

**IOWA**

Institute of Public Health  
Research and Policy

# Community Engagement

A data collection training

1st session: Thursday Jan 12, 2023 1-2pm

2nd session: Thursday Jan 26, 2023 1-2pm



# Your Training Team!



**Anjali Deshpande, PhD, MPH, Clinical Associate Professor, University of Iowa, College of Public Health**



**Vickie Miene, MS, MA, LMHC, Interim Director, Iowa Institute of Public Health Research and Policy**

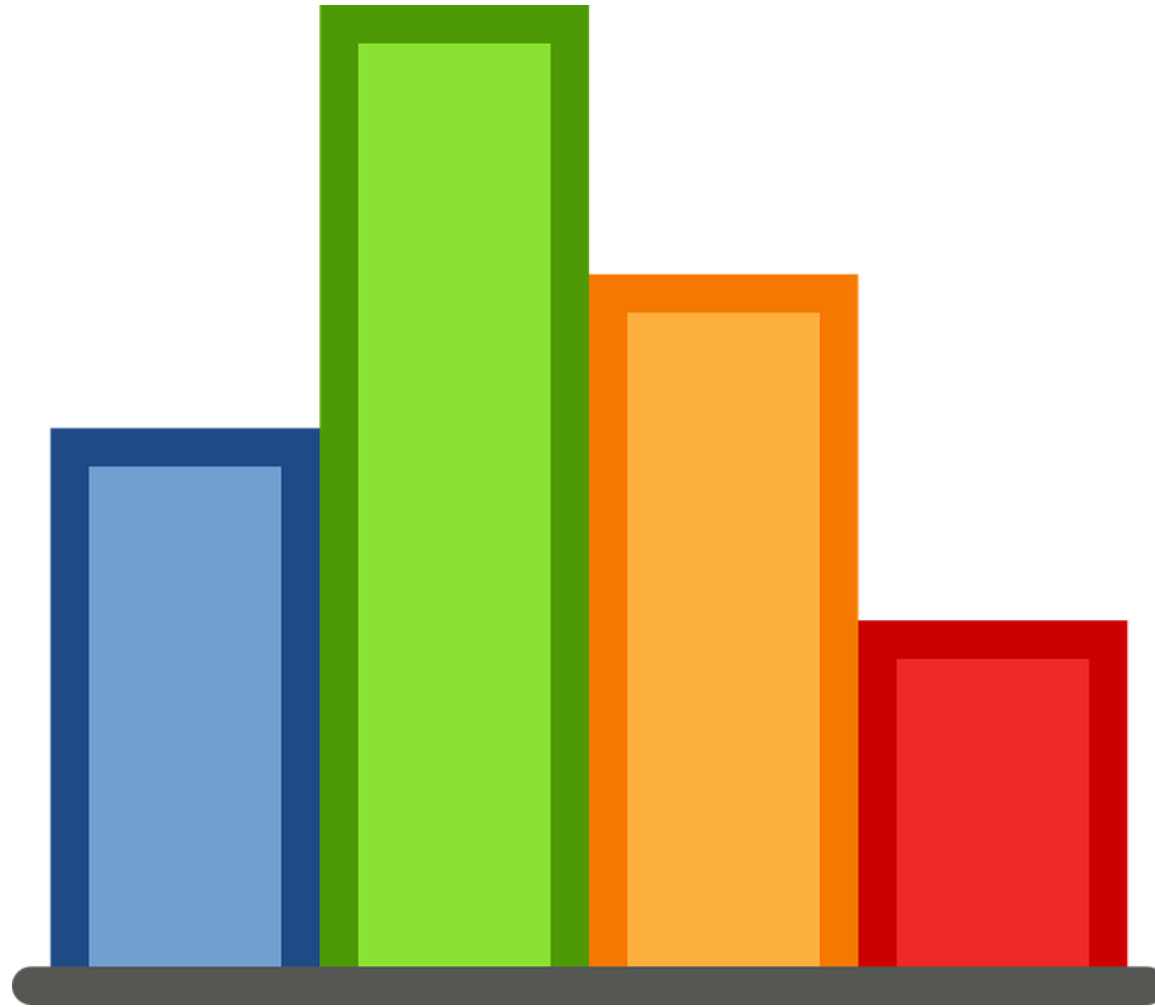


**Alexa Andrews, MPH  
Coordinator, Iowa  
Institute of Public Health  
Research and Policy**

**Training provided in partnership with the Iowa Institute of Public Health Research and Policy through a contract from the Iowa Department of Health and Human Services**

**Acknowledgements to Drs. Rima Afifi and Paul Gilbert as well as Hailey Bomar and Heidi Haines**

# Menti.com



# Community Norms

(Rules of Engagement in this Course)

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Stories stay,  
lessons leave

Share your own  
experience

Contribute to a  
positive learning  
environment

Pause and listen

Strive to be  
mindful and  
present

Turn on your  
camera

Use the chat  
function to engage  
in large group  
discussions

Participate in  
small group  
activities

# At the end of this training, you will be able to...

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1. Explain the importance of community health assessment to improve population health
2. Describe the principles of community engagement and its value in community health assessment
3. Identify existing resources for community health assessment
4. Provide examples of community data collection to address community assessment data gaps

# What is Population Health?

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- “the health outcomes of a group of individuals, including the distribution of such outcomes within the group,” (Kindig and Stoddart, 2003)

Population Health has three key areas of focus

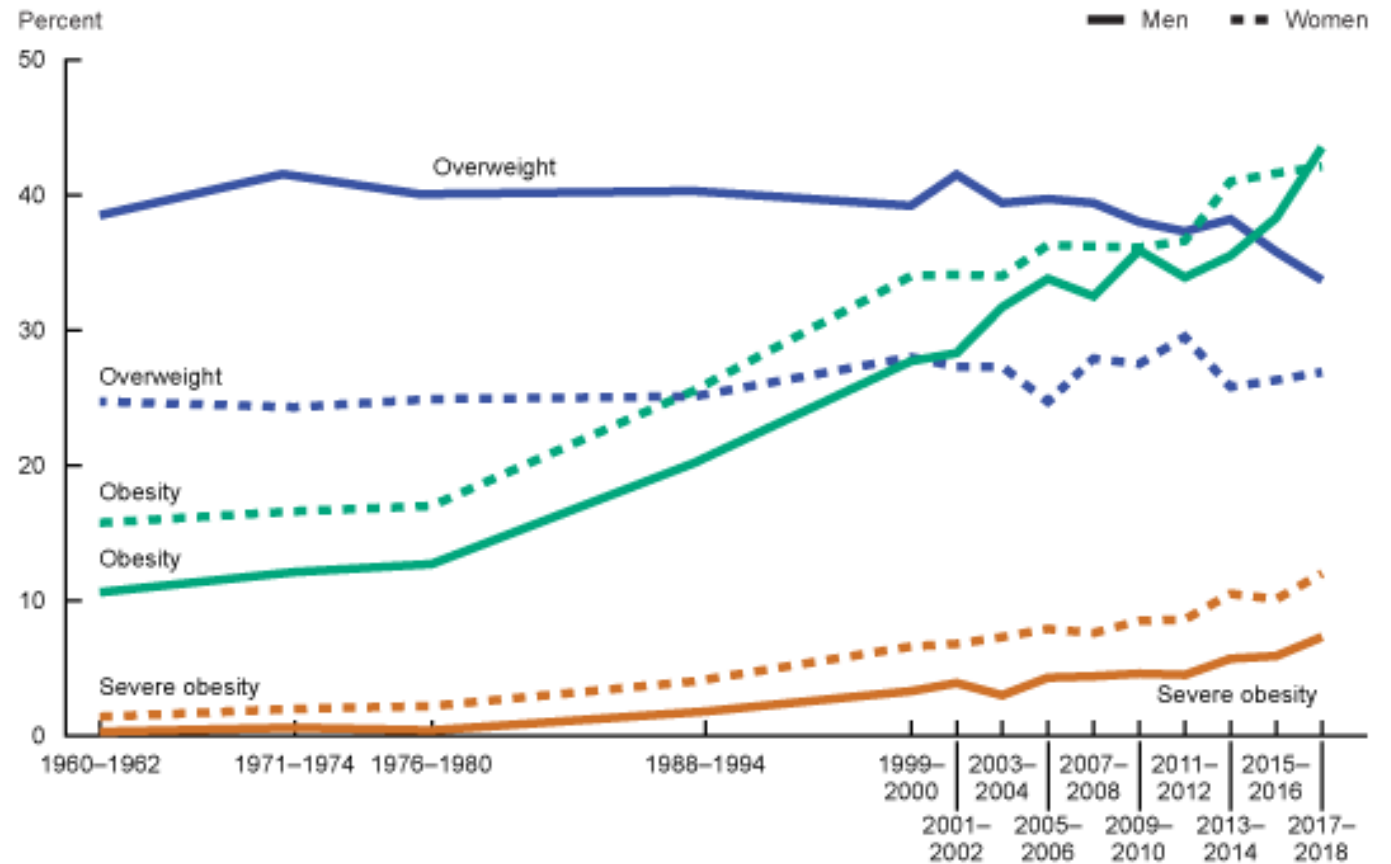
- Health Outcomes
- Key Health Determinants
- Interventions and Policies

# Unlike healthcare or service delivery to individuals

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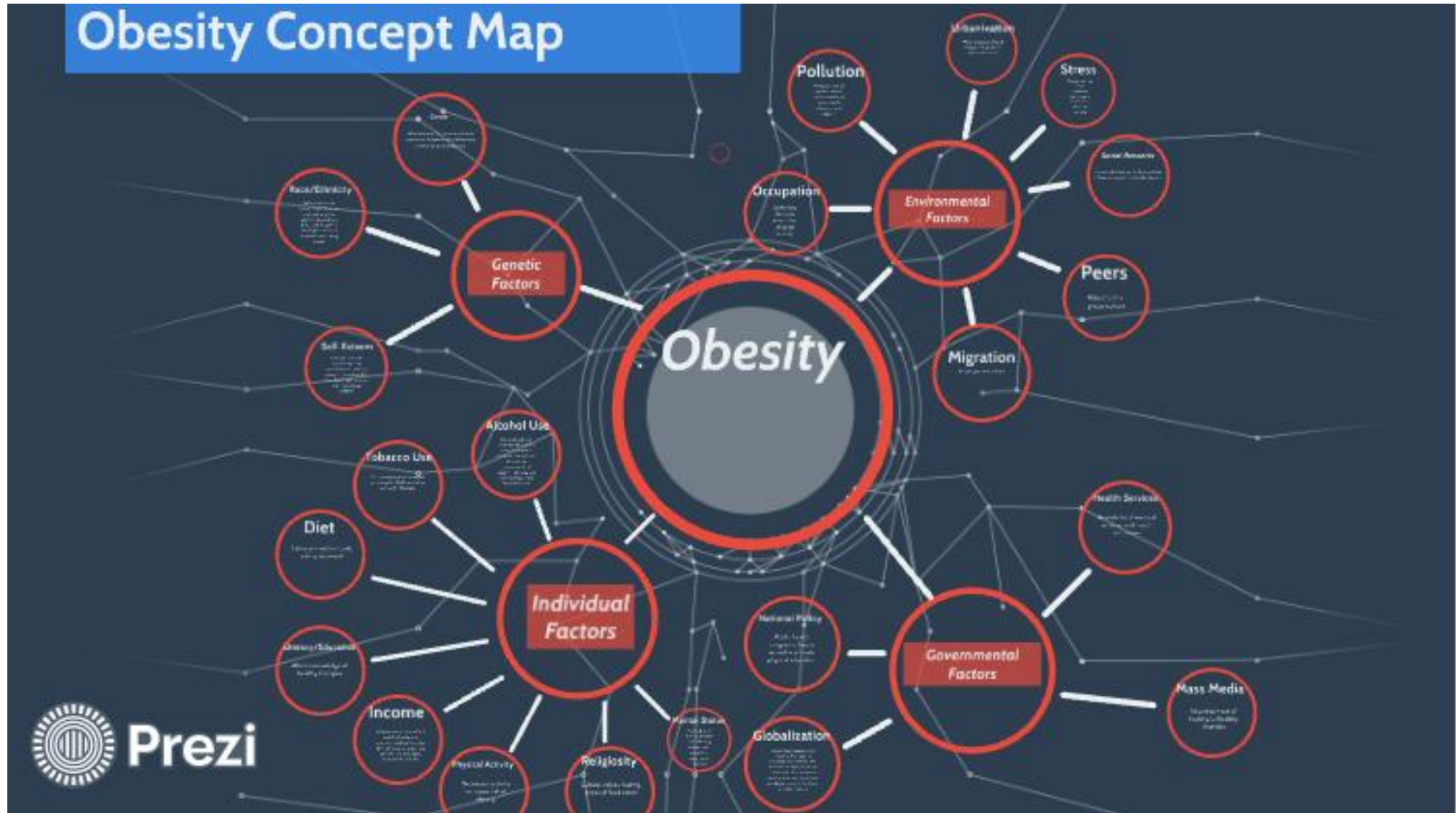
- As an approach, population health focuses on interrelated conditions and factors that influence the health of populations over the life course, identifies systematic variations in their patterns of occurrence, and applies the resulting knowledge to develop and implement policies and actions to improve the health and well being of those populations.
- **Why are some people/groups healthy and others are not?**

# Overweight and Obesity in the US 1960-2018





# Obesity Concept Map



# Finding Solutions and Improving Health

https://www.thecommunityguide.org/topics/obesity.html


The Community Guide Topics CPSTF Publications & Resources About

Search The Community Guide Search the Guide Search

## Obesity

Being obese increases the risk of developing chronic health problems like heart disease, stroke, diabetes, and certain cancers ([CDC](#)). The CPSTF has recommendations and findings for intervention approaches to prevent and control obesity, including a [set of eight reviews for school-based interventions](#).


### Community Preventive Services Task Force Findings



**Nutrition and Physical Activity: Digital Health and Telephone Interventions to Increase Healthy Eating and Physical Activity Among Students at Institutions of Higher Education**

July 1, 2021

Task Force recommends digital health/telephone interventions implemented at institutions of higher education for use with students interested in improving these behaviors.



**Nutrition and Physical Activity: Worksite Digital Health and Telephone Interventions to Increase Healthy Eating and Physical Activity**

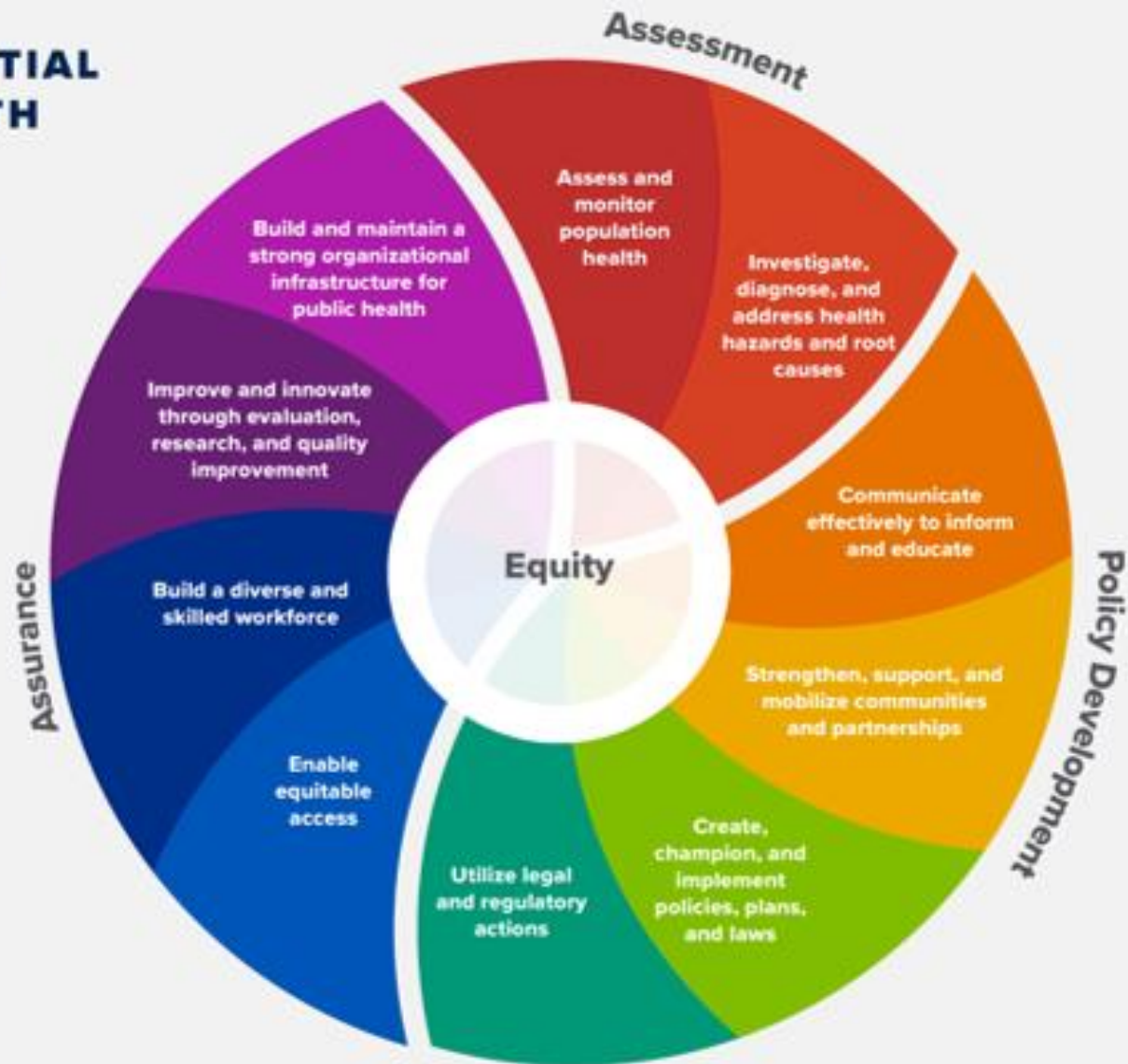
March 1, 2021

Task Force recommends worksite digital health/telephone interventions focused on improving healthy eating and physical activity among working adults interested in improving these behaviors.

# THE 10 ESSENTIAL PUBLIC HEALTH SERVICES

*To protect and promote the health of all people in all communities*

The 10 Essential Public Health Services provide a framework for public health to protect and promote the health of all people in all communities. To achieve optimal health for all, the Essential Public Health Services actively promote policies, systems, and services that enable good health and seek to remove obstacles and systemic and structural barriers, such as poverty, racism, gender discrimination, and other forms of oppression, that have resulted in health inequities. Everyone should have a fair and just opportunity to achieve good health and well-being.



Created 2020

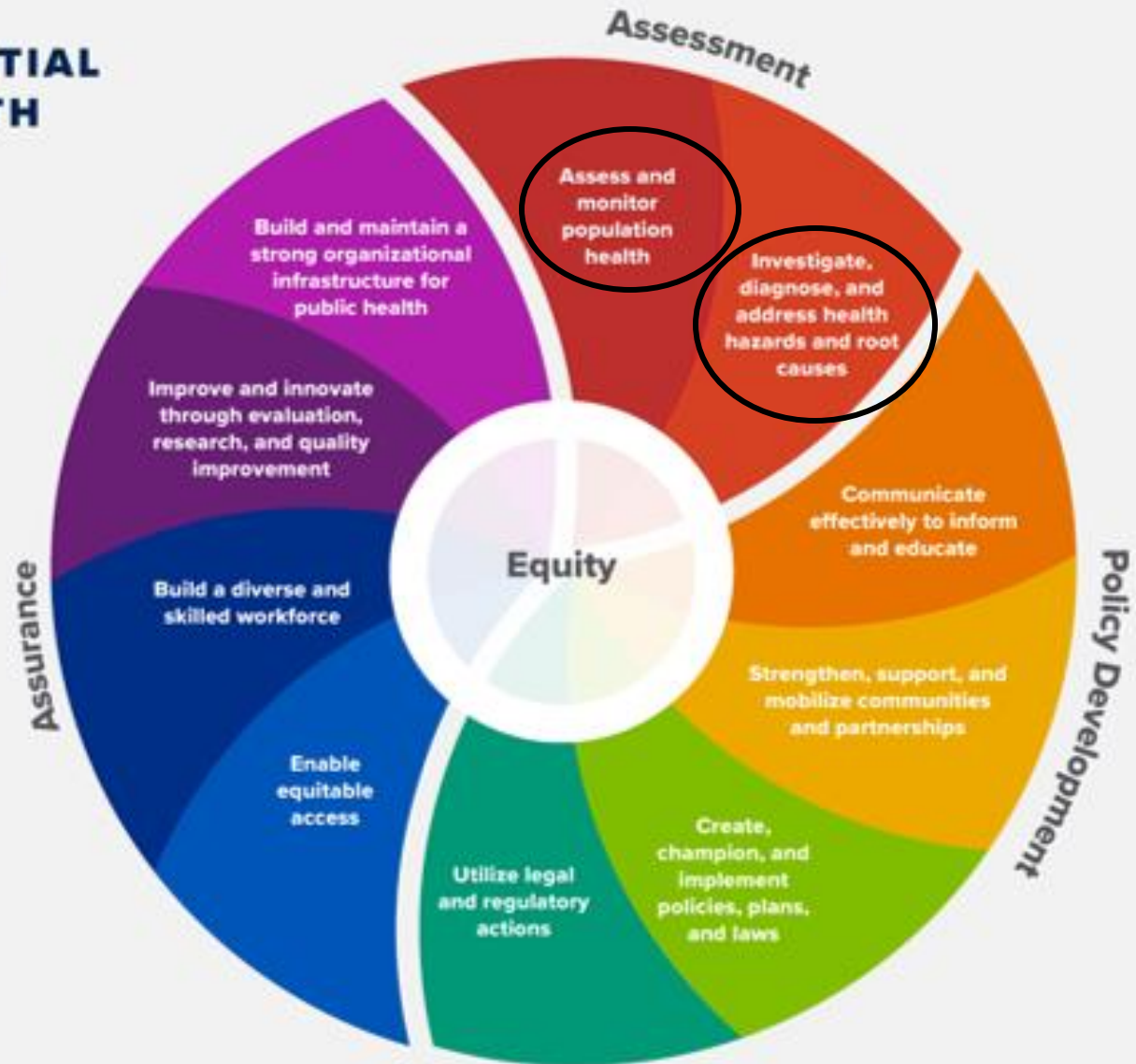
<https://www.cdc.gov/publichealthgateway/publichealthservices/essentialhealthservices.html>

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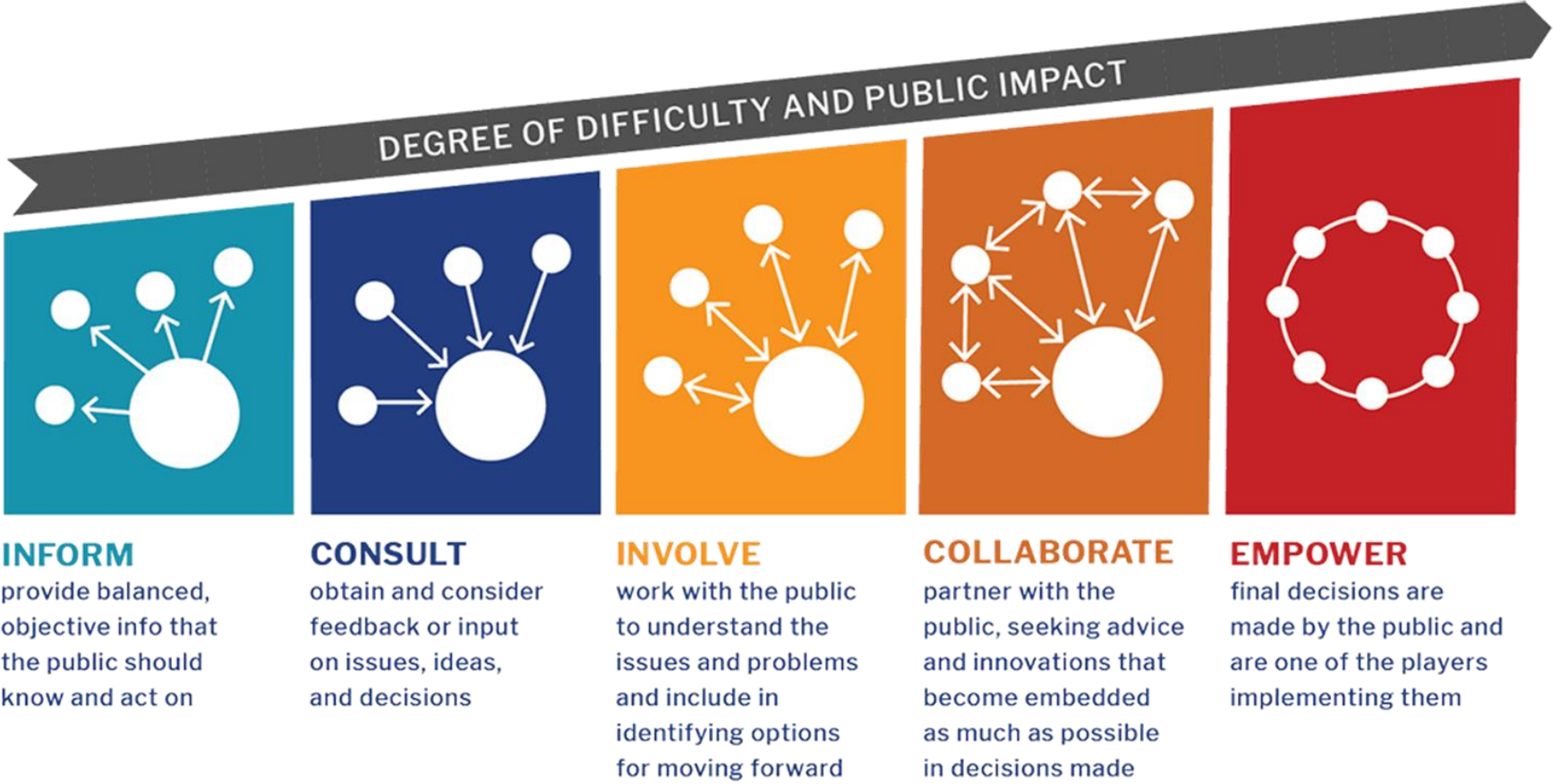
## THIS SERVICE INCLUDES:

- **Maintaining an ongoing understanding of health** in the jurisdiction by collecting, monitoring, and analyzing data on health and factors that influence health to identify threats, patterns, and emerging issues, with a particular emphasis on disproportionately affected populations
- **Using data and information** to determine the root causes of health disparities and inequities
- **Working with the community** to understand health status, needs, assets, key influences, and narrative
- **Collaborating and facilitating data sharing** with partners, including multi-sector partners
- **Using innovative technologies**, data collection methods, and data sets
- **Utilizing various methods and technology** to interpret and communicate data to diverse audiences
- **Analyzing and using disaggregated data** (e.g., by race) to track issues and inform equitable action
- **Engaging community members** as experts and key partners

# Community Engagement

- What do we mean by COMMUNITY?
  - “a group of people with diverse characteristics who are linked by social ties, share common perspectives, and engage in joint action *in geographical locations or settings.*” (MacQueen KM, McLellan E, Metzger DS, Kegeles S, Strauss RP, Scotti R, Blanchard L, Trotter RT 2nd. What is community? An evidence-based definition for participatory public health. Am J Public Health. 2001 Dec;91(12):1929-38. doi: 10.2105/ajph.91.12.1929. PMID: 11726368; PMCID: PMC1446907.)
- What is Community-Engaged Research & Practice?
  - “the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the wellbeing of those people.” (CDC, 2011)
  - “a paradigm shift to conducting science that can integrate minoritized voices and communities of color as equal collaborators.” (Payan & Zawadski, 2021)
  - A collection of methods that document, acknowledge, and respect local knowledge. (Sprague et al., 2019)
  - An approach to negotiating differences ..such that the practitioner/researcher perspective *does not supersede* community perspectives. (Sprague et al., 2019)

# Community Engagement Continuum



# Asset-Based Community Development

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- Move away from a deficit savior perspective
- “community residents and intended beneficiaries have assets, experience, knowledge, skills, talents, passions, and relationships – that are often overlooked and untapped contributors to impact results.
- The goal of any effort should be .. strong communities.”
- It moves us from doing work to or for communities to doing work WITH communities.

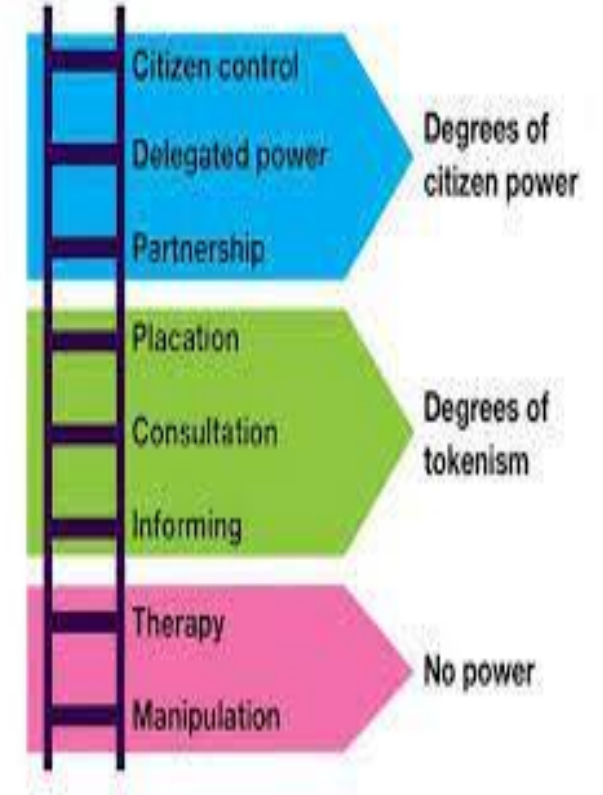
<https://collectiveimpactforum.org/wp-content/uploads/2021/12/Community-Engagement-Toolkit.pdf>



# Principles of Community Engagement

1. Defined purposes, goals, and populations
2. Know the community
3. Go to the community
4. Look for collective self-determination
5. Community partnerships are critical
6. Respect community diversity and culture
7. Mobilize community assets and develop capacity
8. Maintain flexibility
9. Commitment to collaboration

Arnstein's Ladder of Public Participation



Schlake, Marilyn R, "Community Engagement: Nine Principles" (2015) Cornhusker Economics. 726

CTSA Community Engagement Key Function Committee Task Force on the Principles of Community

# Community Advisory Boards and Community Coalitions



Health Resources in Action  
Advancing Public Health and Medical Research

About

Services

Work in Action

Ideas & Tools

## Engaging Communities as Experts throughout the Assessment Process

November 1, 2021 by [Meghan Guptill, MPH](#)

Best practices in assessment call for thoughtful, authentic collaboration with the community at every step of the process, from project design to dissemination of findings. However, it can be all too easy to send out a survey or host a focus group and call it community engagement. That approach may elicit feedback from community members, but it does not truly engage them in a process in a meaningful way. While often time-consuming, a more thorough and authentic process leads to richer data, increased capacity of all partners, and stronger relationships with communities.

This post answers the questions:

1. How can the community be engaged at each of the three phases of the assessment process (design and planning; data collection; and analysis and interpretation)?
2. Why is community engagement important at each of these phases?

While this post provides an overview of community engagement in the assessment process, this approach should be seen as a loose framework rather than step-by-step instructions. Each community is unique, and engagement efforts should acknowledge this and be tailored to best fit the needs and preferences of a community.



<https://hria.org/2021/11/01/communityassessment/>

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# Community Health Assessments – Why?

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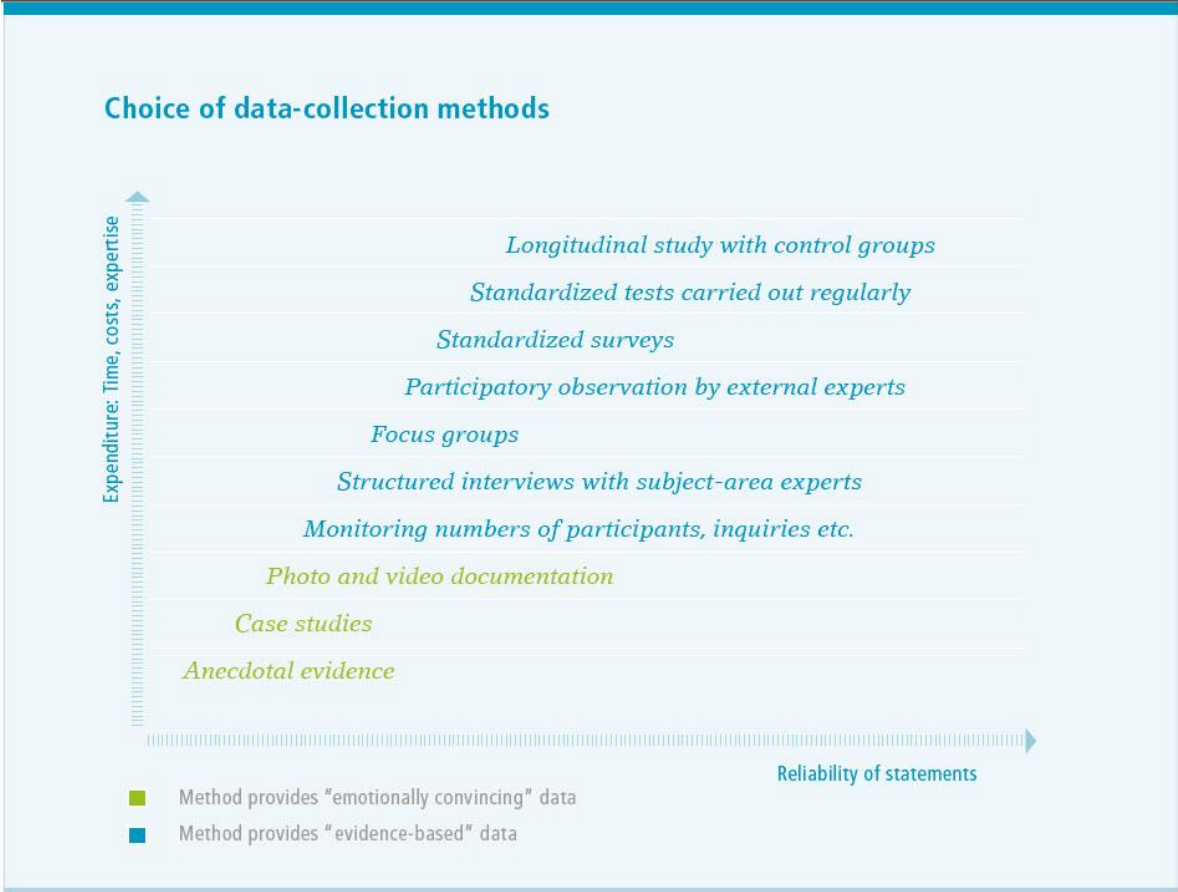
- Remember the 3 core public health functions—“CHAs provide information for problem and asset identification...” (NACCHO)
- “The ultimate goal is to use this assessment to develop strategies to address the community’s health needs and identified issues.” (PHAB)
- Non-profit hospitals are mandated under the ACA to do periodic community health needs assessments to demonstrate they are producing community benefit with the \$\$ they are saving with ACA tax exemptions.

# Data Collection to Identify Assets and Needs

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- What data do I need?
- Can I use existing data?
- Who are my partners in this work? What do we already know?
- Ok, so I will have to collect data myself. How do I do that?

# Information Gathering Methods



<https://www.social-impact-navigator.org/impact-analysis/data/methods-overview/>



Also check out the CTSA Information Gathering Matrix on the Resources page

# Do's and Don'ts in Conducting a Survey

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## Do's

- Keep it Simple
- Be Selective with Open-Ended Questions
- Pilot Your Survey
- Get Help in Analyzing your Data
- Use the Results

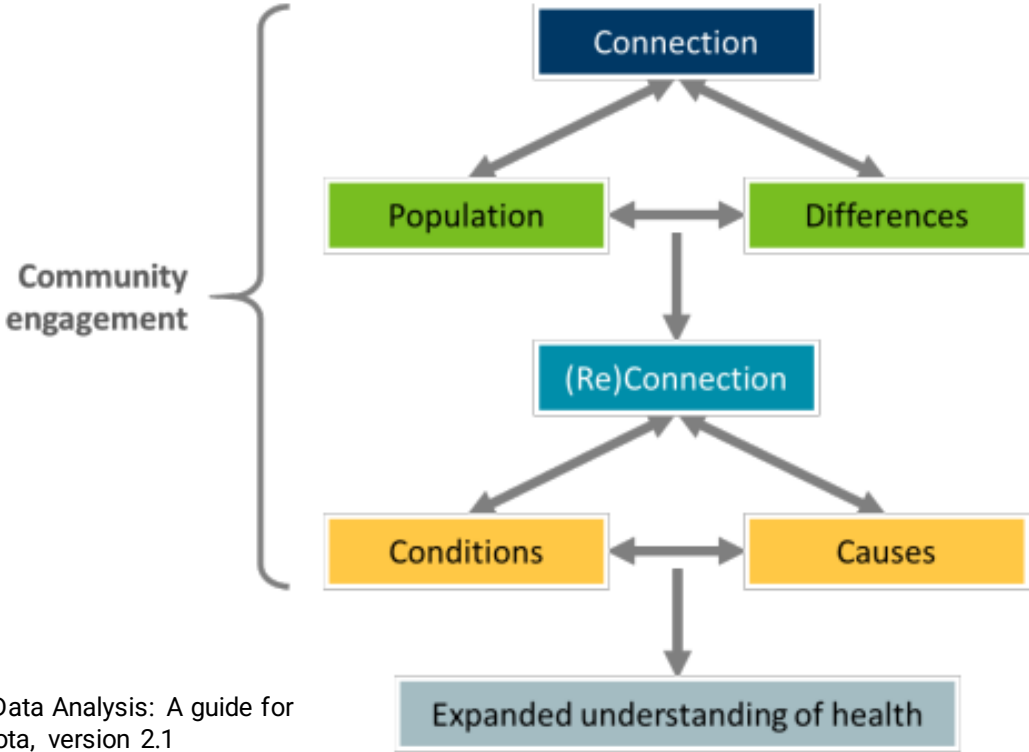
## Don'ts

- Spend a Lot of Money
- Reinvent the Wheel
- Make Your Survey Too Long
- Rank a Comprehensive List of Items
- Forget to Ask about Importance and Impact

# Health Equity in Data Collection

HEDA: CONDUCTING A HEALTH EQUITY DATA ANALYSIS  
A GUIDE FOR LOCAL HEALTH DEPARTMENTS IN MINNESOTA

Figure 1. HEDA steps



HEDA: Conducting a Health Equity Data Analysis: A guide for local health departments in Minnesota, version 2.1



# Community Engagement and Data Collection Resources

The screenshot shows the Community Tool Box website. At the top, there is a logo with three stylized figures and the text 'COMMUNITY TOOL BOX'. To the right of the logo is a search bar with the placeholder text 'Enter your search...' and a magnifying glass icon. Below the search bar are social media icons for Facebook, Twitter, YouTube, and LinkedIn, along with a '+1.2K' indicator. Further right is a language dropdown menu set to 'English' and a 'Donate' button. Below the header is a navigation bar with five categories: 'LEARN A SKILL' (how-to information), 'HELP TAKING ACTION' (guidance for your work), 'CONNECT' (link with others), 'ABOUT' (the tool box), and 'SERVICES' (supporting collective impact). The main content area is titled 'Table of Contents' and includes a breadcrumb trail: 'Home > Learn A Skill > Table of Contents'. A paragraph states: 'This page lists 46 Chapters through which you can obtain practical, step-by-step guidance in community-building skills. See also our related Toolkits, which offer short outlines for key tasks.' There are two main sections, each with a title, description, and a list of chapters and related toolkits. The first section is 'OVERVIEW' with the description 'An overview of the Community Tool Box and frameworks for guiding, supporting and evaluating the work of community and system change.' It lists two chapters: 'Chapter 1. Our Model for Community Change and Improvement' and 'Chapter 2. Other Models for Promoting Community Health and Development'. It also lists one related toolkit: '1. Creating and Maintaining Coalitions and Partnerships'. The second section is 'COMMUNITY ASSESSMENT' with the description 'Information about how to assess community needs and resources, get issues on the public agenda, and choose relevant strategies.' It lists three chapters: 'Chapter 3. Assessing Community Needs and Resources', 'Chapter 4. Getting Issues on the Public Agenda', and 'Chapter 5. Choosing Strategies to Promote Community Health and Development'. It also lists one related toolkit: '2. Assessing Community Needs and Resources'.

- Community Toolbox
- PHERN – Community Engagement
- NACCHO – MAPP
- CDC/ATSDR – Principles of Community Engagement
- RHIhub – Rural Community Health Toolkit
- Existing Data Resources



# Examples of Local Data Collection

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- Fayette County – created a survey specifically to capture info on older adults in the rural county—administered at county fair. Also worked with community partners to administer survey in those settings.
- Black Hawk County – Need to know the demographics of the community—have a sizeable refugee population that doesn't get captured in traditional surveys but may have some significant health needs. Also separated out adult health needs from child needs. Finally, wanted to address mental health concerns in the survey to be able to quantify what they have been seeing/hearing
- Oakridge Neighborhood – Des Moines—Did a community level survey using a door-to-door approach to allow for translation of survey to respondents. Followed up survey with focus groups to try to understand survey findings (learn the why from the what)

# UI CPH Strike Force

- Available to health departments and non-profit organizations to assist with response to emergencies, but also to increase capacity for other public health-related projects.
- Data collection for CHA
- Assist with vaccination clinics
- Partner with interns to execute large projects



# Reminder!

- Following this session, you will receive an email containing:
  - A link to the resources page
  - A reminder about the second session
  - A link to the activity document

## SECOND SESSION



**1:00PM - 2:00PM**

# Practice what you have learned!

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1. Identify a topic from your CHA/CHIP that is still a priority or select a new priority that the community wants to focus on.
2. What data do you have? What gaps are in your data?
3. Who is most affected by this issue?
4. Who needs to be at the table to collect data about this issue? Consider who is missing that should be included. Have some of the issues around this topic changed, and does that impact who you might bring to the table?
5. What data collection methods would you want to use? What might some of the challenges be with those methods?

# Now let's get some feedback from you

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- Zoom Poll - Rate your level of agreement with the following statements



# Data Training Opportunities

Data Basics

Tackling Data

Visualize This

Disaggregate It

Check out our website  
to see upcoming  
training dates!



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**Thank you!**

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