

IOWA

Institute of Public Health
Research and Policy

Community Engagement

A data collection training

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



Your Training Team!



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Community Norms

(Rules of Engagement in this Course)

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...

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

Activity Debrief - Practice what you have learned!

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?

Examples of Local Data Collection

- **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)**

Where Are You Going?

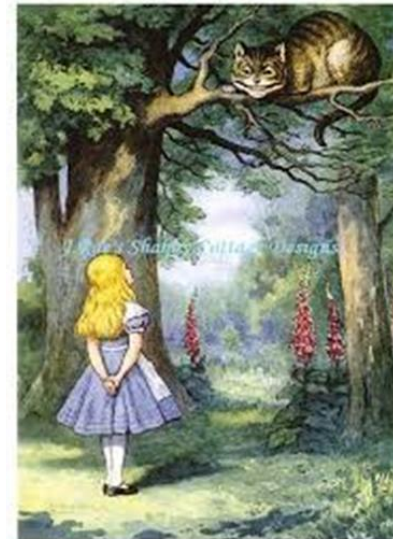
Alice: “Would you tell me, please, which way I ought to go from here?”

Cat: “That depends a great deal on where you want to get to.”

Alice: “I don’t much care where--”

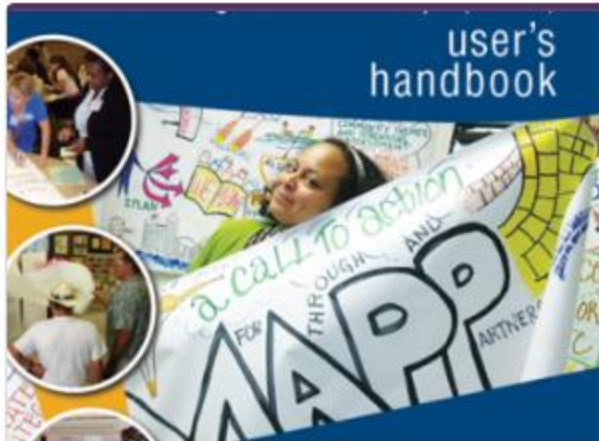
Cat: “Then it doesn’t matter which way you go.”

Lewis Carroll
Alice in Wonderland



NACCHO - MAPP

FEATURED RESOURCES



PUBLIC HEALTH INFRASTRUCTURE

MAPP handbook

Download the handbook

Mobilizing for Action through Planning and Partnerships (MAPP)

Mobilizing for Action through Planning and Partnerships (MAPP) is a community-driven strategic planning process for improving community health. Facilitated by public health leaders, this framework helps communities apply strategic thinking to prioritize public health issues and identify resources to address them. MAPP is not an agency-focused assessment process; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of local public health systems.

ANNOUNCEMENTS

MAPP 2.0 Assessments Available Now!

The revised MAPP 2.0 assessments and webinars are now available from [The MAPP Network](#) virtual community! They include:

- **Community Partner Assessment**
- **Community Status Assessment**
- **Community Context Assessment**

You must be a member of The MAPP Network to download the assessments and view the webinar series. [Follow these instructions](#) to join The MAPP Network and access resources.



Community Health Status Assessment (CHSA)

The CHSA is a quantitative analysis which answers the questions, “How healthy is the community?” and “What does the health status of the community look like?” Results of the CHSA provide an understanding of the community’s health status and ensure that the community’s priorities consider health status issues such as rates of chronic disease and sexually transmitted infections.

Method

This assessment incorporated data from the Iowa Department of Public Health (IDPH), Behavioral Risk Factor Surveillance System (BRFSS), the U.S. Census Bureau, Iowa Secretary of State, County Health Rankings, Iowa Youth Survey, CDC Wonder, Iowa Department of Education, Iowa Department of Transportation, Iowa State University, and the CDC 500 Cities Project. Some data in this report was obtained through a Data Sharing Agreement with IDPH. The data included births, mortalities, BRFSS, and inpatient and outpatient primary diagnosis. Datasets were analyzed by using SPSS, R, and Excel.

Community Themes and Strengths Assessment (CTSA)

The CTSA is a qualitative analysis of perceptions, thoughts, and opinions community members have regarding health and answers the questions, “What is important to the community?”, “How is quality of life perceived in the community?”, and “What assets does the community have that can be used to improve community health?” Black Hawk County completed the CTSA using questionnaires and gathering primary data at community events. Data was collected from summer 2019 to fall 2019, with analysis ending in the winter of 2019. The focus of this assessment was to understand the community perceptions over health topics, health behaviors, environmental factors, mental health, and preparedness. This information gathered from the community assisted in identifying the most important health issues in Black Hawk County.

Method

The CTSA was completed in two parts. First, a Community Health Survey was developed by the Extended Core Team to understand what factors were important in being healthy, personal health habits, and demographic questions. This survey, comprised of 41 questions, was administered in multiple ways. An online version using Survey Monkey was distributed through social media accounts and organizational websites. Paper versions of the survey were distributed through select community churches in order to obtain additional responses from under-represented community members. The last method used was in-person interviews conducted by EMBARC staff. EMBARC is a grassroots, community-based, non-profit organization founded by refugees and for refugees. Using these three methods, a total of 1621 survey responses were recorded.

The second stage of the CTSA was the use of a sticker board to identify the perceptions of a healthy community. The sticker board was used at six community events during the summer and fall of 2019. The sticker board displayed the question “What makes a community healthy?” at the top, and offered several options for the participants to choose from along with the ability to add new factors. The stickers were tallied at the end of the event and recorded.

Data Collection Methods



Individual:

- Surveys
- Interviews
- Resource inventories
- Observational methods
- Windshield survey
- Tele/Electronic conferencing

Group:


- Focus Groups
- Community forums
- Nominal Group Technique

Designing the Questionnaire

- How does the survey fit with the other CA data collection tools?
- What kind of questions need to be asked?
- What types of decisions will be made from the data?
- What types of question will elicit usable data?
- How will the data be analyzed and synthesized with other CA data?



Types of Questions



• Demographics	How old are you? What is your race/ethnicity?
• Sensory	What are the most visually appealing aspects of your community?
• Knowledge	Second hand smoke can be harmful to those around me. True or False?
• Attitudes	Please rate your satisfaction with the dental services available in your community.
• Behaviors	How often do you wear a seat belt when riding in a car?
• Values	How important do you think it is to exercise 3 times a week?
• Environment	Do you feel safe walking alone in your neighborhood?
• Resources	What are the medical services available within your community?

Common Question Types



- Open-ended questions:
 - What is the role of your agency in addressing breast cancer prevention
- Partially Closed-ended (includes an Other category)
- Multiple choice
 - The level of services for families that need health care is:
 - a) Inadequate b) somewhat adequate c) very adequate
- Most and least importance:
 - From the health topics listed below, please check the 3 to 5 most important and least important issues for your community.

Common Question Types

- Rating Scale
 - Services for drug abuse among teens in Hall county are: 1 2 3 4 (poor to excellent)
- Ranking
 - From the list of 5 concerns, please rank the issues in order of importance.

5. What are the things that make it difficult for you or other adults in your household to find and/or keep work? (check all that apply)

Barrier	<input checked="" type="checkbox"/>
Nothing	
Need affordable Childcare	
Caring for a family member who is sick or disabled	
Do not speak English well	
Need Transportation	
Need job experience	
Need job training	
No job opportunities	
Do not have a high school diploma or GED	
Do not have a college degree	
Disability	
Criminal record	
Child Care	
Transportation	
Other (specify)	
Don't Know	
No response	

6. Do you or any others in your household have interest in the following? (check all that apply)

Interest	<input checked="" type="checkbox"/>
GED/ Adult Education	
Vocational Training	
Increasing income	
Getting a job	
Getting a better job	
Saving money	
Eliminating Debt	
2-year college	
4-year college	
Other (specify)	

7. Do you or another adult in your household have difficulty with any of the following? (check all that apply)

Subject/Skill	<input checked="" type="checkbox"/>
Reading	
Math	
Speaking English	
Reading English	
Writing English	
Using a computer	

8. What are the primary health care needs of your household? (check all that apply)

Health Care Needs	<input checked="" type="checkbox"/>
Primary health care	
Pediatric (child) care	
Prenatal (pregnancy) care	
Dental care	
Health care education/prevention	
Nutrition and exercise programs	
Services to help alleviate stress, anxiety, depression	
Assistance with daily living for elderly/disable residents	
Health screening services	
Substance abuse treatment	
Stop smoking programs	
Stop drinking programs	
Transportation to health care services	
Other (specify)	
Don't know	
None	
No response	

9. What is your gender? (circle one)

Gender	<input checked="" type="checkbox"/>
Identifies as Female	
Identifies as Male	
Other	

10. What is your age?

Age	<input checked="" type="checkbox"/>
18-24	
25-34	
35-44	
45-54	
55-64	
65 or older	
No response	

Sample Survey
WHITE CITY AREA COMMUNITY SURVEY
 November 2004

This survey is sponsored by the White City Volunteer Community Council and Utah State University Extension. We appreciate your help. To preserve your confidentiality do not put your name on the survey.

Please circle the number that corresponds to your answer.

SERVICES:

1. How would you rate each of the following services in the White City Council area? (EXCELLENT, GOOD, FAIR, POOR, DON'T KNOW)

	EXC	GOOD	FAIR	POOR	DON'T KNOW
a. law enforcement..	4	3	2	1	0
b. fire protection..	4	3	2	1	0
c. ambulance service	4	3	2	1	0
d. emergency 911....	4	3	2	1	0
e. mental health service.....	4	3	2	1	0
f. garbage collection.....	4	3	2	1	0
g. roads/highways/streets.....	4	3	2	1	0
h. snow removal.....	4	3	2	1	0
i. parks and recreation.....	4	3	2	1	0
j. animal control...	4	3	2	1	0
k. sidewalks/pedestrian safety	4	3	2	1	0
l. storm drainage...	4	3	2	1	0
m. street lighting..	4	3	2	1	0
n. UTA bus service..	4	3	2	1	0
o. library service..	4	3	2	1	0
p. postal service...	4	3	2	1	0

2. The Salt Lake County Sheriff's Department performs a variety of services. How would you rate the effectiveness of the following? (EXCELLENT, GOOD, FAIR, POOR, DON'T KNOW?)

	EXC	GOOD	FAIR	POOR	DON'T KNOW
a. traffic speed control.....	4	3	2	1	0
b. other traffic laws.....	4	3	2	1	0
c. parking control..	4	3	2	1	0
d. visible residential patrol.....	4	3	2	1	0
e. school safety....	4	3	2	1	0
f. neighborhood watch.....	4	3	2	1	0
g. narcotics enforcement.....	4	3	2	1	0
h. gang control.....	4	3	2	1	0

3. Should the Salt Lake County

Sheriff's Department continue to police the White City Community Council area?.....

4. How safe do you feel in your neighborhood during the:

	VERY SAFE	SAFE	UNDECIDED	UNSAFE	VERY UNSAFE	DON'T KNOW
a. day..	4	3	2	1	0	0
b. night	4	3	2	1	0	0

5. Which, if any, are problems in your neighborhood? DON'T

	YES	NO	KNOW
a. Vacant lots.....	1	0	0
b. Condition of houses.....	1	0	0
c. Cost of housing.....	1	0	0
d. Vandalism.....	1	0	0
e. Burglaries.....	1	0	0
f. Recreational drug use.....	1	0	0
g. Gangs.....	1	0	0
h. Too much street parking.....	1	0	0
i. Other (please list.....)	1	0	0

6. Please rank the following methods to finance improvements in the White City Council area from 1 through 4 with 1 being your most preferred method and 4 being your least preferred method of financing. If you use the "other" category rank them 1 through 5.

	RANK
a. User fee.....	_____
b. Special Service District Fees.....	_____
c. Property tax.....	_____
d. Community fund raisers.....	_____
e. Other (List.....)	_____

7. Which of the following services, if any, should be consolidated throughout Salt Lake County? DON'T

	YES	NO	KNOW
a. Police force.....	1	0	0
b. Police records.....	1	0	0
c. Fire department.....	1	0	0
d. City and County Government..	1	0	0
e. Garbage collection.....	1	0	0
f. Planning and Zoning.....	1	0	0
g. Other (List.....)	1	0	0

8. Below is a list of services that generally require taxes for maintenance and construction. Would you be willing to pay more taxes if you knew the money would be spent in the White City Community Council area for that particular purpose? DON'T

	YES	NO	KNOW
a. To improve fire protection..	1	0	0
b. To improve police protection	1	0	0
c. To improve ambulance service	1	0	0



St. Margaret's Health

SMP Health

[Locations](#) [Medical Staff](#) [Health Services](#)

Please identify the three most important health issues in our community. (Required)

- Aging issues, such as Alzheimer's disease, hearing loss, memory loss or arthritis
- Cancer
- Chronic Pain
- Dental health (including tooth pain)
- Diabetes
- Early sexual activity
- Heart disease/heart attack
- HIV/AIDS
- Infectious/contagious disease, such as flu, pneumonia, food poisoning
- Injuries
- Lung disease (asthma, COPD)
- Mental health issues such as depression, hopelessness, anger, etc.
- Obesity/overweight
- Sexually transmitted infections
- Stroke
- Other

Please select only 3.

The following question(s) ask about unhealthy behavior in our community.

Please identify the three most important unhealthy behaviors in our community. (Required)


- Angry behavior/violence
- Alcohol Abuse
- Child abuse
- Domestic violence
- Drug abuse
- Elder abuse (physical, emotional, financial, sexual)
- Lack of exercise
- Not able to get a routine checkup
- Poor eating habits
- Reckless driving
- Risky sexual behavior
- Smoking
- Other

Any
Questions or
Comments?



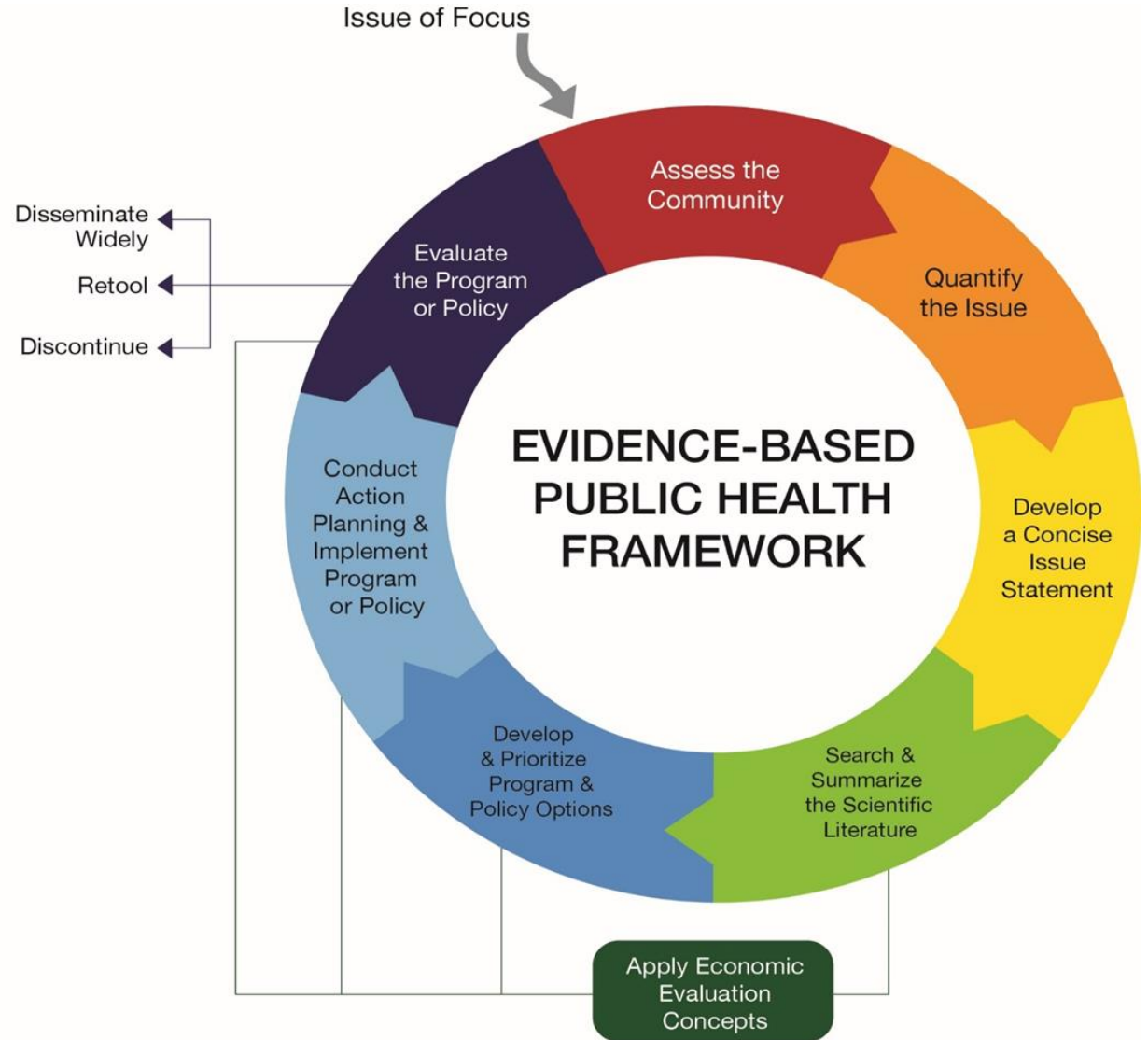
How do we use the information?

- Your community assessment will provide A LOT of data about your community—you will not necessarily use it all right off the bat
- You will need to do some sort of prioritization activity to identify the top things to work on
- Think of your CHA as identifying the **goals** of a strategic plan and the CHIP as the **activities** to get you there
- This is an iterative and ongoing process but in order to get somewhere you need a PLAN.

A photograph of a forest path covered in fallen yellow and brown leaves. The path is made of dark soil and gravel, and is surrounded by tall trees with green foliage. A large, semi-transparent white circle is overlaid on the right side of the image, containing text.

**How do we make
the CHA CHIP a tool
that guides what we
do?**

**Utilization,
not just
Description**



Black Hawk County	Healthy Iowans 2017-2021 https://idph.iowa.gov/Portals/1/userfiles/91/Healthy%20Iowans/2019%20Revisions/Healthy%20Iowans%202017-2021%20SHIP%202019-8.pdf	Healthy People 2030 https://health.gov/healthypeople/objectives-and-data National Prevention Strategy https://www.hhs.gov/sites/default/files/disease-prevention-wellness-report.pdf
Systems Thinking	Continue to promote and support efforts to address social determinants of health. Improve health equity among Iowans in low and moderate-income communities by increasing access to healthy foods.	Social Determinants of Health
Mental Health & Trauma	Prevent suicide deaths. Increase access to behavioral health services across the continuum. Reduce the number of Iowa children reporting risk factors associated with adverse childhood experiences. Build capacity at the local and state levels to recognize and respond to trauma across the lifespan.	Improve mental health through prevention and by ensuring access to appropriate quality mental health services. Provide individuals and families with the support necessary to maintain positive mental well-being. Promote early identification of mental health needs and access to quality services.
Healthy Behaviors	Decrease the percentage of people who are overweight and obese. Decrease the percentage of Iowans who are food insecure. Increase the percent of adults who eat fruits and vegetables.	Promote health and reduce chronic disease risk through the consumption of healthy diets and achievement and maintenance of healthy body weights. Increase access to healthy and affordable foods in communities. Implement organizational and programmatic nutrition standards and policies. Improve nutritional quality of the food supply. Help people recognize and make healthy food and beverage choices.

Resources for Local Data Collection

UI CPH Strike Force

<https://www.public-health.uiowa.edu/wd-student-assistance-request-form/>

- 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



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Any Questions
or Comments?



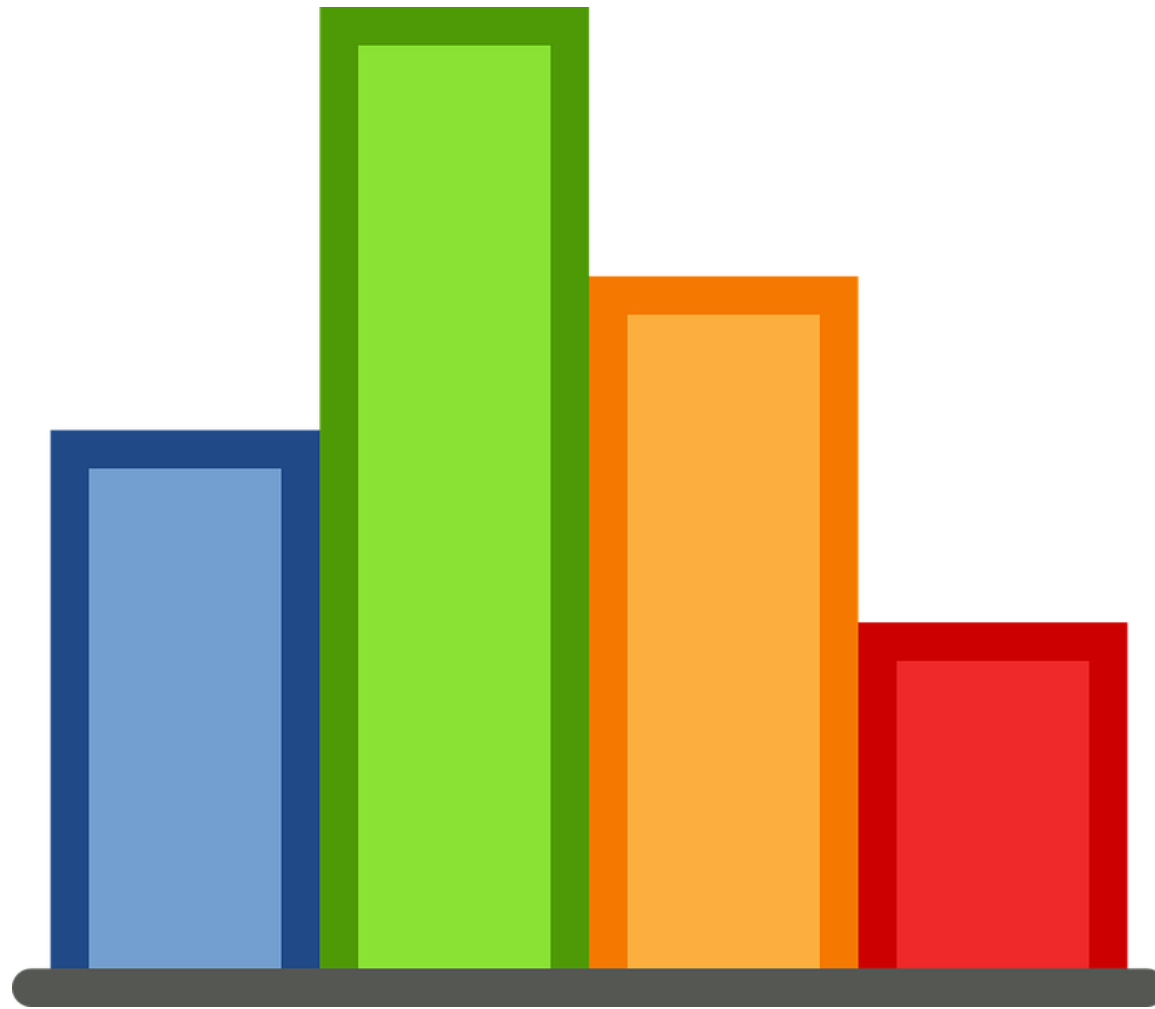
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Community Engagement and Data Collection Resources

The screenshot shows the Community Tool Box website. At the top left is the logo with three stylized figures and the text 'COMMUNITY TOOL BOX'. To the right is a search bar with the placeholder 'Enter your search...', a language dropdown 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: 'OVERVIEW' and 'COMMUNITY ASSESSMENT'. Each section has a description and lists 'CHAPTERS' and 'RELATED TOOLKITS'. The 'OVERVIEW' section lists Chapter 1 and Chapter 2, and the 'RELATED TOOLKITS' section lists '1. Creating and Maintaining Coalitions and Partnerships'. The 'COMMUNITY ASSESSMENT' section lists Chapter 3, Chapter 4, and Chapter 5, and the 'RELATED TOOLKITS' section lists '2. Assessing Community Needs and Resources'.

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

Menti.com



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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