

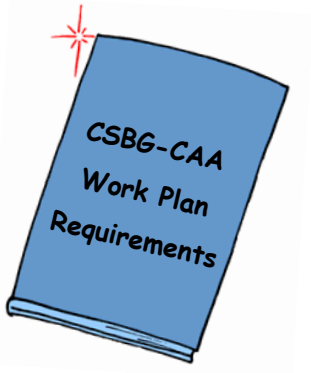
Community Needs Assessment

Dr. Charlotte Hendricks, President
Healthy Childcare Consultants, Inc.

Based on workshop
presented May 14, 2008
during the

Community Action Association of Alabama
2008 National Community Action Month
Victory Conference

Wynfrey Hotel
Birmingham, AL



Purpose

The purpose of a CNA is to show how the agency identified the needs of families and individuals in the agency's service delivery area.

Why do a CNA?

- Required by CSBG, Performance Standards, or other regulating agencies.
- Identify needs or specific target population.
- Identify new services needed.
- Determine effectiveness of existing services.
- Determine effectiveness of services provided by other agencies and enhance collaboration.
- Use data when applying for grants.

**CNA must be accurate and
comprehensive**

**Statistics don't lie,
but statisticians do....**

For example..... (see next slide)

Statement of Public Transportation in “Community XYZ”

Population: 35,000 and growing

Businesses: Factories, agriculture,
small businesses

Schools: County and city school
systems; 2 private school systems

Public Transportation: **YES....**



**....Reality: There are school buses and
some churches have buses.**

Identify your “community”

Geographic area

- County or multi-county
- Metropolitan, urban, rural
- Individual towns or cities

Target population (examples)

- Head Start: Eligible families with young children
- Elderly
- Disabled
- Homeless or others who are poor

CNA must be accurate and comprehensive

- Be aware of why you are doing the CNA.
- Will you use the information to help assure effective service?
- Is there political pressure to highlight or downplay specific community issues?

Use focus groups to determine what you need to know.

Focus groups should include:

- Agency Director
- Agency data manager
- Management representative from each program or service
- Individual(s) who will complete the CNA (in-house or contractual)

Focus groups may also include:

- Staff familiar with specific requirements for CAN, including Head Start, CSGB, etc.
- Staff representing each program and service offered.
- Representatives from other community agencies.
- Clients and community residents representing target populations.
- Members of Advisory Committees

Purpose of initial meeting with focus group is to identify:

- Questions to be answered and information needed.
- Sources of local information, including type of data and how, when, and how much to collect (Agency reports, health department, community survey).
- Sources of internet information.
- Components of the written plan.

Written Plan

Specifies:

- Individual(s) primarily responsible for completion of the entire CNA process.
- Type of data to be collected.
- Individual(s) responsible for specific processes, including contractual work.
- Timeline.

What to Include in CNA

Develop a basic outline or table of contents based on:

- Requirements by Head Start, grants, or other standards
- Focus group recommendations
- Comparison to other published CNAs

Section 1

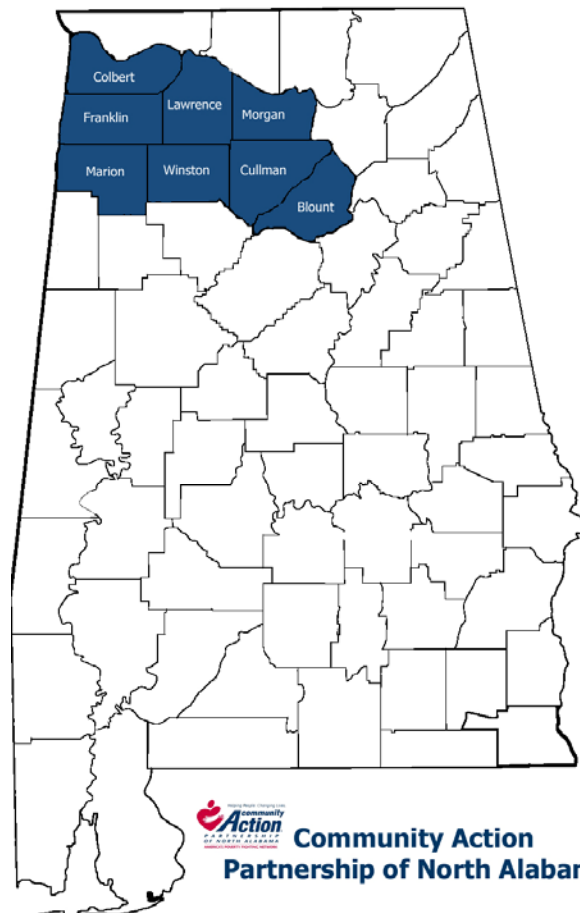
Geography of the Area

Geographic area

Transportation

Government and law

County descriptions



Section 2

Demographic Make-up

- Total Population
- Population by Race and Ethnicity
- Population by Gender
- Population by Age
- Population by Poverty Level Status
- Population Data Related to Income
- Employment
- Housing

Section 3

Education, Health, Nutrition, and Social Service Needs

Education Needs

- Enrollment, Education Indicators

Health Needs

- Infant Health, Child Health, Child Immunization
- Adult Health
- Availability of Health Care Services and Insurance
- Communicable Diseases



Section 3

Education, Health, Nutrition, and Social Service Needs

- Dental Health
- Disabilities
- Nutrition
- Employment Needs
- Housing
- Communication
- Transportation



Section 4

Resources in the Community Offering Services

- Health and Medical Services
- Mental Health Services
- Food And Nutrition Services
- Dental Services
- Disabilities
- Childcare and Education
- Adult Learning



Section 4

Resources in the Community Offering Services

- Employment
- Housing
- Utilities

- Emergency Clothing, Shelter, and Other Basic Needs
- Family Assistance
- Family Counseling and Protective Services
- Emergency Services

- Legal Services
- Tax Services
- Alcoholism and Drug Abuse Services

Section 5

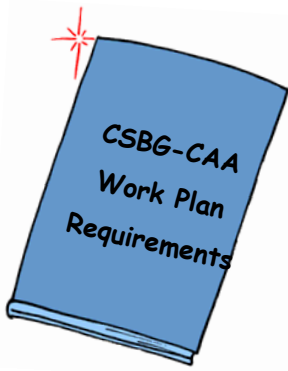
Head Start – Early Head Start

- Need for ECE program
- Calculating the number of eligible children
- Description of Agency Head Start-
Early Head Start Program
- Other programs serving eligible
children and families



Getting Started

Data Collection



CAA Work Plan Outline

The CNA must show how the agency identified needs of families and individuals in the service delivery area.

A primary source for determining needs should be information provided by low-income persons. This can be accomplished through a community survey process.

The Survey Questionnaire:

- Must reflect the purpose of CNA and asks information that correlates to the data analysis.
- Should be visually appealing and easy to read (4th grade reading level).
- Should be formatted for easy data entry (work with computer analyst).

Jefferson County Committee for Economic Opportunity 2008 Community Survey



Your opinion is important to us. Please take a few minutes to complete both sides of this survey. Thanks!

How long have you lived in Jefferson County? _____ years

Of this list, which 8 issues concern you most in your neighborhood or community?

- _____ Need more job training
- _____ Not enough jobs
- _____ Adult education
- _____ Schools and education for children
- _____ Safety in schools

- _____ Condition of school buildings & facilities
- _____ Illiteracy
- _____ Language barriers (non-English speaking)
- _____ Money management
- _____ Need affordable housing

- _____ Lack of shelter for homeless families
- _____ Food for low-income people
- _____ Food for the elderly
- _____ Available health care
- _____ Emergency services (police, fire, paramedics)

- _____ Available mental health care
- _____ Services for disabled children and families
- _____ Lack of transportation
- _____ Roads and street repair
- _____ Cost of utilities (gas, electricity, water)

- _____ Lack of quality child care
- _____ Access to library, bookmobile, etc.
- _____ Teen pregnancy
- _____ Teenage delinquency
- _____ Crime, violence, and drug abuse

- _____ Child abuse and neglect
- _____ Vacant buildings and run-down houses
- _____ Other: _____

Of this list, which 6 issues are the most pressing for your family?

- _____ Job training
- _____ Employment
- _____ Educational services for children (tutoring, testing, etc.)
- _____ Education for adults (GED, etc.)
- _____ Lack of books or reading materials in the home

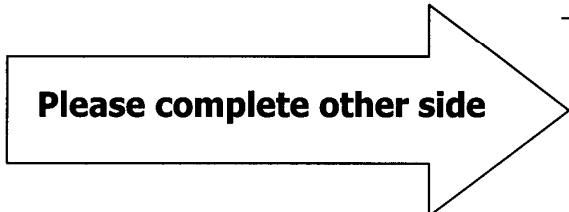
- _____ Paying necessary bills (gas, water, rent, phone, etc.)
- _____ Managing finances
- _____ Tax return preparation and filing
- _____ Affordable housing
- _____ Housing maintenance and repair

- _____ Food
- _____ Transportation and fuel costs
- _____ Available telephone or cell phone
- _____ Getting help for personal needs
- _____ Personal safety

- _____ Child care for infants, toddlers, preschoolers
- _____ After school care for school-age children
- _____ Summer care for school-age children
- _____ In home care for disabled adult
- _____ Services for child with disability

- _____ Substance abuse
- _____ Getting health and medical care
- _____ Affordable health insurance
- _____ Paying for prescribed drugs
- _____ Getting dental care
- _____ Getting mental health services

- _____ Other: _____



What is your age?

18-25 26-35 36-45
 46-55 56-65 66+

What is your gender?

Female Male

What is your ethnic group? Check one.

White/Caucasian
 African-American/Black
 Hispanic/Latino
 American Indian
 Asian
 Multi-racial
 Other: _____

What is the highest level of education you completed? Check one.

Did not graduate from High School (11th grade or less)
 Graduated from High School or earned GED.
 Attended 1-2 years college or technical school
 Graduated with Associate's degree or two-year certificate
 Graduated with technical degree or certificate
 Attended 3-4 years college or technical school
 Graduated with Bachelor's degree
 Graduated with Master's degree or higher



JCCCO

Thank you for your time.

What is your employment status? Check one.

Full-time employed
 Part-time employed
 Seasonal work
 Self-employed
 Unemployed - student
 Unemployed - SSI / Disability
 Unemployed by choice (homemaker, etc.)
 Unemployed - cannot find job
 Retired
 Volunteer (where?) _____
 Other: _____

Do you have health insurance? Check one.

Yes – but only for myself
 Yes – but only for my children
 Yes – for my entire family
 No – I do not have health insurance

Are you the head of your household?

Yes No

Do you own or rent your home?

Own Rent
 Other (explain): _____

How many adults, counting yourself, live in your household? _____

How many children (ages birth-17) live in your household? _____

Is anyone in your household disabled?

Yes No
If yes, how old are they? _____

What is your Zip Code? _____

Is there a working computer in your home?

Yes No

Do you have internet access (either at home or at work)?

Yes No

If you have internet access at home, what type of connection do you have?

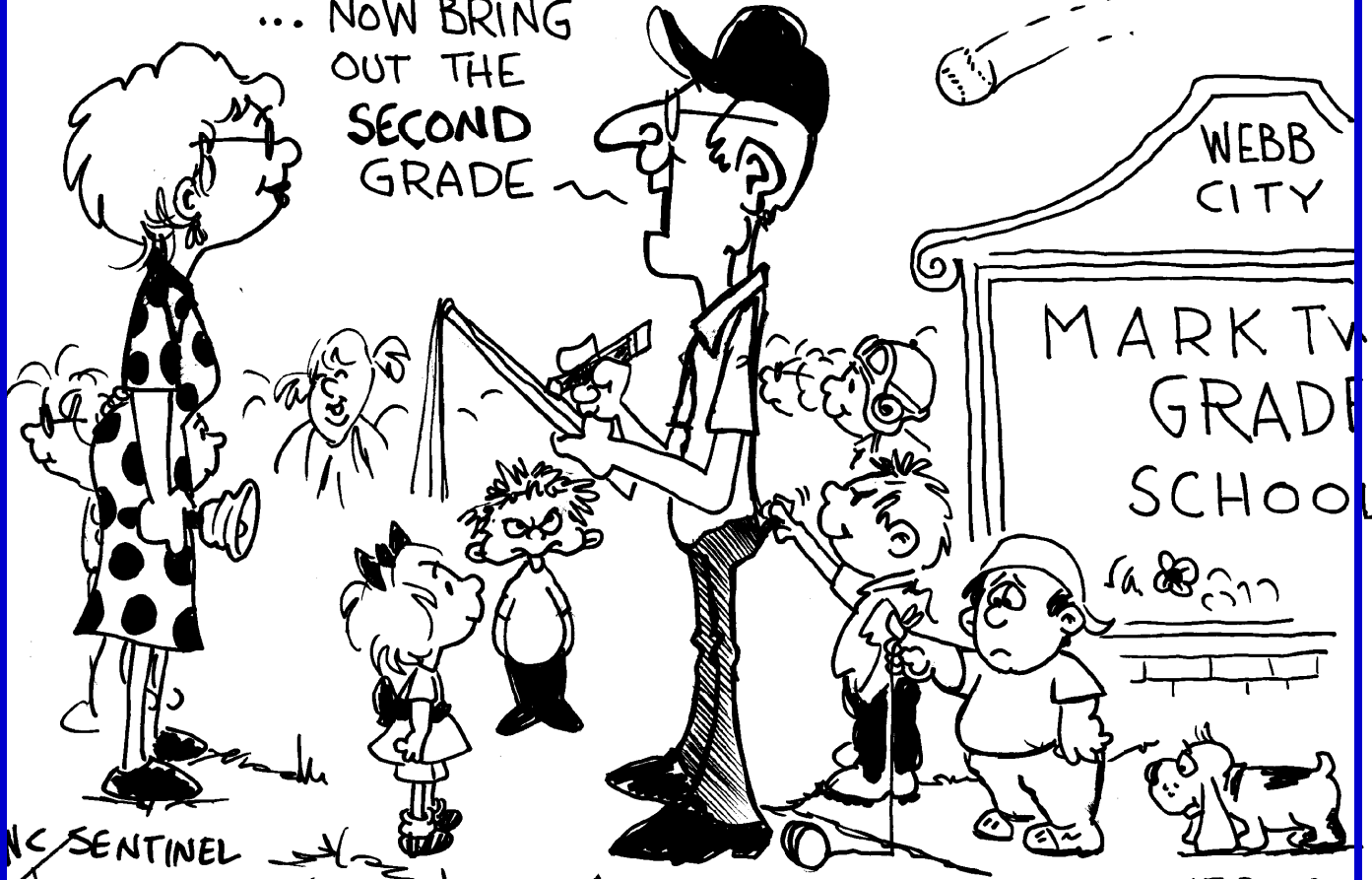
Dialup DSL Cable Satellite

Community Survey

- Respondents must be representative of the entire community or service area.
- Respondents must represent the target population.
- Determine how many survey responses are required (percentage of population, grant requirements)?
- Decide how to effectively collect data (HS screening, parent meetings, churches, civic groups, community services offices)?

SO FAR THIS RANDOM SAMPLING SURVEY OF WEBB CITY RESIDENTS HAS BEEN 100% IN FAVOR OF A MUNICIPAL SWIMMING POOL

... NOW BRING OUT THE SECOND GRADE



NC SENTINEL

DIDJA EVER NOTICE? SURVEYS WILL SUPPORT THE POSITION OF THOSE PAYING FOR THE SURVEY

Community Survey: Data entry and analysis

- Who will complete data entry?
- What data analysis is appropriate?
- How will you integrate the survey responses with other research and data reports?

Community Survey:

The CNA report should include:

- Methods used to gather information.
- Total number of questionnaires distributed and returned, by county.
- Sources used for the distribution.
- Areas surveyed.
- Persons or organizations that assisted in conducting the survey.
- Copy of the survey instrument.

**Identify sources of
information to answer
questions**

Sources of Data - Agency

- Head Start PIR
- Parent Resource Directory
- 211 reports
- Previous Community Assessment reports
- Services provided by Agency

Sources of Data - Local

Health Department

- Morbidity and mortality rates
- Immunization rates
- WIC data
- Food Stamps
- Pregnancy rates

Sources of Data - Alabama

- Cooperative Extension Service
- Criminal Justice Information Center
- Department of Agriculture and Industries
- Department of Economic and Community Affairs
- Department of Education
- Department of Human Resources
- Department of Industrial Relations
- Department of Public Health
- Government Services
- Medicare
- State Data Center
- Voices for Alabama's Children

Sources of Data – U.S.

- American Fact Finder
- Bureau of Labor Statistics
- Center for Demographic Research
- Centers for Disease Control and Prevention
- City profiles
- City-data
- Corporation for Enterprise Development
- Economic Policy Institute
- Federal Statistics
- National Association of Counties
- National Center for Education Statistics
- National Center for Health Statistics
- U.S. Census data
- Veteran's Administration

Sources of Data – Population Specific

- Administration for Children and Families
- America's Second Harvest
- Annie Casey Foundation - Kids Count
- Center on Hunger
- Economic Policy Institute
- Medicaid
- National Association of CCR&R's
- Office of Juvenile Justice
- Pew Hispanic Center
- SchoolMatters.com
- State Health Access Data Assistance Center
- U. S. Dept of Housing and Urban Development
- U.S. Department of Health & Human Services
- United Health Foundation

Sources of Data - other

- Telephone book
- Personal contacts & colleagues
- List of services provided by other agencies

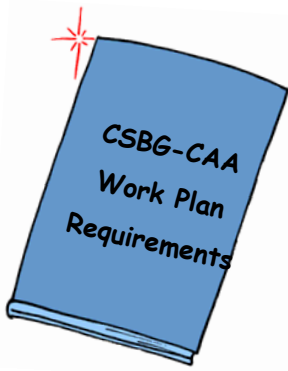
Data Collection

- Is the data valid (true)?
- Is the data current?
- Is the data reliable (consistent)?
- Does the data answer your questions?

Data Problems

- Conflicting data –
Which source to believe
- Old data –
Last census was 2000
- Population shifts
- Missing information –
Data is not always available on
small communities or rural
populations

Writing the Report



CAA Work Plan Outline

The CNA must include a summary of the critical and major community needs.

Analysis should provide an explanation of the factors that cause the needs to exist.

Content Presentation

- Organize report into sections that can stand alone if needed for specific grants or programs.
- Use headings and subheadings.
- Highlight findings. Information should be presented by individual county, as well as grouped as appropriate
- Content should be organized and well-written.

Visual Presentation

- Charts and tables
- Maps

Graphics immediately follow content in text and serve to facilitate comprehension.

Graphics should be self-explanatory.

Schedule the CNA

CSBG requires a full CNA due every two years. Head Start requires a full CNA every three years, and annual updates.

- Full CNAs should include recent census updates, health statistics, etc.
- Annual updates may include community surveys and reports of significant changes in population and/or services.

Timeline for the CNA

- Stay on schedule. Publish the CNA the same month each year.
- Collect community survey data throughout the year. Update the questionnaire annually.
- Follow a timeline that allows sufficient time for data collection, analysis, and reporting.

Timeline for CNA completion

- 4-6 weeks for data collection.
- 3-4 weeks for data entry and analysis.
- 4-6 weeks for writing, review, revision.

Consider:

- When data is released by the US Census
- When Agency data is available
- How & when survey data will be collected
- When and who will enter & analyze data



Using the CNA Report

The Focus group, including CNA staff, should meet to identify needs, discuss highlights, and:

- Rank need in order of importance
- Establish goals and outcome measures
- Identify Agency services to meet the identified needs
- Identify other community resources to meet identified needs, and establish formal agreements, referrals, etc.

Who will coordinate the CNA?

Qualifications:

- Time to devote to the process
- Research background (i.e., know what questions need answers, and how to find those answers)
- Statistical interpretation skills
- Communication skills (verbal and written)
- Computer expertise
- Familiarity with the Agency and requirements of CNA.

Contractual Work

Contract should:

- Be in agreement with the written plan
- Specify responsibilities of the consultant
- Specify minimum/maximum amount of data collection (i.e., surveys, data sources, populations)
- Timeline and payment schedule
- Arrangements for changes to timeline or specific requirements