DPH
Georgia Department of Public Health

Chronic Disease University

Community Health Needs Assessment:
What it is and why it's important

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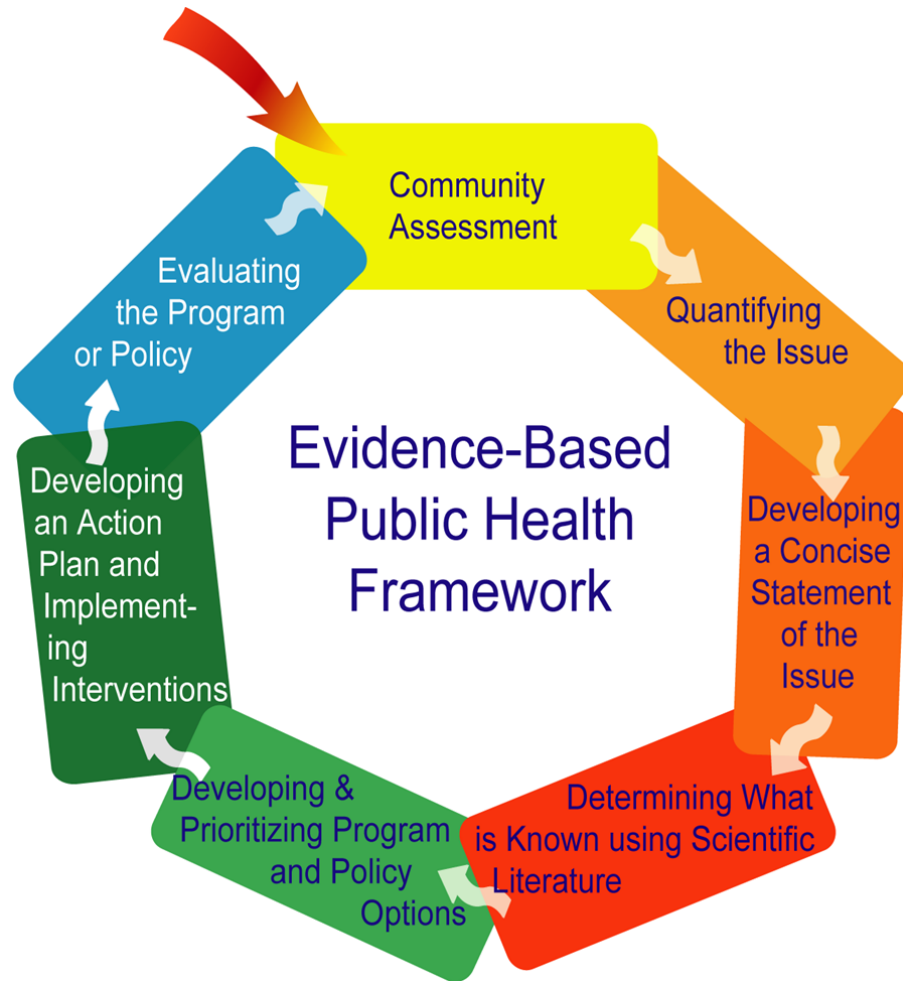
Learning Objectives

At the end of this session, participants should be able to—

1. Describe the rationale for and purpose of a community health needs assessment (CHNA);

2. Discuss the role of CHNA in public health practice;

3. Describe the phases of a CHNA; and,

4. Locate resources and information that can inform the CHNA process.

What is a CHNA?

- A systematic way of identifying needs and resources by
  - Gathering statistical data
  - Soliciting perspectives from community members
  - Collecting information about community resources
- Both a product (baseline data that can be used to track changes) and
- A process (in which community members/ partners get invested in planning change)

How do CHNAs fit in with public health?

Brownson RC, Fielding JE, Maylahn CM. Evidence-based public health: a fundamental concept for public health practice. Annu. Rev. Public Health. 2009;30175–201.

Purposes

- Identify needs of target population
- Identify additional resources and assets
- Identify organizations that may help meet needs or provide resources
- Establish program priorities, goals, and objectives
- Provide baseline for an evaluation
- Provide a systematic basis for which organizational decisions are made
- Create awareness of a community concern or problem
- Serve as a public relations tool
- Public health department accreditation requirement
- ACA requirement for hospitals

What do we learn?

- The main health concerns in the community

- The main reasons for these health concerns

- The strengths/assets in the community

- Where we might want to intervene to create change

Overarching questions in a CHNA

- What is important to our community?
- How is quality of life perceived in our community?
- What assets do we have that can be used to improve community health?
- What are the components, activities, competencies, and capacities of our local public health system and its partners?
- What does the health status of our community look like?
- What is occurring or might occur that affects the health of our community or the local public health system?
- What policies and environmental characteristics support or hinder our goal of improving health?

Phases of CHNA

Assessment Planning → Data Collection and Analysis → Program Action Planning

Phase 1: Assessment Planning

- Determine purpose and objectives
- Define the target population or community
- Identify major need areas and issues
- Identify existing information regarding need areas and community
- Involve the stakeholders
- Develop a project management plan (PERT or Gantt chart)

Gantt Chart

	Official Due Date	Person Responsible	Status	Week #1 (2/7)	Week #2 (2/14)	Week #3 (2/21)	Week #4 (2/28)	Week #5 (3/7)	Week #6 3/14)
		Charlotte							
		Melissa							
		Monique							
Introduction and Background									
··Introduction/Purpose	21-Mar	Melissa	Completed						
··Background and History	21-Mar	Melissa	Completed						
··Literature Review	21-Mar	Charlotte	Completed						
Definition of Community	21-Mar	Monique	Completed						
Geographic Maps/Organizational Chart	21-Mar	Monique	Completed						
Community Analysis									
Introduction	21-Mar	Monique	Completed						
Community Profile	21-Mar	Monique	Completed						
Community Resources and Assets	21-Mar	Melissa	Completed						
Windshield Survey	21-Mar	Charlotte	Completed						

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Phase 2: Assessment

- Finalize context, scope, and boundaries
- Gather data

    -Review existing (secondary) data

    -Collect new (primary) data-may be qualitative or quantitative

- Analyze and synthesize data
- Set preliminary priorities or needs

Gathering Data:
Reviewing Existing/Secondary Data Sources

- Morbidity/mortality data
- Risk factor/behavior data
- Epidemiological studies/scientific literature
- Public or institutional records (hospital records, housing records, policies and their enforcement, etc)
- Social indicators

Gathering Data: Secondary Data Sources

County Health Rankings

- County/state health outcomes (morbidity, mortality) and health factors (health behaviors, clinical care, social and economic factors, physical environment)

State Health Facts

- Includes information on: demographics, health care, and health policy topics (health coverage and uninsured) by state

BRFSS

- CDC's Behavioral Risk Factor Surveillance System collects information on health-related risk behaviors, chronic health conditions, and use of preventive services

OASIS

- DPH's Online Analytical Statistical Information System

ONLINE ANALYTICAL STATISTICAL INFORMATION SYSTEM

OASIS

Web-Based Tools for Public Health and Public Policy Data Analysis

Accessing the Georgia Department of Public Health's Data Warehouse

Creates Tables, Maps or Charts of Health Data by selecting a topic below.

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Mortality/Morbidity

Mortality	Sexually Transmitted Disease
Hospital Discharge	Arboviral
Emergency Room Visits	Ambulatory Care Sensitive Conditions

Maternal/Child Health (MCH)

Births	Pregnancies
Fetal Deaths	Maternal Deaths
Induced Terminations	Popular Baby Names

Infant Mortality

Infant Mortality	Perinatal Periods of Risk (PPOR)

Population Characteristics

County Data	Demographic Clusters

Dashboards

Community Health Needs Assessment Dashboard

Behavioral Surveys

Youth Risk Behavior Survey	Behavioral Risk Factor Survey

Latest Updates

What Can OASIS Do For You?

Additional Resources

Did You Know?

Pregnancy

A pregnancy is a human conception that results in a live birth, fetal death or an induced termination of pregnancy. The total number of conceptions that result in one or more live births, fetal deaths (of all gestational ages), or induced terminations of pregnancy are used to sum the total number of pregnancies. Therefore, Ectopic and Molar pregnancies are not included, and conceptions that result in multiple births (twins, triplets, etc.) are counted as one pregnancy.

Collecting new (primary) data

- Surveys
- Individual or group inquiry
    - -Focus groups
    - -Community forums/listening sessions
    - -Interviews
- Observations
    - -General field notes
    - -Windshield surveys
    - -Videotapes, photographs, photovoice

Phase 3: Post-assessment

- Set priorities on needs
- Consider range of solutions
- Develop action plan to implement solutions
- Evaluate the CHNA
- Communicate results

Developing the Action Plan

- Cancer Institute's Research-Tested Intervention Programs
- CDC
- Community Guide
- Community Tool Box
- Intervention Mapping
- National Prevention Strategy
- The Center for Training and Research Translation

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CHNA Major Assessment Models and Approaches

- MAPP: Mobilizing for Action through Planning and Partnerships

- CHANGE tool: Community Health Assessment aNd Group Evaluation

- Health Impact Assessment

- PhotoVoice

- Rapid Needs Assessment

- PRECEDE-PROCEED

References

1. McQueen KM, et al. Am J Public Health. 2001 December; 91(12): 1929-1938.
2. Brownson RC, Fielding JE, Maylahn CM. Evidence-based public health: a fundamental concept for public health practice. Annu. Rev. Public Health. 2009;30175–201.
3. Escoffery, Cam. "Community Health Assessment." Rollins School of Public Health, Spring 2008. Powerpoint.
4. Evidence-based public health: A course in chronic disease prevention. Washington University. Chronic Disease Prevention staff can access on the shared drive under Training

Questions and Discussion

- What questions or points would you like to share from your experiences conducting CHNAs?

- How can the Chronic Disease Prevention Section and DPH help support your assessments?

- Did we meet our learning objectives for this session?

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THANK YOU!

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