

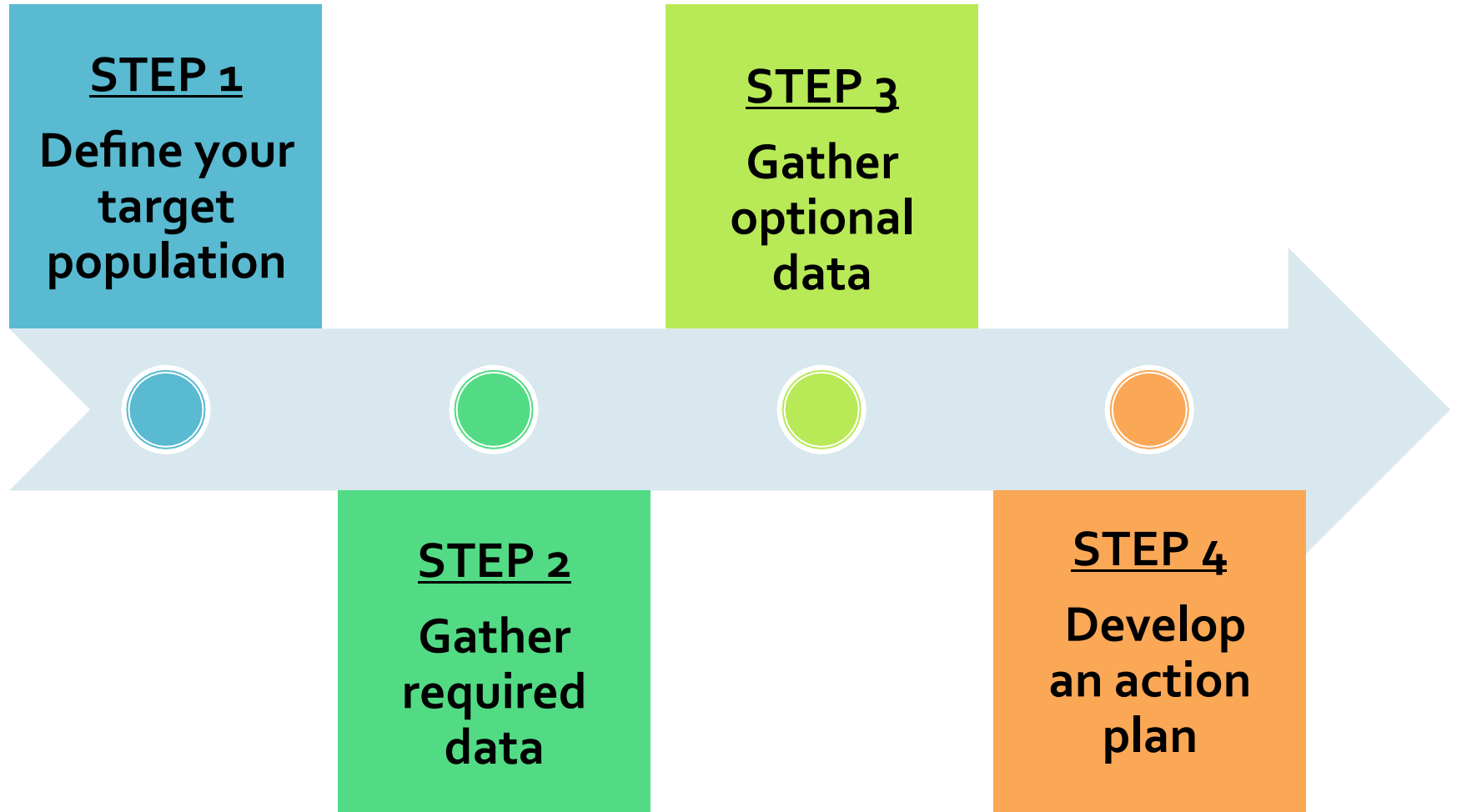
CPHMC Needs Assessment Expectations

National WIC Association and the Altarum Institute
Friday, March 4, 2016

Basis for Needs Assessment

- Who is the target population? Demographics, health indicators
- Where do they live? Describe community environment, e.g. food environment; chronic disease prevention environment
- What resources are available to them? Identify programs (or lack of programs) promoting healthy food environments and preventive healthcare services

Community Needs Assessment STEPS



Community Needs Assessment STEPS

STEP 1. Define your target population

- Define community to be assessed

STEP 3. Gather optional data

- Environmental indicators
- Other WIC indicators
- Key informant interviews/focus groups

STEP 2. Gather required data

- General indicators
- WIC indicators
- WIC participant surveys

STEP 4. Develop an action plan

- Identify gaps
- Assess internal capacity and opportunities
- Plan intervention

Community Needs Assessment: STEP 1

STEP 1. Define your target population

- Define community to be assessed



Step 1: Define your target population

- Mothers, infants, and children in your geographic region



- The general population of your region
 - The “Twin Approach”

Community Needs Assessment

STEP 2



STEP 2. Gather required data

- General indicators
- WIC indicators
- WIC participant surveys
- Needs Assessment narrative

Step 2: Gather required data

■ Minimum requirements

- Run a Community Health Needs Assessment (CHNA) report on Community Commons website
- Map certain indicators (defined later in this presentation and in checklist) by Census tract using Community Commons
- Use data from ACOG to assess if there is a shortage of OB-GYNs in your county.
- Collect existing data on the WIC population served by your agency.



COMMUNITY COMMONS
together for the common good

■ **Minimum requirements (cont'd)**

- Short survey of WIC families or others in the community.
- Develop a list of potential partners for this project.
- Turn the needs and resources data into a narrative.
- The narrative should be completed and submitted to NWA by April 21, 2016.

General indicators – Needs and Resources

■ Community Commons

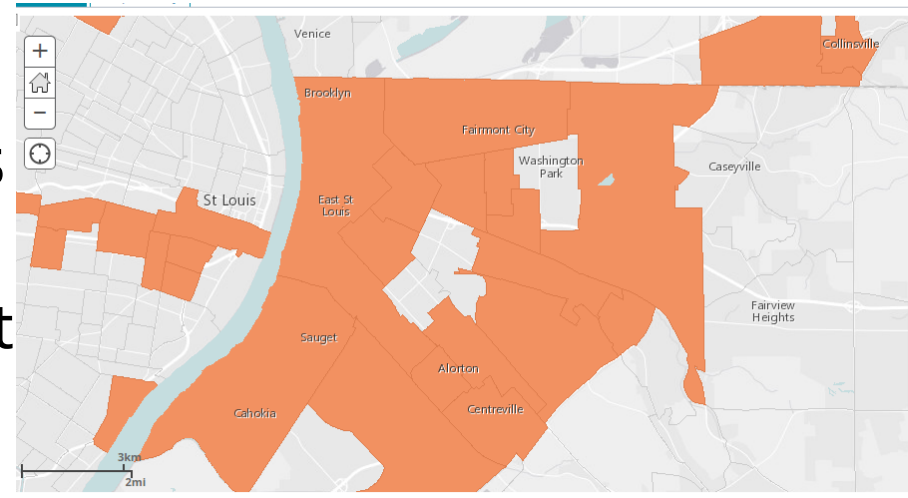


COMMUNITY COMMONS
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- <http://www.communitycommons.org/>
- An interactive mapping, networking, and learning utility
 - Thousands of map-able geographic information systems (GIS) data layers and tables for all communities in the United States
 - Draws data from dozens of sources (US Census, BRFSS, USDA, CDC, etc.)
 - Various geographic levels – State, County, Census tract, etc.

Using Community Commons

- Running the Community Health Needs Assessment (CHNA)
 - Reports data at the county level
 - Customize report to only include certain required indicators
- **Mapping out** certain indicators at the Census tract level
 - We'll provide you with list of indicators
 - Community Commons allows you to download and print maps




Community Commons | D x

www.communitycommons.org

Apps Work Inbox - Wunderlist Liberation News: re... The Science of Nutri... Whole Health Source Nutrition By Carrie Proof of Current Dis... Recipes Fed Up

COMMUNITY COMMONS Maps & Data Hubs Channels Support **Register** Log in


Data, tools, and stories to improve communities and inspire change.



Why it's Important for Policymakers to Think About Death


Areas with growing population will need to invest resources in a young population growing at pace and an elder population growing faster than the overall population. [Read more](#)

[Browse all Commons articles.](#)




Teaching Safe Relationships


Congress has a chance to help



Get Closer to Your Grocer with Salud America!



Unconventional Job Fair Boosts Youth Diversity in Environmental



Welcome!

Here's what you can do on Community Commons

2:56 PM 3/31/2015

Registering for this site is easy. Just fill in the fields below, and we'll get a new account set up for you in no time.

Account Details

Username (required)

Please use lowercase letters and numbers only in your username. Spaces are not allowed.

Email Address (required)

Confirm Email (required)

Choose a Password (required)

Confirm Password (required)

Profile Details

Display Name(required)

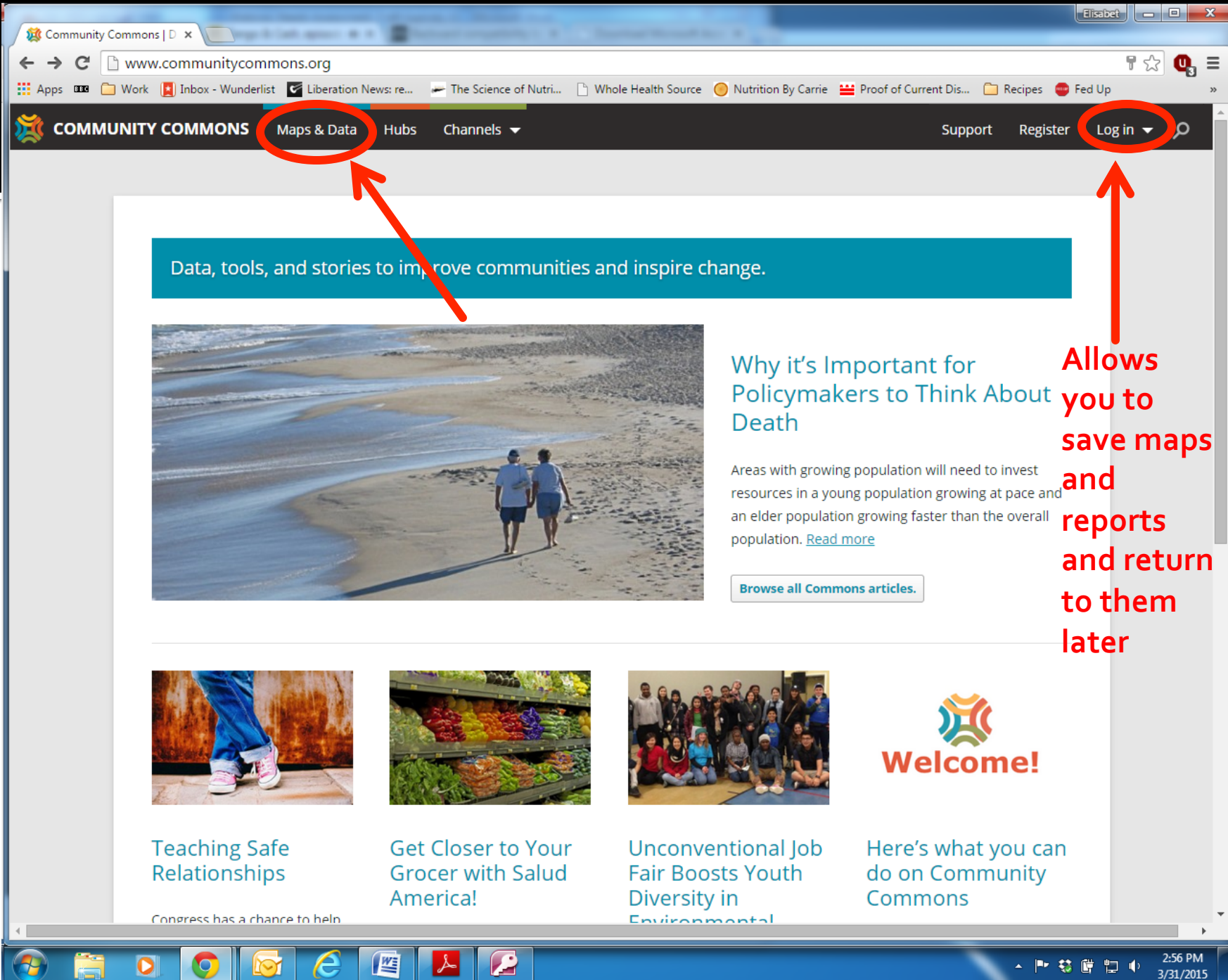
This field can be seen by: Everyone
Let us know what your real name is. On the Commons, your username (selected to the left) will be your handle (like @brittneyb), but we'll use your display name on your profile page.

Location(required)

This field can be seen by: Only Me
Please provide a city and state or a ZIP code. This field is not displayed anywhere on this site, and is only used for anonymously geotagging our users' locations.

About Me

This field can be seen by: Everyone
Please keep your description to less than 50 words.



Data, tools, and stories to improve communities and inspire change.



Why it's Important for Policymakers to Think About Death

Areas with growing population will need to invest resources in a young population growing at pace and an elder population growing faster than the overall population. [Read more](#)

[Browse all Commons articles.](#)

Allows you to save maps and reports and return to them later



Teaching Safe Relationships

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Here's what you can do on Community Commons


Maps & Data | Community Commons

www.communitycommons.org/maps-data/

COMMUNITY COMMONS Maps & Data Hubs Channels Support

Enrich your community work with maps and data reports that can be shared and saved.


 [Make a Map](#)
[Map Gallery](#)
Browse and open maps created by users of the Commons.
[Data](#)
Check out our [data list](#) or see [what's new](#).

 [Build a Report](#)
[Community Health Needs Assessment](#)
Identify assets and potential disparities in your county/region related to community health and well-being.
[Vulnerable Populations Footprint](#)
Find areas in your community with low educational attainment and high poverty.

Choose a tool by channel

Scroll to a channel: [Economy](#) [Education](#) [Environment](#) [Equity](#) [Food](#) [Health](#)

Economy

 **Assess economic vitality.**

Windows taskbar: 3:20 PM 3/31/2015

Community Health Needs x
www.communitycommons.org/chna/

COMMUNITY COMMONS Maps & Data Hubs Channels Support 0

Community Health Needs Assessment

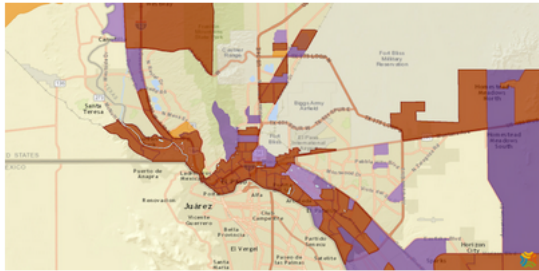
How can Community Commons help you with your Community Health Needs Assessment Report?

[Identify Vulnerable Populations](#) **[Run a CHNA Report](#)** [Upcoming Webinars](#)

The CHNA toolkit is a free web-based platform [designed by a collaborative team](#) in response to the IRS requirement outlined in the Affordable Care Act. This tool was built to assist hospitals and organizations seeking to better understand the needs and assets of their communities as well as collaborate to make measurable improvements in community health and well-being. Here's how we can help you.

Identify the most vulnerable populations in your community

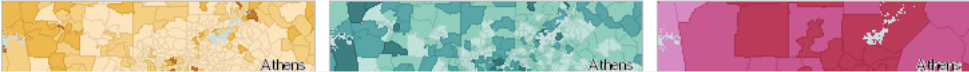
- Our [Vulnerable Population Footprint](#) tool allows you to locate areas of concern for vulnerable populations and health disparities in your community based on spatial visualization of two key indicators, poverty rate and educational attainment. [Show me how.](#)



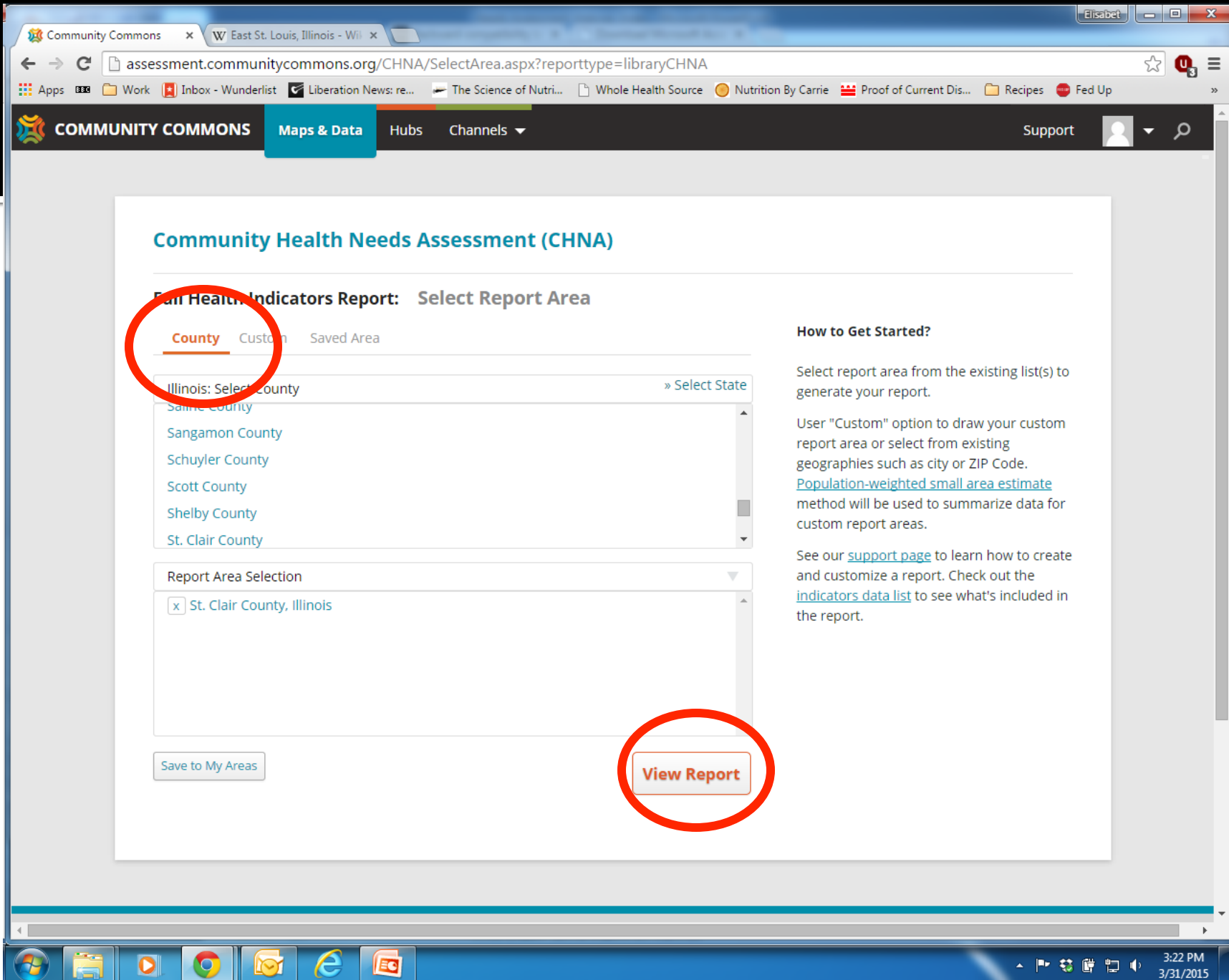
Run a CHNA report

- The [CHNA toolkit](#) allows all community members—regardless of training, expertise, and experience—to ask and answer questions about health and quality of life at the local and regional level. [Show me how.](#)

Create maps of key indicators for inclusion in your CHNA



3:21 PM
3/31/2015



Community Health Needs Assessment (CHNA)

Fair Health Indicators Report: Select Report Area

County Custom Saved Area

- Illinois: Select County » Select State
- Saline County
 - Sangamon County
 - Schuyler County
 - Scott County
 - Shelby County
 - St. Clair County

Report Area Selection

x St. Clair County, Illinois

Save to My Areas

View Report

How to Get Started?

Select report area from the existing list(s) to generate your report.

User "Custom" option to draw your custom report area or select from existing geographies such as city or ZIP Code. [Population-weighted small area estimate](#) method will be used to summarize data for custom report areas.

See our [support page](#) to learn how to create and customize a report. Check out the [indicators data list](#) to see what's included in the report.

Community Health Needs Assessment (CHNA)

Full Health Indicators Report

Report Area
Autauga County, AL

Customize Report

Start Over | Save & Download

Data Category

- Demographics**
- Social & Economic Factors
- Physical Environment
- Clinical Care
- Health Behaviors
- Health Outcomes

Demographics

Current population demographics and changes in demographic composition over time play a determining role in the types of health and social services needed by communities.

Data Indicators: Demographics

- **Total Population**
- Change in Total Population
- Families with Children
- Female Population
- Population Age 5-17
- Population Age 18-64
- Population Age 18-24
- Population Age 25-34
- Population with Any Disability
- Linguistically Isolated Population
- Population with Limited English Proficiency
- Population Geographic Mobility

Customize Report

- ALL INDICATORS (**core** - Core Health Indicator)
 - Demographics
 - Social & Economic Factors
 - Physical Environment
 - Health Behaviors
 - Clinical Care
 - Health Outcomes

- More Data Options
 - Limit Indicators:
 - Only show indicators not meeting benchmarks (HP 2020 targets or state averages)
 - Show Additional Data:
 - Show indicator data for each county in report area
 - Show indicator data by groupings (age, race/ethnicity, gender) where available
- Report Options
 - Full Health Indicators Report
 - Core Health Indicators Report
 - LHI Indicators Report

[View Report](#) [Cancel](#)

Indicators to select for CHNA Report – Needs*

*Only choose indicators below that were not included in a local needs assessment from the past 3 years

Demographic Information

- Total population
- Racial/ethnic demographics

Socioeconomic Need

- Per Capita income
- Population Below 100% FPL

Disease Prevalence/Poor Health Outcomes

- Prevalence of overweight
- Prevalence of obesity
- Heart disease (adult) prevalence
- Diabetes (adult) prevalence
- High Cholesterol (adult) prevalence
- High blood pressure (adult) prevalence
- Low birth weight
- Infant mortality

Healthy Food Needs

- Food insecurity rate
- Population with low food access
- Fruit/vegetable consumption
- Fast food restaurant access
- Population receiving SNAP benefits

Healthcare Needs

- Uninsured population
- Access to primary care
- No consistent source of primary care
- Population living in a health professional shortage area
- Population receiving Medicaid
- Lack of prenatal care

Indicators to select for CHNA Report – Resources

Healthy food resources

- Grocery store access (required)
- WIC-authorized food store access (recommended)
- SNAP-authorized food store access (recommended)

Once you've customized the report...

Community Commons x

assessment.communitycommons.org/CHNA/report.aspx?page=3

Apps Work Inbox - Wunderlist Liberation News: re... The Science of Nutri... Whole Health Source Nutrition By Carrie Recipes Fed Up A Place at the Table ... upload.wikimedia.or...

Community Health Needs Assessment (CHNA)

Full Health Indicators Report

Report Area
St. Clair County, IL

Data Category

Demographics Social & Economic Factors **Physical Environment** Clinical Care Health Behaviors Health Outcomes

Physical Environment

A community's health also is affected by the physical environment. A safe, clean environment that provides access to healthy food and recreational opportunities is important to maintaining and improving community health.

Data Indicators: Physical Environment

- Fast Food Restaurant Access
- Grocery Store Access
- Population with Low Food Access
- SNAP-Authorized Food Store Access
- WIC-Authorized Food Store Access

Fast Food Restaurant Access

9:04 AM
4/2/2015

Creating maps for certain indicators

Enrich your community work with maps and data reports that can be shared and saved.

[Make a Map](#)
Map Gallery
Browse and open maps created by users of the Commons.

[Data](#)
Check out our [data list](#) or see [what's new](#).


[Build a Report](#)
Community Health Needs Assessment
Identify assets and potential disparities in your county/region related to community health and well-being.

[Vulnerable Populations Footprint](#)
Find areas in your community with low educational attainment and high poverty.

Choose a tool by channel

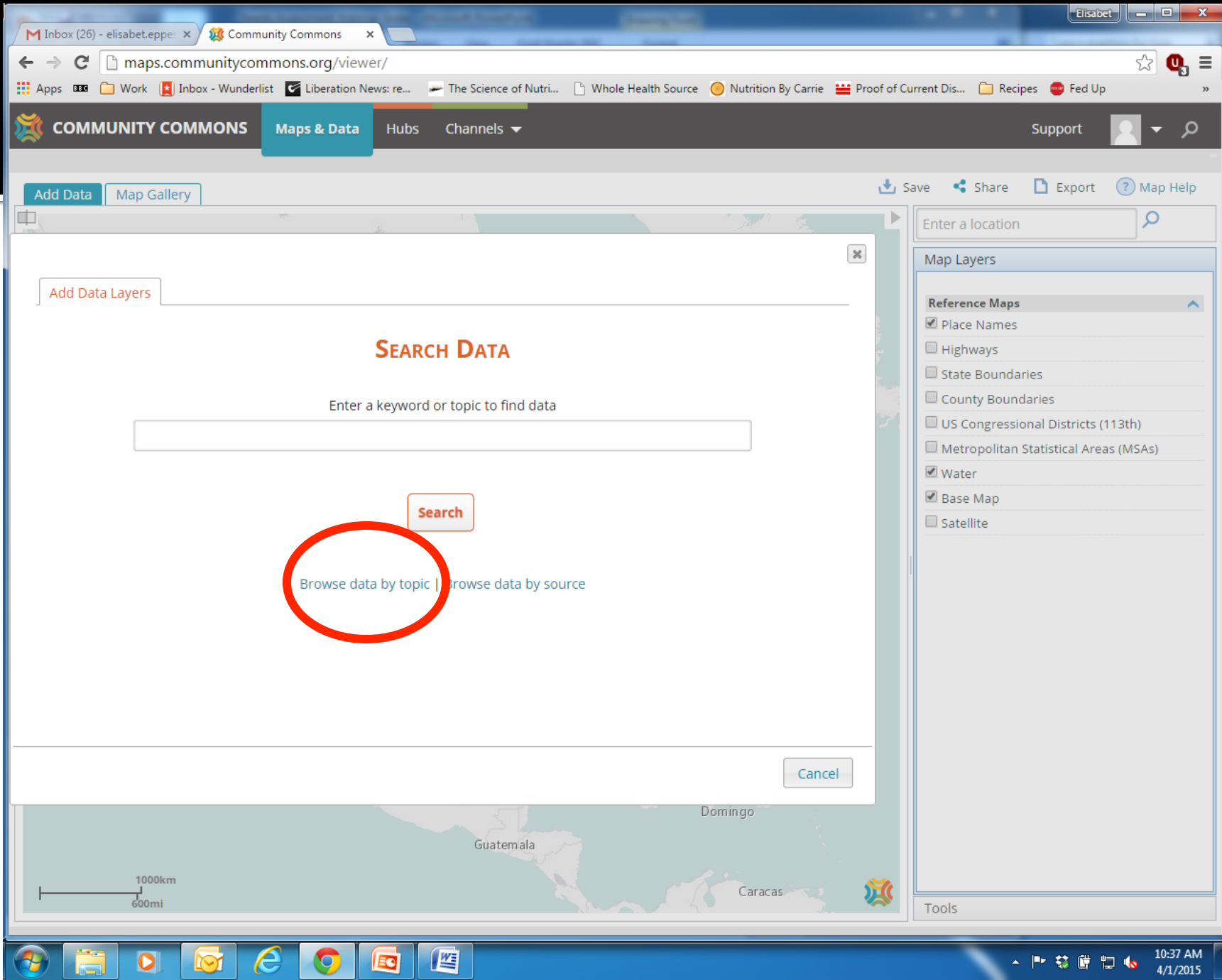
Scroll to a channel: [Economy](#) [Education](#) [Environment](#) [Equity](#) [Food](#) [Health](#)

Economy



Assess economic vitality.

Windows taskbar: 3:20 PM 3/31/2015



Add Data Layers

SEARCH DATA

Enter a keyword or topic to find data

Search

[Browse data by topic](#) | [Browse data by source](#)

Cancel

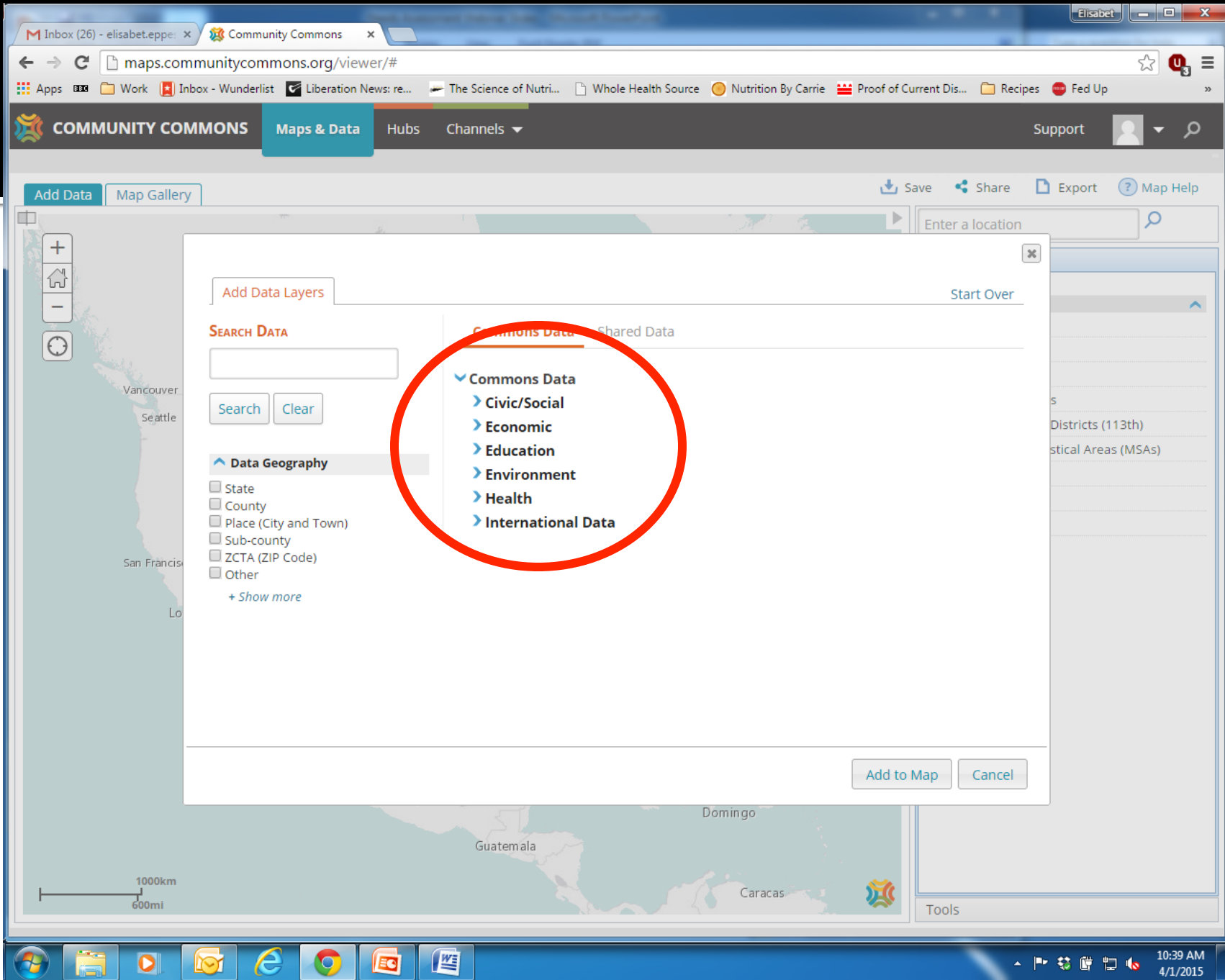
Enter a location

Map Layers

- #### Reference Maps
- Place Names
 - Highways
 - State Boundaries
 - County Boundaries
 - US Congressional Districts (113th)
 - Metropolitan Statistical Areas (MSAs)
 - Water
 - Base Map
 - Satellite



Tools



Add Data Layers

Start Over

SEARCH DATA

Search

Clear

Data Geography

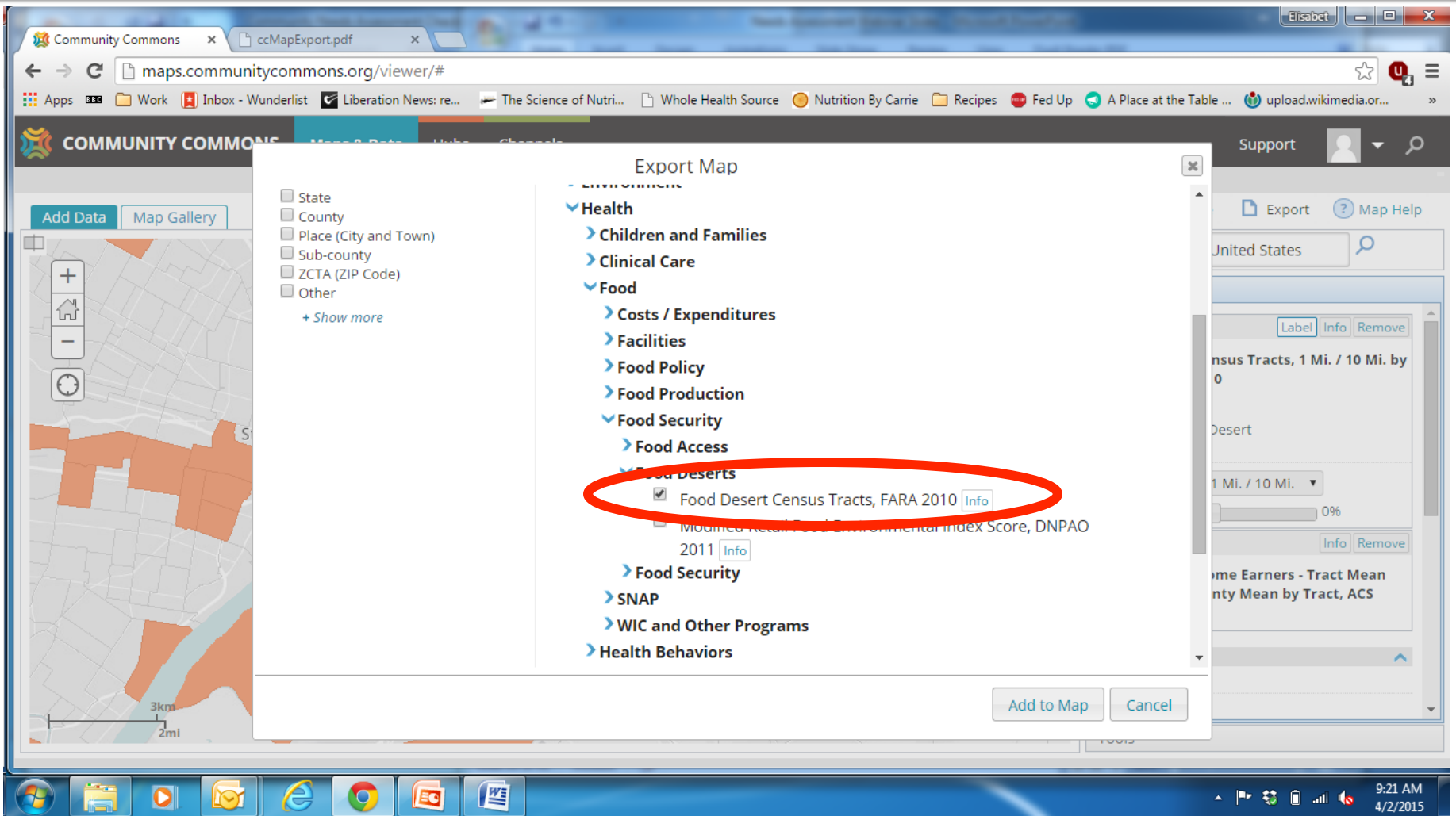
- State
- County
- Place (City and Town)
- Sub-county
- ZCTA (ZIP Code)
- Other

+ Show more

- ▼ Commons Data
- ▶ Civic/Social
- ▶ Economic
- ▶ Education
- ▶ Environment
- ▶ Health
- ▶ International Data

Add to Map

Cancel

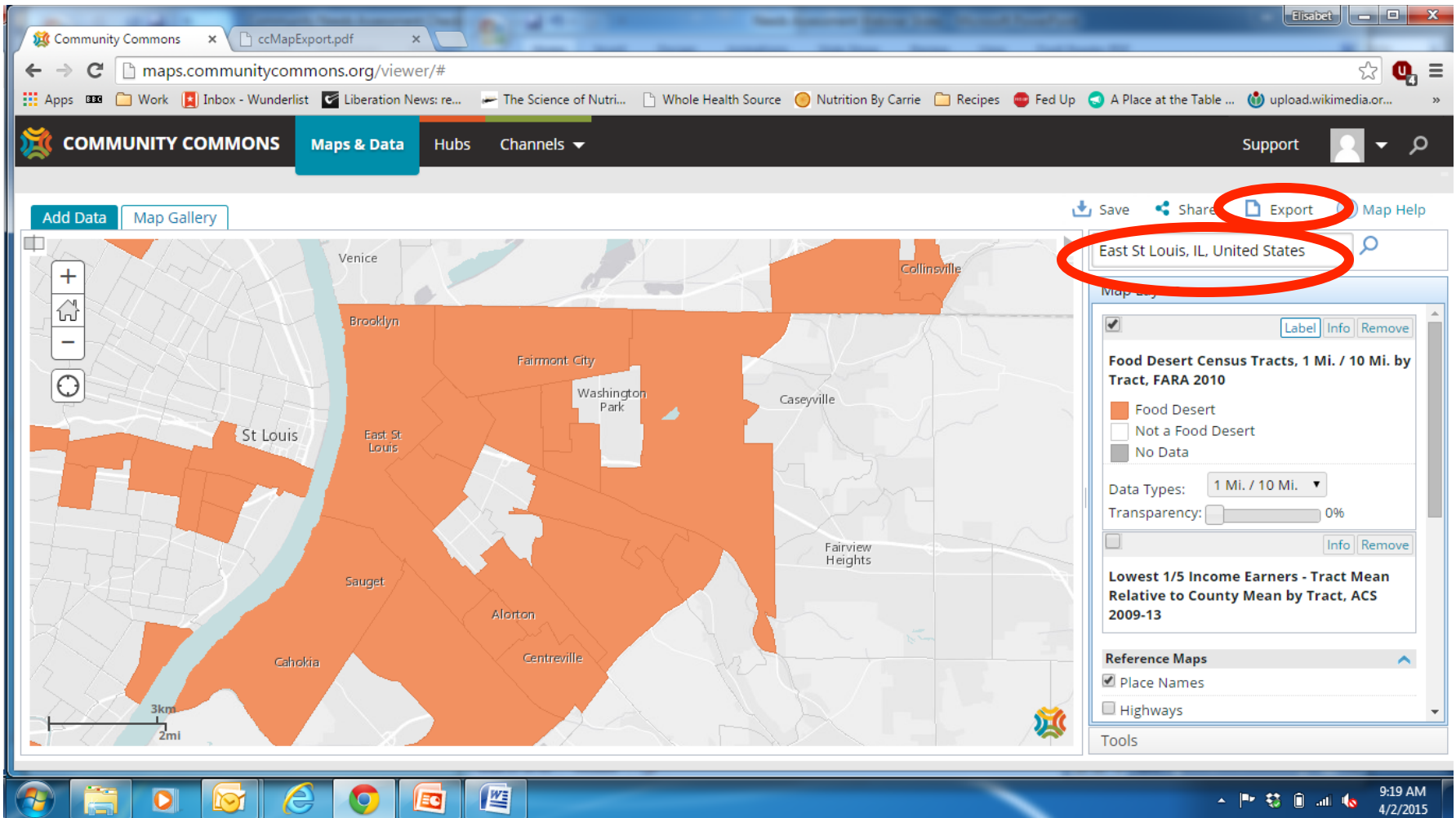


Export Map

- State
- County
- Place (City and Town)
- Sub-county
- ZCTA (ZIP Code)
- Other
- [+ Show more](#)

- Environment
- Health
 - Children and Families
 - Clinical Care
- Food
 - Costs / Expenditures
 - Facilities
 - Food Policy
 - Food Production
- Food Security
 - Food Access
 - Food Deserts**
 - Food Desert Census Tracts, FARA 2010 [Info](#)
 - Modified Retail Food Environmental Index Score, DNPAO 2011 [Info](#)
 - Food Security
 - SNAP
 - WIC and Other Programs
- Health Behaviors

Add to Map Cancel



Save Share **Export** Map Help

East St Louis, IL, United States

Food Desert Census Tracts, 1 Mi. / 10 Mi. by Tract, FARA 2010

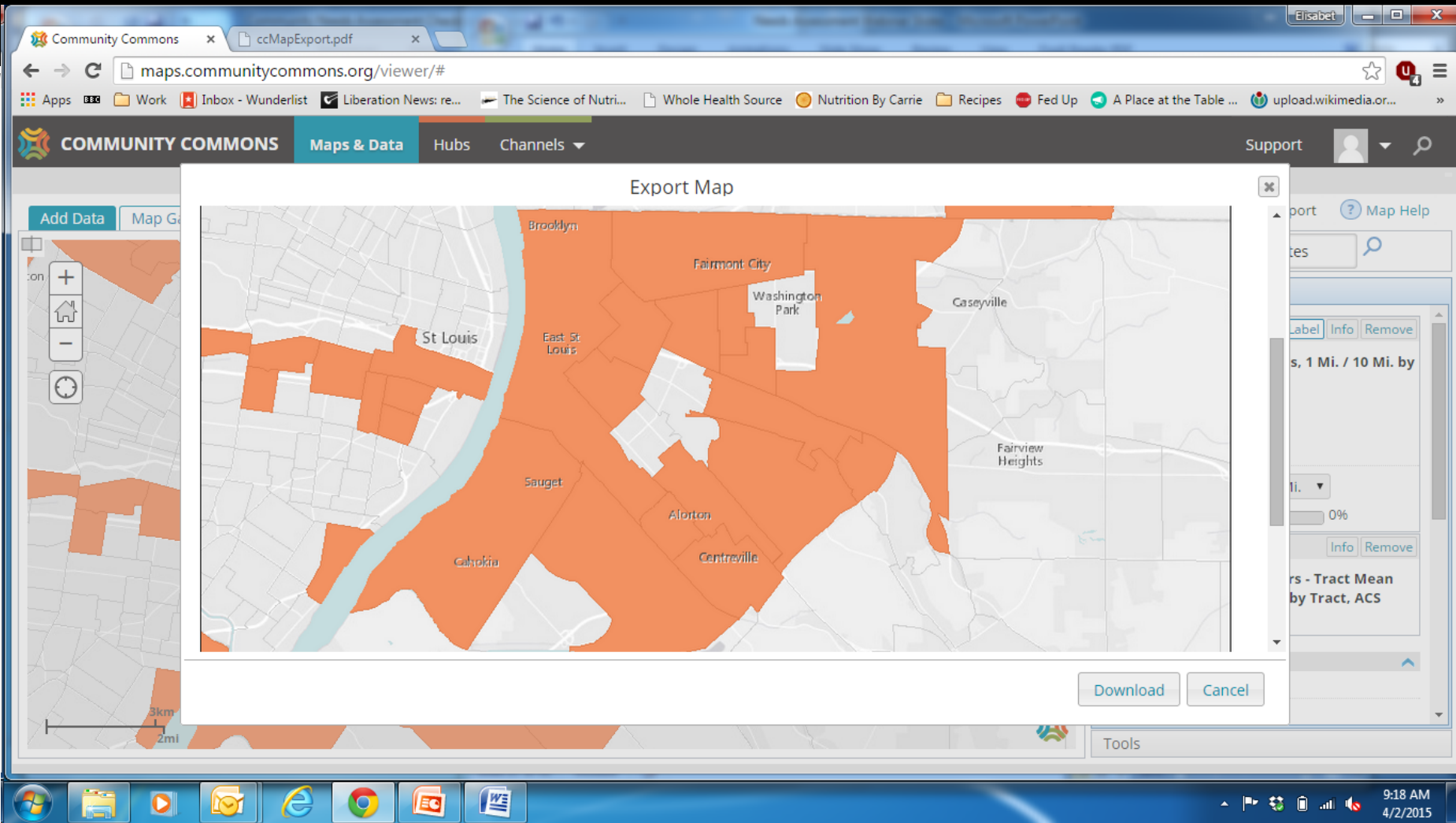
- Food Desert
- Not a Food Desert
- No Data

Data Types: 1 Mi. / 10 Mi. ▾
Transparency: 0%

Lowest 1/5 Income Earners - Tract Mean Relative to County Mean by Tract, ACS 2009-13

- Reference Maps
- Place Names
 - Highways

Tools



Indicators to Map by Census tract, Zip Code Tabulation Area (ZCTA) or location – Needs

Demographic Information

- Predominant Race/Ethnicity by Block Group

Socioeconomic Need

- Lowest 1/5 Income Earners-Tract Mean Relative to County Mean by Tract

Healthy Food Needs

- Food deserts
- Population with limited food access by Census tract
- Fast food restaurant rate
- Households receiving SNAP benefits

Healthcare Needs

- Access to pediatrics physicians (note: only indicator listed here that is by county rather than tract)

Indicators to Map by Census tract, Zip Code Tabulation Area (ZCTA), or location – Resources

Healthy food resources

- Grocery stores and supermarkets rate
- SNAP-authorized retailers
- Number of farmers' markets
- Number of farmers' markets accepting WIC/WIC cash
- Number of farmers' markets accepting SNAP
- Convenience stores (without gas) rate per 100,000 population

Healthcare Resources

- Number of local hospitals
- Number of FQHC's
- Number of school-based health care centers

In other words, you will end up with at least 16 maps.

We will provide a Needs Assessment Checklist



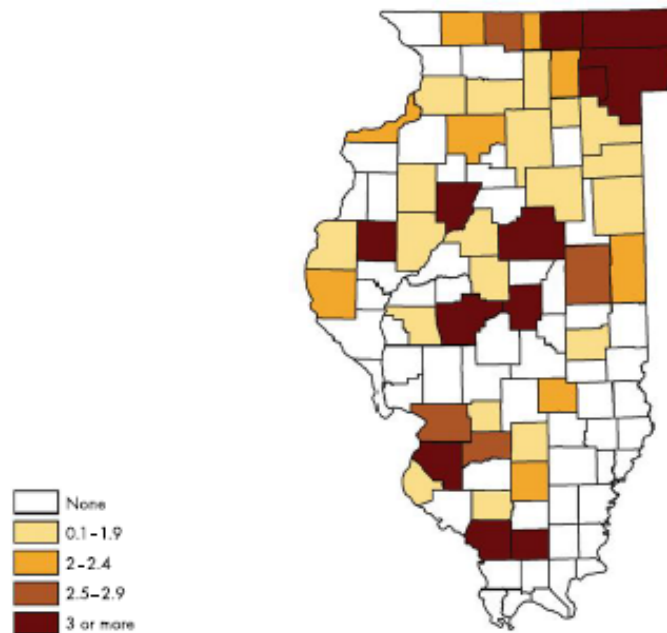
- This includes:
 - All of the indicators you are expected to run a report on
 - At what geographic level (county or Census tract)
 - Whether you should research indicators in terms of statistics or maps

Is your Community in an OB-GYN shortage area?

- ACOG's Obstetrician-Gynecologist Distribution Atlas
 - By state and by county
- We will provide you with the Atlas (a PDF document)

Illinois

Obstetrician-gynecologists per 10,000 women in Illinois, 2010



ACOG
AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLOGISTS

Sources: American Congress of Obstetricians and Gynecologists. Membership information. Washington, DC: American Congress of Obstetricians and Gynecologists; 2010 and American Fact Finder. American Fact Finder. Washington, DC: US Census Bureau; 2012. Available at: <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>. Retrieved August 2, 2012.

Produced by: American Congress of Obstetricians and Gynecologists' Workforce Studies and Planning Group

WIC Population Indicators

- Sources: local WIC agency, state WIC agency
- Required: monthly participation by category (prenatal, breastfeeding, postpartum, infant, child)
- Recommended:
 - Race and ethnicity of participants
 - % migrant participants
 - Income, e.g. below poverty level, above poverty level



WIC Population Indicators Cont'd

- Recommended (continued)
 - % enrolled in Medicaid, SNAP, TANF, other programs
 - Predominant nutritional risks, e.g. overweight, anemia, diabetes, poor diet (for women categories and infant/child categories)

Surveying Your WIC Participants

- Adds participant perspectives to the WIC indicators
- Non-sensitive data; provided anonymously (no individual identifiers)
- Formats:
 - Paper survey at WIC site
 - Interactive survey at WIC site, e.g. card sort
 - Paper survey mailed out
 - Phone survey
- Approximately 20 participants per WIC office
- Include 4 required questions; 0-3 additional questions



Required Questions

- Questions about shopping/stores:

1. A. Where do you usually shop for your WIC foods?

B. Why do you shop there? (check all that apply)

Closest to where I live

They have a good selection of foods

The food is good quality

It's the only store I can get to

The people who work there are helpful, friendly

Other, describe: _____

Required Questions

- Questions about shopping/stores:
 2. Please indicate if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat, or strongly disagree with this statement: “There is a variety of fresh fruits and vegetables at the store where I shop.” (check one response)
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree

Required Questions

- Questions about healthcare:

3. Check all of the following statements that apply to you.

- I have a hard time finding a healthcare provider for myself or my family.
- I don't have insurance or a way to pay for healthcare.
- I don't have transportation to get to an appointment for healthcare.
- I can't make an appointment for healthcare because I can't get through on the phone.
- My healthcare provider doesn't understand my culture.
- My healthcare provider doesn't speak my language.
- My healthcare provider doesn't understand my health issues.

4. Please indicate if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat, or strongly disagree with this statement:
"My doctor/healthcare provider understands me and my health concerns." (check one response)

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Optional Questions

- Questions about shopping/stores:

Are there any WIC foods listed below that you often do not buy because they are not available at the store(s) where you shop? (check all that apply)

- Nonfat or 1% Milk
- Eggs
- Whole grain bread
- Fruits
- Vegetables
- No, I buy all of the WIC foods

Optional Questions

- Questions about shopping/stores:

Please indicate if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat, or strongly disagree with this statement: “The fresh fruits and vegetables at the store where I shop are of good quality.” (check one response)

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Optional Questions

- Question about buying/using fruits and vegetables:
Please sort these cards into three piles: Not a problem, sometimes a problem, always a problem
 - Finding good quality fresh fruits and vegetables where I shop.
 - Finding fresh fruits and vegetables that my family like to eat.
 - Knowing how to prepare and serve fresh fruits and vegetables.
 - Using fresh fruits and vegetables before they go bad.
 - Having enough money to buy fresh fruits and vegetables
 - Getting to the store that sells fresh fruits and vegetables (don't have transportation).
 - Getting to a farmers' market when it's open.
 - Finding farmers' markets in my area.
- There are additional optional questions in the checklist document that will be shared with you.

Develop a list of potential partners

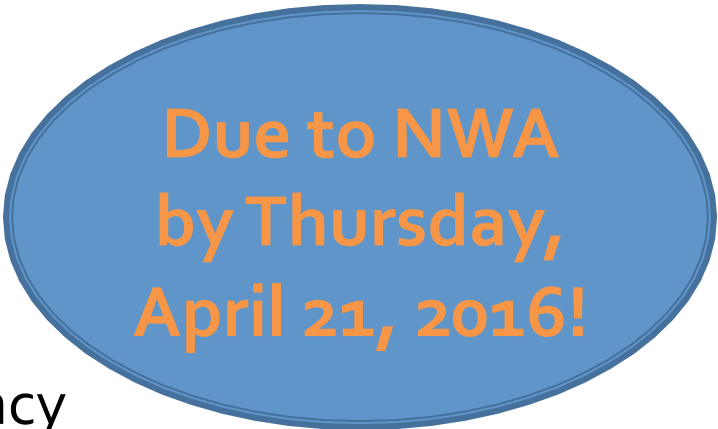
- These could be from a large number of different sectors in the community. Here is a good place to start in developing this list:
 - Is there a local Cooperative Extension office?
 - List of local healthcare/public health organizations
 - List of local faith-based organizations
 - List of local nutrition/anti-hunger organizations
 - YMCA? United Way? Head Start?



Turn the data into a Narrative

Turn the needs and resources data into a narrative of at least three paragraphs.

- Paragraph one: Describe the needs of the general population of your community;
- Paragraph two: Describe the needs of the WIC population that your agency serves;
- Paragraph three: Describe the resources in your community.



**Due to NWA
by Thursday,
April 21, 2016!**

If there are additional components of your assessment, those can also be integrated into your narrative

There's a lot of data out there...

Because we have a relatively short time frame for this assessment, it's important to stay focused and just collect the data that will be particularly relevant to this project and to the strategies you plan on pursuing.

This list of required assessment components is meant to help you stay focused.

However, if you have the time and are very motivated to conduct a thorough assessment, you have the option of pursuing a number of additional data-gathering activities.

Community Needs Assessment

STEP 3

STEP 3. Gather optional data

- Environmental indicators
- Other WIC indicators
- Key informant interviews/focus groups



Optional Environmental Measures

- Nutrition Environment Measures Survey for Stores (**NEMS-S**) and Corner Stores (**NEMS-CS**)
- **Research Your Community**, powered by Policy Map (via the Healthy Food Access Portal)

NEMS-S/CS

- Validated tool for measuring the food environments in stores. There are ~11 different food measures which focus on availability of:
 - Healthful choices
 - Prices
 - Quality
- Depending on the type of store you're assessing, select the appropriate tool, found here:
<http://www.med.upenn.edu/nems/measures.shtml#nemss>
- Assistance with implementation may be available

NEMS-S/CS Cont'd

Nutrition Environment Measures Survey - Corner Stores (NEMS-CS) Measure #4: VEGETABLES

Rater ID:

Store ID:

Date:
Month Day Year

Are VEGETABLES sold at this store? Yes No

Availability and Price

Produce Item		Available		Price	Unit #	pc lb	Quality		Comments	
		Yes	No				A	UA		
1. Carrots	<input type="radio"/> 1 lb bag	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
	<input type="radio"/> _____									<input type="text"/>
2. Tomatoes	<input type="radio"/> Loose	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
	<input type="radio"/> _____									<input type="text"/>
3. Sweet Peppers	<input type="radio"/> Green bell	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
	<input type="radio"/> _____									<input type="text"/>
4. Broccoli	<input type="radio"/> Bunch	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
	<input type="radio"/> _____									<input type="text"/>
5. Lettuce	<input type="radio"/> Green leaf	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
	<input type="radio"/> _____									<input type="text"/>

Research Your Community, powered by Policy Map

- This interactive map helps you understand and describe the communities in which you are working to improve access to healthy foods
- Use this tool to identify farmers' markets and food retailers in your community
- Access this tool here:
<http://healthyfoodaccess.org/get-started/research-your-community>

Research Your Community, powered by Policy Map Cont'd

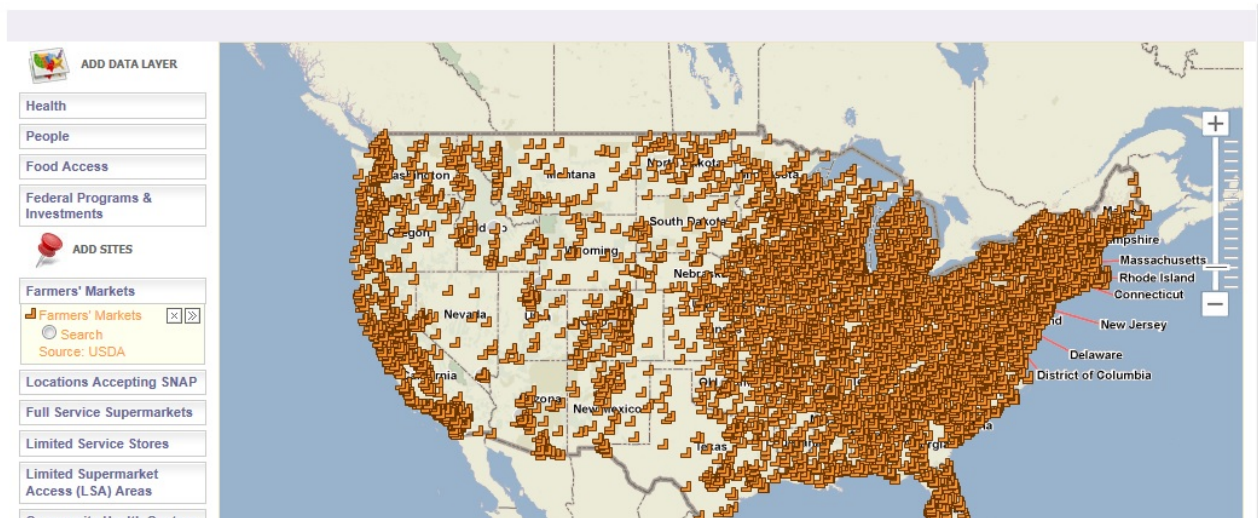
Research your Community

This interactive map helps you understand and describe the communities in which you are working to improve access to healthy foods.

View the [Research Your Community: Virtual Training](#) webinar archive for more information.

To get started, enter the name of a "State," "County/City/Town," or "ZIP Code" in the "Location" field above the map. Highlight the geography you wish to view and click "Submit". This action will display your area of interest outlined in orange and allow you to generate a report for that area. Next, select one of the options under "Add Data Layer" to the left of the map. Once a data layer is selected, you can use tool in several ways. See "How to Use the Tool" below for more information.

Location:



Optional WIC Indicators

- Select based on strategies and availability:
 - Breastfeeding rates, e.g. incidence, duration
 - % cash-value vouchers/benefits redeemed by participants in local agency and/or statewide
 - % Farmer's Market Nutrition Program coupons redeemed by participants in local agency and/or statewide
 - Predominant WIC-authorized stores used by participants
 - Predominant sources/providers of healthcare
 - % participants who don't have a healthcare provider

Optional Qualitative Measures

- Interviews with stakeholders, “Unlikely Leaders”, influential groups/individuals
- Focus Groups

Interviews

- Purpose: To obtain more in-depth input on community-related food and chronic disease issues
- Interviewees may be possible candidates for coalition
- Suggestions for **WHO** to interview:
 - Small store owner or manager
 - Farmers' market coordinator or manager
 - Food bank manager
 - School nurse and/or food service manager
 - Healthcare provider and/or hospital representative
 - Clergy
 - Large businesses/employers

Interview Questions

- Sample question about fruits/vegetables (for store owners):
 - What challenges do you face in obtaining fresh fruits and vegetables from your wholesaler/distributor?
 - Where do you store and display the fresh fruits and vegetables? Do you have adequate space and equipment?
 - What problems do you have with selling fruits and vegetables? Which sell best and which have you had to throw away due to spoilage?

Interview Questions

- Potential interview question about healthcare (for healthcare providers):
 - What barriers do low-income families face in obtaining preventive healthcare services within your network/community?
 - What ideas do you have for increasing access to healthcare for low-income families?

Focus Groups

- Requires expertise in moderating group discussions and time-intensive planning and review of information collected
- **NOT RECOMMENDED** as an optional assessment method given the short timeframe for this project, unless you have access to trained focus group staff

Community Needs Assessment

STEP 4



STEP 4. Develop action plan

- Identify gaps
- Assess internal capacity and opportunities
- Plan intervention

From Data Gathering to Planning- Key Steps

- Identifying gaps
- Building on existing efforts
- Maximizing resources through coordination
- Clarity in roles and responsibilities

From Data to Planning-Selecting Interventions

- Was initial thinking correct?
- What options are available?
- New interventions or building on existing?
- Direct intervention or reinforcement?
- Putting the puzzle together

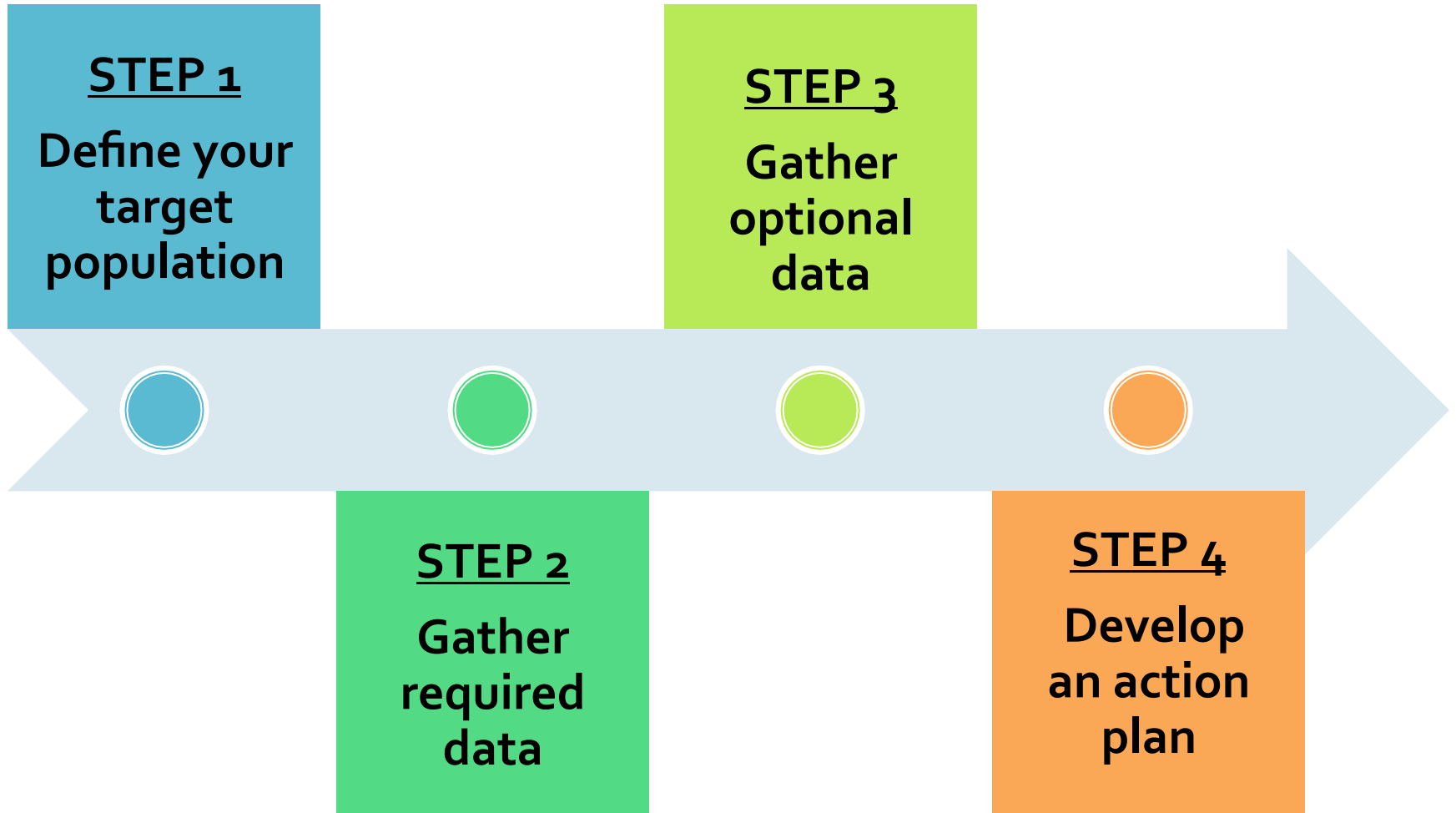
Example: Farmers Markets and the Food Environment

- Client data shows low rates of fruit and vegetable consumption in population
- Environmental data shows lack of stores selling fruits and vegetables
- Gap analysis shows that SNAP Ed is trying to encourage farmers markets in target neighborhoods
- Farmers Market Association has criteria for economic viability of markets- WIC is critical

Example: Farmers Markets and the Food Environment/Intervention

- Promote change in State policy related to allowing farmers markets to redeem WIC CVV/CVB
- Apply for WIC Farmers Market program
- Coordinate with SNAP Ed on nutrition education messaging around use of farmers markets
- Joint WIC/SNAP booth at farmers market
- Review data to ensure success

Community Needs Assessment STEPS



Questions/Discussion