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?

Evidence-Based Public Health Framework

- Community Assessment
- Quantifying the Issue
- Developing a Concise Statement of the Issue
- Determining What is Known using Scientific Literature
- Developing & Prioritizing Program and Policy Options
- Developing an Action Plan and Implementing Interventions
- Evaluating the Program or Policy

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

1. Assessment Planning
2. Data Collection and Analysis
3. 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

<table>
<thead>
<tr>
<th>Official Due Date</th>
<th>Person Responsible</th>
<th>Status</th>
<th>Week #1 (2/7)</th>
<th>Week #2 (2/14)</th>
<th>Week #3 (2/21)</th>
<th>Week #4 (2/28)</th>
<th>Week #5 (3/7)</th>
<th>Week #6 (3/14)</th>
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<tbody>
<tr>
<td><strong>Introduction and Background</strong></td>
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<tr>
<td><strong>Introduction/Purpose</strong></td>
<td>21-Mar</td>
<td>Melissa</td>
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<td><strong>Background and History</strong></td>
<td>21-Mar</td>
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<td>Charlotte</td>
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<td><strong>Definition of Community</strong></td>
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<td><strong>Geographic Maps/Organizational Chart</strong></td>
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<td><strong>Community Analysis</strong></td>
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<td>Community Resources and Assets</td>
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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

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

Accessing the Georgia Department of Public Health’s Data Warehouse

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**Mortality/Morbidity**

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<thead>
<tr>
<th>Mortality</th>
<th>Sexually Transmitted Disease</th>
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<tr>
<td>Hospital Discharge</td>
<td>Arboviral</td>
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<td>Emergency Room Visits</td>
<td>Ambulatory Care Sensitive Conditions</td>
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**Maternal/Child Health (MCH)**

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<th>Births</th>
<th>Pregnancies</th>
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<td>Fetal Deaths</td>
<td>Maternal Deaths</td>
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<td>Induced Terminations</td>
<td>Popular Baby Names</td>
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**Infant Mortality**

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<th>Infant Mortality</th>
<th>Perinatal Periods of Risk (PPOR)</th>
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**Population Characteristics**

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<th>County Data</th>
<th>Demographic Clusters</th>
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**Dashboards**

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<th>Community Health Needs Assessment Dashboard</th>
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**Behavioral Surveys**

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<th>Youth Risk Behavior Survey</th>
<th>Behavioral Risk Factor Survey</th>
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**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
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


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

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