CaNvPHTC
CALIFORNIA-NEVADA
Public Health Training Center

Program Planning
Module 2: Needs and Assets

Presented by:

The California-Nevada
Public Health Training Center

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Introduction

- This module is intended to identify

  – Purpose of a needs assessment

  – Data collection methods

  – Assessment process

Why Do a Needs Assessment?

Keeps programs on track

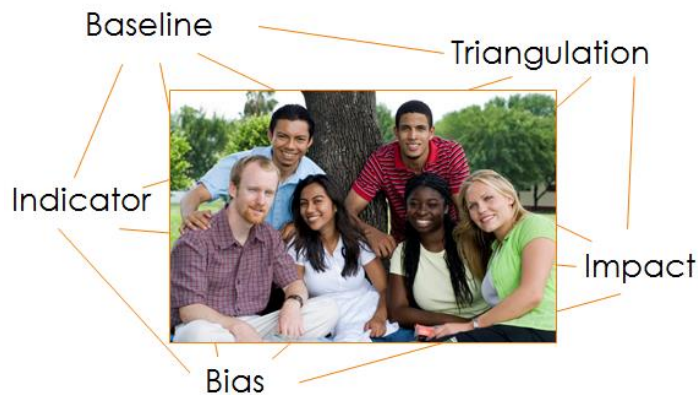Starting point for programs

Assessment Key Terms

What is a need?

- "The **difference** between the present situation and a more desirable one."
  - Change a negative situation
  - Enhance a positive situation

Gilmore & Campbell, 2005

Assessment Key Terms

Baseline
Triangulation
Indicator
Impact
Bias

What to Expect

- Planned process
- Reported needs of individual or group
- Understand the "issues, resources, and constraints of the priority population"

Gilmore & Campbell, 2005
Anspaugh et al., 2000

Types of Data

- **Quantitative**
  - Death rates
  - School ranking
  - Clinical data

- **Qualitative**
  - Perceptions, opinions, contributing factors
  - Leads to potential solutions or interventions

Sources of Data

- **Primary**
  - Data you collect yourself
  - Reflects needs of priority population
  - Takes time and money
- **Secondary**
  - Data collected by someone else
  - No specific links to the subjects/participants
  - Quick and inexpensive

Collecting Methods

- **Secondary**
  - Literature Review
    - Peer reviewed journals
    - News and magazine articles
  - Government publications
    - US Bureau of Census
    - Centers for Disease Control and Prevention (CDC)
    - Environmental Protection Agency (EPA)
  - Non-governmental organization reports

Conducting a Lit Review

- Search engines

- Key terms/authors

- Best practices

Collecting Methods

- **Primary**
  - Clinical measurement
  - Surveys
  - Interviews
  - Focus groups
  - Windshield surveys and observations

Surveys

- Methods
  - Single-step (cross-sectional)
  - Multi-step (Delphi technique)
- Format
  - Mail
  - Online
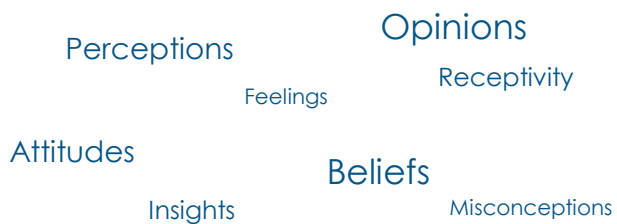 - Phone
  - Face to face

Interviews

- Scripted
- Open-ended questions
- Deeper understanding of the issues
- Interview bias

Focus Groups

- 8 to 12 people
- Moderated discussion

Opinions

Perceptions

Feelings

Receptivity

Attitudes

Beliefs

Insights

Misconceptions

Windshield Survey

- Unobtrusive observation

- Location

- Time

- Observer bias

Assessment Process

Conducting an Assessment

- Purpose and scope
- Develop budget
- Draft assessment
- Pilot test/revise
- Gather data
- Analyze data

Purpose and Scope

- What do you need to know?
  - Knowledge
  - Attitude
  - Behavior
  - Environment
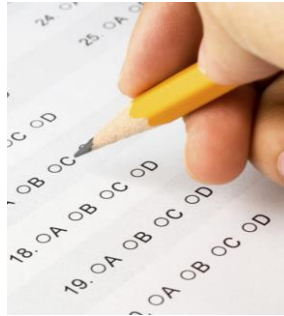- Do you need Institutional Review Board (IRB) approval?

Assessment Budget

Draft Assessments

- Assessment plan
- Questions
- Selection criteria
- Instructions/ guidelines
- Coding/analysis

Gather Data

- Recruit
- Monitor
- Cut-off points

Analyze Data

- What do the indicators say?
- What does triangulation show us?
- What is the most pressing need?

+2.688
+5.000
+1.500
+1.125
+1.062

Identify

- Identify
  - Prioritized needs
  - Associated factors
  - Priority population

Next Steps

- Behavior change theories
- Program planning models