

# COMMUNITY NEEDS AND RESOURCES ASSESSMENT: CHECKLIST AND SUPPORTING MATERIALS



National WIC  
Association

## Compiled by: The National WIC Association

As part of the Community Partnerships for Healthy Mothers and Children grant project, each sub-recipient agency, with the help of your local coalition, is required to conduct a community health needs assessment. This assessment will ultimately be translated into a community action plan.

NWA has created the following checklist (and supporting materials) to provide you with guidance in conducting your needs assessment. We have separated this checklist into “required” activities and “optional” activities. The deadline for the **8 required assessment activities** is May 15, 2015 (in time for NWA’s Annual Conference in Los Angeles). You may continue to work on additional/optional components after this date, but we would at least like to see your initial assessment when we meet in May.

If you already have conducted a local community needs assessment in the last 3 years that captures some or all of these indicators, please feel free to use that data (in the form of statistics and/or maps). However, for any required indicators that were not included in your assessment, please follow the instructions outlined here.

Please note that sub-recipient agencies will receive additional training on the next steps of community needs assessments (assessing the community gaps and identifying opportunities) at the NWA Annual Conference in May.

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## **Community Needs and Resources Assessment: Checklist**

### **REQUIRED:**

\_\_\_ Run a Community Health Needs Assessment (CHNA) report on Community Commons website (<http://www.communitycommons.org/>) for the county/city in which your community resides. If your geographic region is a city, please run the CHNA report at the city level. If the report is not available at the city level for your region, please run the report at the county level. **For a list of required indicators to include in the CHNA report, please see page 3.**

\_\_\_ Map certain required indicators by Census tract. **For a list of the required indicators to be measured at the Census tract level using the Community Commons map feature, see page 4.**

\_\_\_ Use data from American College of Obstetricians and Gynecologists (ACOG) to assess if there is a shortage of OB-GYNs in your community. The **Obstetrician-Gynecologist Distribution Atlas** has been shared with you. Using this resource, you can assess which category your county fits into with regard to obstetrician-gynecologist distribution: None (0 OB/GYNs per 10,000 women); minimal (0.1-1.9 OB/GYNs per 10,000 women); acceptable (2-2.4 OB/GYNs per 10,000 women), desirable (2.5-2.9 OB/GYNs per 10,000 women), or maximal (3 or more OB/GYNs per 10,000 women).

\_\_\_ Collect existing data on the WIC population served by your agency. This can be collected locally or from State Agency. **For a list of required and optional WIC indicators, please see page 5.**

\_\_\_ Short survey of WIC families or others in the community (between **4 and 7 questions**; survey at least **20 participants**). For more information on conducting surveys as well as **a list of sample survey questions, please see page 6.**

\_\_\_ Develop a list of potential partners in the local community, including their contact information. **For a list of potential partners, see page 14.**

\_\_\_ 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.

\_\_\_ Combine CHNA report, Community Commons maps, OB-GYN assessment, WIC data, WIC participant/family survey results, partner list, and assessment narrative into one PDF and submit to NWA.

### **OPTIONAL:**

\_\_\_ Conduct a more thorough environmental assessment. This may include a store inventory (of large, medium and/or small food stores), an inventory of local farmers'

markets, assessment of transportation options to healthy food retail stores and/or local healthcare facilities, etc.

\_\_\_ Conduct a more thorough assessment of the WIC population. This may include vendor redemptions (e.g., top 10 small stores used by WIC participants in your community); healthcare providers (e.g., top 5 sources of healthcare for WIC participants); etc. This will likely require a State Agency request for data.

\_\_\_ Conduct key informant interviews. This requires identifying influential individuals, community leaders, and stakeholders and developing questions to get their input. These community leaders and stakeholders may be candidates for your community coalition.

\_\_\_ Conduct focus groups. This requires expertise and logistical effort and is **not recommended** given the short timeframe for this project unless your local agency has access to trained focus group facilitators and analysts.

\_\_\_ Identify existing needs assessments for your community for additional data and perspective on community needs and resources.

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## **Supporting Materials**

### **County/City-Level Indicators to be measured using CHNA report on Community Commons**

#### ***Need Indicators***

##### *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

#### ***Resource Indicators***

##### *Healthy food resources*

- Grocery store access
- WIC-authorized food store access
- SNAP-authorized food store access

## **Census-Tract, Zip Code Tabulation Area (ZCTA), and Location-Level Indicators (to be measured using Map feature on Community Commons)**

### **Need Indicators**

#### *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
- Fast food restaurant rate
- Households receiving SNAP benefits

#### *Healthcare Needs*

- Access to pediatrics physicians (\*by county—only indicator listed here that is by county rather than tract)

### **Resource Indicators**

#### *Healthy food resources*

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

#### *Healthcare Resources*

- Number of local hospitals (by location)
- Number of FQHC's (by location)
- Number of school-based health care centers (by location)

## Local WIC Population: Need Indicators

### Required:

- Average monthly participation for the last 12 months by category (prenatal, breastfeeding, postpartum, infant, child).

### Recommended:

- Race and ethnicity of participants
- % migrant participants
- Income, e.g. below poverty level, above poverty level
- % enrolled in Medicaid, SNAP, TANF, other programs
- Predominant nutritional risks, e.g. overweight, anemia, diabetes, poor diet (for women categories and infant/child categories)

### Optional, depending on the intervention strategies that your agency is considering

- 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

## WIC Participant Surveys

Before getting started with your surveys, you may have some questions. Here are some answers to key questions you may have.

- Q. Why conduct a survey?  
A. Adds participant perspectives to the WIC indicators
- Q. What kind of data will I be collecting with this survey?  
A. Non-sensitive data; provided anonymously (no individual identifiers)
- Q. What formats could I use to conduct this survey?  
A. Paper survey at WIC site  
Interactive survey at WIC site (e.g., card sort)  
Paper survey mailed out  
Phone survey
- Q. How many people should participate in this survey?  
A. Approximately **20 participants** per WIC office
- Q. How many questions should I ask, and which ones?  
A. Ask the **4 Required Questions** (see below)  
Select **0-3 additional questions** from the Optional Questions (see below)

## Sample Survey Questions

### Required Questions:

- 1a. Where do you usually shop for your WIC foods? \_\_\_\_\_
- 1b. 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: \_\_\_\_\_
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

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:**

5. Thinking about where you shop in your neighborhood, please check **one choice** for each statement below.

a. A large selection of fresh fruits and vegetables is available in my neighborhood.

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

b. The fresh fruits and vegetables in my neighborhood are of high quality.

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

- c. A large selection of low-fat milk and cheese products is available in my neighborhood.
- Strongly agree
  - Agree
  - Neither agree nor disagree
  - Disagree
  - Strongly disagree
6. 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
7. *[Interactive question: record choices made by each participant.]*  
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 likes 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.
8. When grocery shopping, which of the following have you found useful, or would you find useful, in the store? (Check all that apply.)
- Recipe cards
  - Handouts or pamphlets containing nutrition information about foods
  - Posters or signs containing nutrition information about foods
  - Reading food labels on products
  - Food samples or cooking demonstrations
  - Store tours that provide information on healthy food choices
  - Other (write in): \_\_\_\_\_



9. **(Note: For this question, you can choose as many or as few of the answer options as you would like, depending on which strategies your agency is thinking of pursuing. Choose a selection of answer options to include in your survey that fits with your potential strategies).**

Of the following choices, which one(s) would help you and your family eat healthier? Please select all that apply.

- More healthy food (including fresh fruits and vegetables) available in stores close to where I live
- Healthy food and information about healthy eating available in schools, including healthy vending machines
- Getting meals in the summer for my school-aged children
- Bringing more farmers' markets closer to where I live
- Having the farmers' markets near where I live open during hours that are convenient for me.
- Getting the farmers' markets nearby where I live to accept WIC vouchers
- Getting the farmers' markets nearby where I live to accept SNAP/EBT
- Improving my transportation options for getting to stores that sell healthy foods
- Menu labeling in restaurants where I go out to eat, so that I know which foods are healthy and which foods aren't

10. Check the items below that are **most important** to you in making a choice to shop at a farmers market.

- Farmers market is located close to where I live
- Lower prices for fruits and vegetables than in grocery stores
- Greater variety of fruits and vegetables than in grocery stores
- Better quality fruits and vegetables than in grocery stores
- Variety of payment options such as SNAP [insert name of SNAP card] and WIC
- Farmers market open on weekends
- Farmers market open in the evening
- Free samples of fruits and vegetables
- Demonstrations of preparing fruits and vegetables
- Other (write in): \_\_\_\_\_

11. Please indicate if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat, or strongly disagree with this statement: "There are culturally-appropriate foods available at the store(s) where I use my WIC checks." (check one response)

- Strongly agree

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

12. Thinking about the doctor/healthcare provider you see most often, please check **one response** for each question below.

- a. Does the doctor/healthcare provider treat you with courtesy and respect?
  - Never
  - Sometimes
  - Usually
  - Always
- b. Does the doctor/healthcare provider listen to your concerns?
  - Never
  - Sometimes
  - Usually
  - Always
- c. Does the doctor/healthcare provider explain things in a way you can understand?
  - Never
  - Sometimes
  - Usually
  - Always
- d. Does your doctor/healthcare provider talk to you about what you need to do to get or stay healthy?
  - Never
  - Sometimes
  - Usually
  - Always

13. For mothers who currently breastfeed or breastfed in the past: What sources do you (or did you) rely on for support when it comes (came) to breastfeeding? Please check all that apply.

- My child's pediatrician
- My OB/GYN
- My nurse(s)
- My family
- My friends
- My spouse/partner
- Breastfeeding peer counselor (i.e., breastfeeding mom that has been trained to support another breastfeeding mom)
- Lactation consultant (i.e., health professional that specializes in breastfeeding)

- Peers in a breastfeeding support group or class
- Social media
- Other (please specify) \_\_\_\_\_
- I don't (didn't) have anyone to rely on for support with breastfeeding

14. Where **do (or did)** you go for information about breastfeeding, infant and/or child nutrition? Please check all that apply per column.

	Breastfeeding (if applicable)	Infant nutrition	Child nutrition (if applicable)
My child's pediatrician			
My OB/GYN			
My family			
My friends			
The library			
The internet			
Social media			
Food and nutrition organizations			
Dietitian			
Nutritionist			
Lactation consultant (i.e., health professional that specializes in breastfeeding)			
Breastfeeding peer counselor (i.e., breastfeeding mom that has been trained to support another breastfeeding mom)			
Peers in a breastfeeding support group or class			
Other (please specify)			

15. How often has your child's pediatrician talked to you about...? Please check one box for each topic.

a. Breastfeeding information

- At every visit
- At most visits
- At some visits
- At one visit
- Never
- Not applicable

b. Breastfeeding support services (e.g., breastfeeding peer counselor)

- At every visit

- At most visits
  - At some visits
  - At one visit
  - Never
  - Not applicable
- c. Infant nutrition information
- At every visit
  - At most visits
  - At some visits
  - At one visit
  - Never
  - Not applicable
- d. Child nutrition information
- At every visit
  - At most visits
  - At some visits
  - At one visit
  - Never
  - Not applicable
- e. Nutrition support services for my infant or child (e.g., classes, support groups)
- At every visit
  - At most visits
  - At some visits
  - At one visit
  - Never
  - Not applicable

16. How often has your OB/GYN talked to you about...?

- a. Breastfeeding information
- At every visit
  - At most visits
  - At some visits
  - At one visit
  - Never
  - Not applicable
- b. Breastfeeding support services (e.g., breastfeeding peer counselor)
- At every visit
  - At most visits
  - At some visits
  - At one visit
  - Never
  - Not applicable
- c. Infant nutrition information
- At every visit
  - At most visits
  - At some visits

- At one visit
- Never
- Not applicable
- d. Child nutrition information
  - At every visit
  - At most visits
  - At some visits
  - At one visit
  - Never
  - Not applicable
- e. Nutrition support services for my infant or child (e.g., classes, support groups)
  - At every visit
  - At most visits
  - At some visits
  - At one visit
  - Never
  - Not applicable
- f. Nutrition support services for myself (e.g., classes, support groups)
  - i. At every visit
  - ii. At most visits
  - iii. At some visits
  - iv. At one visit
  - v. Never
  - vi. Not applicable

17. At your job, which of the following do you use or would you use if available?

(Check all that apply.)

- Health screenings (blood pressure, weight, cholesterol, diabetes, etc.)
- Healthy vending machine options (granola bars, nuts, baked crackers, dried fruit, bottled water, etc.)
- Worksite wellness campaigns (programs focusing on weight loss, lowering cholesterol, stress management, smoking cessation, etc.)
- Cooking demonstrations or classes
- Group health activities (walking, exercise, healthy potlucks, etc.)
- Presentations on health and nutrition topics at staff meetings
- Worksite newsletters, pamphlets, bulletin boards, or emails with health and nutrition information
- Breastfeeding support (time during day and space at worksite to pump breastmilk or breastfeed)
- Other (write in): \_\_\_\_\_

## Partner Resources

Create a list of these potential partners along with contact information (email, phone number, address) for each one. Please also include a brief 1-2 sentence description on the value of the partner in the community/how the partner could add value to the project (space, time, human capital, capital, expertise, perspective.) For example, a Cooperative Extension Office may have Nutrition Educators who may be able to help promote a new farmers' market with their classes. Please note that sub-recipient agencies will receive additional training on assessing the community gaps and opportunities at the NWA Annual Conference. This section of the needs/resource assessment requirements is intended to begin some of that thinking as you develop and strengthen your coalitions.

- Local Cooperative Extension office
- Local Health Department
- List of other local healthcare organizations
- List of local and state insurers
- List of local public health organizations
- List of local nutrition/anti-hunger organizations
- List of local faith-based organizations
- List of community development, revitalization, and redevelopment agencies and organizations
- List of food banks
- List of housing agencies
- List of local farmers and regional food distributors
- List of food retailers and vendors
- List of social service agencies
- List of zoning and planning organizations (if any)
- List of philanthropy organizations
- List of public school administrators and/or other relevant school staff
- List of local legislators and officials