History

Community History includes:

1. Key events that have shaped the overall community.
2. Key events that have specifically affected the coalition's issues.
3. History of community problem solving (generally, on your issue, success stories).



How do these events impact your coalition's work?

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Needs Assessment

Community Need:

The gap between what a situation
is now and what it should be.



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Why should you identify local needs and resources?

- To understand the environment.
- To understand public opinion.
- To make decisions about priorities.

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Who benefits from identifying needs and resources?


- Those experiencing the problem
- Service providers
- Community leaders
- And you!

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You should identify needs and assets when:

- You are planning to start a program
- You are implementing an initiative
- Efforts are being reviewed

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What are the phases of developing your needs assessment?

- Brainstorming: developing preliminary ideas
- Using what you already have to answer your questions
- Finalizing questions
- Identifying your target population
- Deciding what methods to use
- Deciding what is missing
- Deciding if you have the resources to conduct a survey

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Needs Assessment

Needs Assessment Data

Consequences of alcohol, tobacco and other drug use


Problem of alcohol, tobacco and other drug use

Root Causes / (risk factors) of the problem

COMMUNITY

Demographics provide information about the population of the defined community

Local Conditions provide evidence of the root causes

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Needs Assessment


Demographics

Find additional information about the population:

- Race / Ethnicity
- Gender
- Age
- Socio-economic Status
- Household / Housing
- Employment
- Other census related information



What else?

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Needs Assessment


Consequences

What are consequences of the alcohol, tobacco and other drug use?

- Health
- Financial
- Law enforcement
- Judicial system involvement
- Education
- Employment
- Social



What else?

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Needs Assessment

Problem

What is the extent of the Problem?

- Which drugs are being used?
- How are the drugs being used?
- How much? How often?
- Who is using the drugs?
- Where and when are the drugs being used?




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Needs Assessment

Root Causes (Risk Factors)

Root Causes are “conditions in the individual and shared community environments which increase the likelihood that youth become involved in substance misuse”.

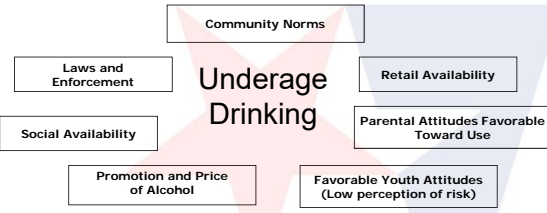



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Needs Assessment

Root Causes (Risk Factors) Underage Drinking Examples



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Needs Assessment


Local Conditions

How do the root causes “operate” in the community?
What do they “look like”?

Local conditions must be:

- Specific
- Identifiable
- Actionable



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Needs Assessment

Question Driven Approach

Ask specific, probing questions:

- **What** drug, how much, how frequent, where, when, who?
- **What** is the “context” or “story” behind the data?
- **What** are the sources of the data? How was it collected?
- **What** format are the data available?
- **Who** else knows about this data?



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Needs Assessment

Data Collection Methods

Quantitative
(How many? – breadth of knowledge):

- **Survey**
 - Student surveys
 - Parent surveys
 - Community surveys
- **Archival Data**
 - Existing data from law enforcement, education, health department, treatment, hospitals, etc.

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Needs Assessment

Data Collection Methods

Qualitative
(What does it mean? – depth of knowledge)

- Focus Group
- Key Informant Interview
- Listening Sessions
- Observation

Environmental Scanning
(Includes both quantitative and qualitative data)

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Needs Assessment

Data Collection – “Triangulation”

Surveys
- Youth Survey
- Parent Survey
- Community Survey

**Problem
Consequence
Root Cause
Local Condition**


Qualitative Data
- Focus Group
- Key Informant Interview
- Town Hall Meeting
- Observation
- Environmental Scanning

Archival Data
- Education
- Law Enforcement
- Health Care
- Commerce
- Census

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A Needs Assessment Survey:

- Has a pre-set list of questions to be answered
- Has a pre-determined sample
- Is done by interview, phone, or written response
- Has results that are tabulated, summarized, distributed, discussed, and used


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Why should you do a needs assessment survey?


- To learn more about your group or community needs
- To get a more honest and objective description
- To become aware of needs you never knew about
- To document your needs
- To make sure your future actions are in line with community needs
- To garner greater support
- To involve more people in the subsequent action

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How do you carry out a needs assessment survey?

1. Identify reasons for choosing to do the survey
2. Identify survey goals
3. Decide **how much time** you have to do the survey
4. Decide **how many people** you are going to question
5. Decide **who will be asked**
6. Decide **what questions will be asked**
7. Decide **who will ask the questions**

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How do you carry out a needs assessment survey?

8. Create a draft of the survey
9. Try out the survey on a test group
10. Revise the survey
11. Administer the survey
12. Tabulate your results
13. Interpret your results
14. Plan future actions
15. Implement your actions
16. Repeat your assessment

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Resource Assessment

Community Resources

A resource or asset refers to those people or things that can be used to improve the quality of community life.




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Resource Assessment

Resources Include:

- Protective Factors and Developmental Assets that create a healthy environment and support healthy decision making.
- Existing facilities, programs, organizations, initiatives, coalitions, advocates that support youth and families.
- Prevention infrastructure including the health department, school system, resource centers, data systems, laws and policies and funding streams.

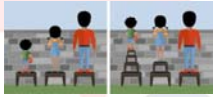
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Resource Assessment

Identify GAPS In Resources

- Geographic Gaps
- Demographic Gaps
- Service Delivery / Program Gaps
- Resource Gaps (\$, Staff etc.)
- Laws and Enforcement Gaps




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Resource Assessment

Tools for Collecting Qualitative Resource Data:

1. Key informant interview
2. Focus group
3. Listening session
4. Town hall meetings



**Collect Needs and Resource Assessment
at the same time.**


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Activity


Discuss at your table:

- What is the current status of their data collection efforts?
- What data do they need to collect?
- Which methods have they used?
- Which methods might they consider using?
- What are their next steps?


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Problem Analysis



Problem Analysis allows coalitions to focus additional data collection (community assessment) towards identifying specific root causes and local conditions on their logic models.

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How Do I Access These Services?



Email: training@cadca.org

Phone: 1-800-54-CADCA ext. 240

Online: <http://www.cadca.org/webform/national-coalition-institute-technical-assistance-request-form>

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