

From Needs Assessment to Community Action Plan

Elisabet Eppes, NWA

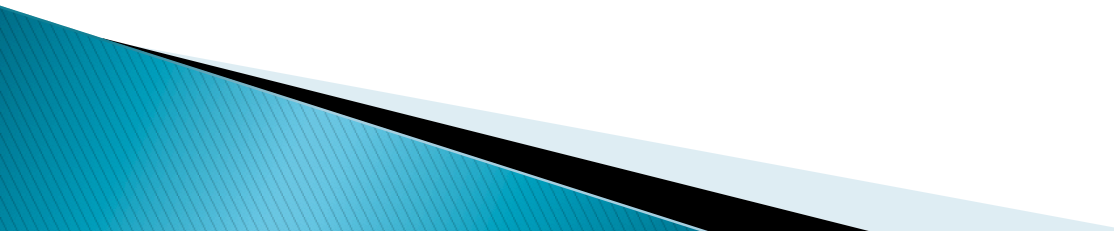
Ruth Morgan, Altarum Institute

Tuesday, March 15, 2016

Community Needs and Resources Assessment

- ▶ Required sources:
 - Community Health Needs Assessment report
 - Community Commons Map
 - OB-BYN assessment
 - WIC data
 - WIC participant survey
 - Community partner list

 - ▶ Optional sources: environmental assessment, interviews, focus groups

 - ▶ Produce a summary describing:
 - General population
 - WIC population
 - Community resources
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Primary Objectives

- ▶ Primary Objective A: Increase the **number of people** with new access to environments with healthy food and beverage options from 0 to target by the end of the project period.
- ▶ Primary Objective B: Increase the **number of people** with new access to opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages from 0 to target by the end of the project period.
- ▶ Primary Objective C: Increase the number of **public** and **partner** messages showcasing CPHMC project efforts and achievements from 0 to 24 by the end of the project period.
- ▶ The target for each Primary Objective will be determined by the secondary objectives.

Secondary Objectives

- ▶ Describe the interventions that will help you achieve the Primary Objective
- ▶ Are measurable: each has a baseline and target
- ▶ Have an estimated number who will be reached through the intervention
- ▶ Are accomplished through activities conducted during the project period with activity outputs or measures

Suggested Secondary Objectives are included in the CAP template.



Secondary Objectives

- ▶ A and B Secondary Objectives focus on SETTINGS
 - e.g., Increase the number of new **farmers markets** in the community from 0 to target.

- ▶ C Secondary Objectives focus on MESSAGES
 - Increase the number of public **messages** on CPHMC efforts and achievements from 0 to 12.

Targets

- ▶ Target is the ending point for your measurement of change and is meant to capture a **realistic estimate** of growth during the project period.

Activities

- ▶ Allow you to break your secondary objectives down into achievable, measurable tasks with specific deadlines throughout the project period.
 - Activity Number, Title and Description
- ▶ Start Date/Completion Date should be reported in terms of Quarter/Year. In other words: Q3/2016: April-June 2016; Q4/2016: July-Sept 2016; Q1/2017: Oct-Dec 2016; Q2/2017: Jan-Mar 2017; Q3/2017: Apr-Jun 2017.
- ▶ Output/Measures are the products of all your work. Important for measuring and reporting progress and outcomes.

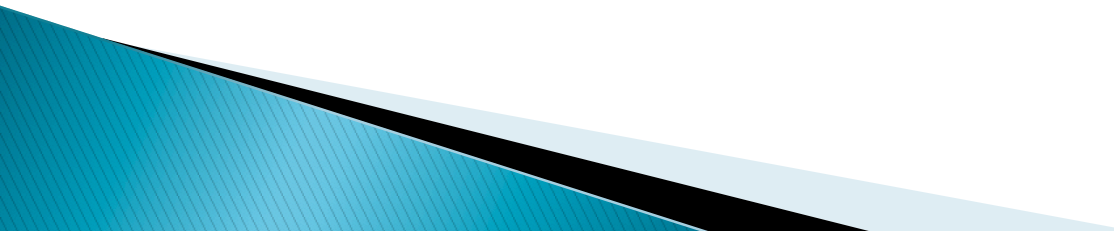
From Needs Assessment to CAP

EXAMPLE

Needs Assessment Summary

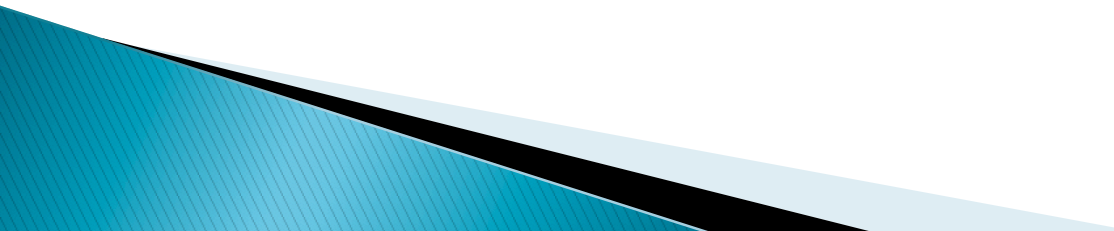
- ▶ General population of community:
 - Total population is 46,000 with 52% African American, 26% White, 20% Hispanic
 - Nearly half of the families have incomes below the federal poverty level
 - The most prevalent health issues are overweight, obesity, diabetes and high blood pressure
 - 60% receive SNAP benefits
 - 40% receive Medicaid; 30% are uninsured
 - 28% of prenatal women have inadequate prenatal care
 - Average annual number of births is 1,170
 - Fruit and vegetable consumption is low

Needs Assessment Summary

- ▶ WIC population served by local agency:
 - Average monthly participation is 2,250
 - Participation by category is 12% pregnant women, 6% breastfeeding women, 8% postpartum women, 22% infants and 52% children
 - 50% receive SNAP; 65% of children and 40% of women receive Medicaid
 - Most prevalent nutritional risks: overweight, obesity, anemia, inadequate diet (failure to meet dietary guidelines)
 - About 40% of women initiate breastfeeding, but only 12% are breastfeeding at 4 months
 - Most participants surveyed say they choose the store they shop at because it's the only store they can get to and that they disagree with the statement that the store has a variety of fresh fruit
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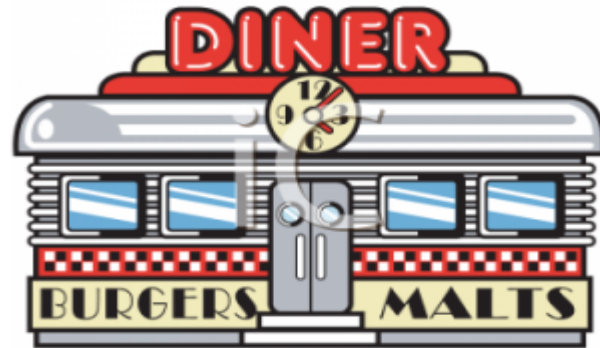
Needs Assessment Summary

▶ Community resources:

- There are 5 stores in the community that accept SNAP; 2 of them accept WIC.
 - There is a breastfeeding task force in the county and WIC is a member.
 - The hospital where most of the women in the community have their babies has a lactation consultant.
 - There is a community organization that provides assistance to families to apply for health insurance.
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Primary Objective A

- ▶ Increase the **number of people** with new access to environments with healthy food and beverage options from 0 to target by the end of the project period.



Primary Objective A: Increase the number of people in <target community> with improved access to environments with healthy food and beverage options from 0 to <target> by the end of the project period.

Secondary Objective A.1: Increase the number of [grocery stores; convenience stores; other—food banks; other—mobile grocers] that sell healthy foods and/or expand their inventory of healthy foods in the target community from 0 to **target**.

Estimated number of people reached by the intervention

Will describe how to calculate reach next week.

Description of **reach** calculation

Will describe how to calculate reach next week.

Activity Number	Activity Title	Description of Activity	Start Date	Completion Date
A.1.1	Prepare for initial meetings	Calculate value of fruit/vegetable benefit issued to WIC participants per month.	Q3/2016	Q3/2016
A.1.2	Initial meetings	Meet with owners or managers of 5 stores.	Q4/2016	Q4/2016

Secondary Objective A.1: Increase the number of [grocery stores; convenience stores; other—food banks; other—mobile grocers] that sell healthy foods and/or expand their inventory of healthy foods in the target community from 0 to **target**.

Activity Number	Activity Title	Description of Activity	Start Date	Completion Date
A.1.3	Store assessment	In conjunction with store owners/managers, complete an assessment of inventory and other business factors.	Q4/2016	Q4/2016
A.1.4	Meeting prep-best practices	Compile best practices and suggestions for obtaining, storing, promoting healthy foods.	Q1/2017	Q1/2017
A.1.5	Meeting prep-healthy resources	Research local sources (distributors, farmers) that carry healthy food options.	Q1/2017	Q1/2017
A.1.6	Planning meetings	Meet with each participating store owner/manager to discuss assessment findings, share information on best practices and sources and outline next steps.	Q1/2017	Q1/2017

Primary Objective A: Increase the number of people in <target community> with improved access to environments with healthy food and beverage options from 0 to <target> by the end of the project period.

Secondary Objective A.3: Increase the number of new stores that accept WIC from 0 to 2 by the end of the project period.

Estimated number of people reached by the intervention	Will describe how to calculate reach next week.
Description of reach calculation	Will describe how to calculate reach next week.

Activity Number	Activity Title	Description of Activity	Start Date	Completion Date
A.3.1	Gather information	Contact the State WIC office to research vendor application process.	Q3/2016	Q3/2016
A.3.2	Initial meetings	Meet with store owner/managers to discuss the WIC application process.	Q4/2016	Q4/2016
A.3.3	Application assistance	Provide stores with application information.	Q1/2017	Q1/2017

From Needs Assessment to CAP

EXAMPLE

Primary Objective B

- ▶ Increase the **number of people** with new access to opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages from 0 to target by the end of the project period.



Primary Objective B: Increase the number of people in **<Target Community>** with improved opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages from 0 to **<target>** by the end of the project period.

Secondary Objective B.5: Increase the number of [dental offices; hospitals; mental illness providers; pharmacies; primary care providers; substance abuse facilities; K-12 schools; outside of school care providers; group homes; government agencies; military facilities; veteran facilities; faith based organizations; non-profit organizations; worksites; other—please specify] with providers and/or staff that receive basic training in breastfeeding in the target community from 0 to target.

Estimated number of people reached by the intervention

Will describe how to calculate reach next week.

Description of **reach** calculation

Will describe how to calculate reach next week.

Activity Number	Activity Title	Description of Activity	Start Date	Completion Date
B.5.1	Initial meeting	Meet with lactation consultant from local hospital.	Q3/2016	Q3/2016
B.5.2	Engage task force	In conjunction with the breastfeeding task force, plan a breastfeeding summit.	Q4/2016	Q4/2016
B.5.3	Design training	Develop agenda and training content in conjunction with task force members.	Q1/2017	Q2/2017

Activity Number	Activity Title	Description of Activity	Start Date	Completion Date
B.5.4	Summit planning	Plan summit logistics and invite attendees.	Q1/2017	Q2/2017
B.5.5	Implement summit	Implement breastfeeding summit.	Q2/2017	Q2/2017

Primary Objective C

- ▶ Increase the number of **public** and **partner** messages showcasing CPHMC project efforts and achievements from 0 to 12 by the end of the project period.



Communications Expectations for Local Agencies

- ▶ Fill out the Communications portion of your CAP (**Primary Objective C** and **Secondary Objectives C.1 and C.2**)
 - Secondary Objectives C.1 & C.2 are measured in **messages**.
 - *Messages are unique stories or perspectives showcasing your project.*
- ▶ You will be expected to push messages out to the **Public** (the general population of your community) and **Partners** (people and organizations who can be reached via partner communication networks)

More Details about Communications Expectations to come

- ▶ NWA Introduction to Communications Requirements next Wednesday, March 23rd from 3–4pm ET.
 - ▶ Until then, do not begin to fill out the communications section of your CAP.
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