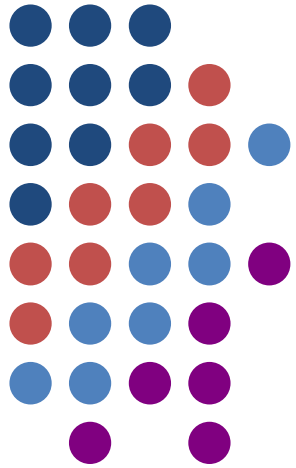
Community Health Assessment - #3

Moving to the Future:

Nutrition and

Physical Activity

Program Planning



Karen L. Probert, MS, RDN

Executive Director

Moving to the Future author

Community health planner

karen@asphn.org

ASPHN

Advancing Health Through Leadership

formerly ASTPHND

ASPHN
Advancing Health Through Leadership
formerly ASTPHND

Non-profit membership organization of public health nutritionists and related professionals

ASSOCIATION OF STATE PUBLIC HEALTH NUTRITIONISTS

Quick audio check

Type in chat box your sound quality

Ohio is awesome!

You have strong public health nutrition and physical activity programs plus excellent staff in the state health department.

✓You get state Title V funds to do planning

✓Creating Healthy Communities program

✓Early care and education setting work

Why are we doing this?

State Title V MCH Block Grant work plan

- National Performance Measure #8 – active school kids for at least an hour a day
  - Support local communities in planning
  - Nutrition education
  - Physical activity curriculums
  - Access to healthy foods

Why?

Nutrition Program Deliverables Grid from the state's RFP and that you must follow

- ✓ Attend trainings
- ✓ Needs assessment
- ✓ Local coalition
- ✓ Action plan
- ✓ Monthly progress report
- ✓ Nutrition education program in schools
- ✓ Report on knowledge gained

ASPHN
Advancing Health Through Leadership
formerly ASTPHND

The Real Why

Innovative Funding

Evaluation Results

Opportunities

- ✓ Provide resources where needed
- ✓ Find gaps
- ✓ Bring agencies together
- ✓ Deeper dive

Barriers

- ✓ Getting buy-in
- ✓ Reaching enough people
- ✓ Just another meeting

Moving to the Future:
Nutrition & Physical Activity Program Planning

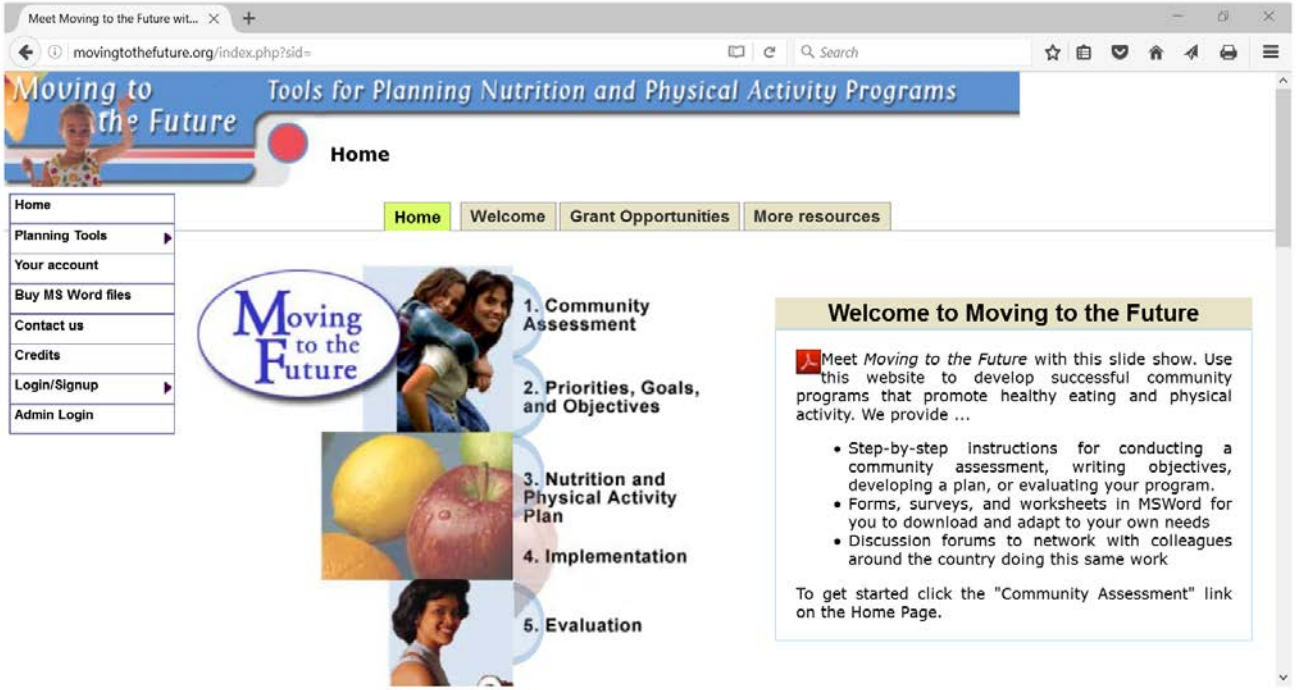
Quick Overview

Specifically, to get this

Instead of this

ASPHN
Advancing Health Through Leadership
formerly ASTPHND

www.movingtothefuture.org



ASPHN
Advancing Health Through Leadership
formerly ASTPHND

General Description

- Information
- Forms, worksheets, tipsheets, and surveys
- Examples

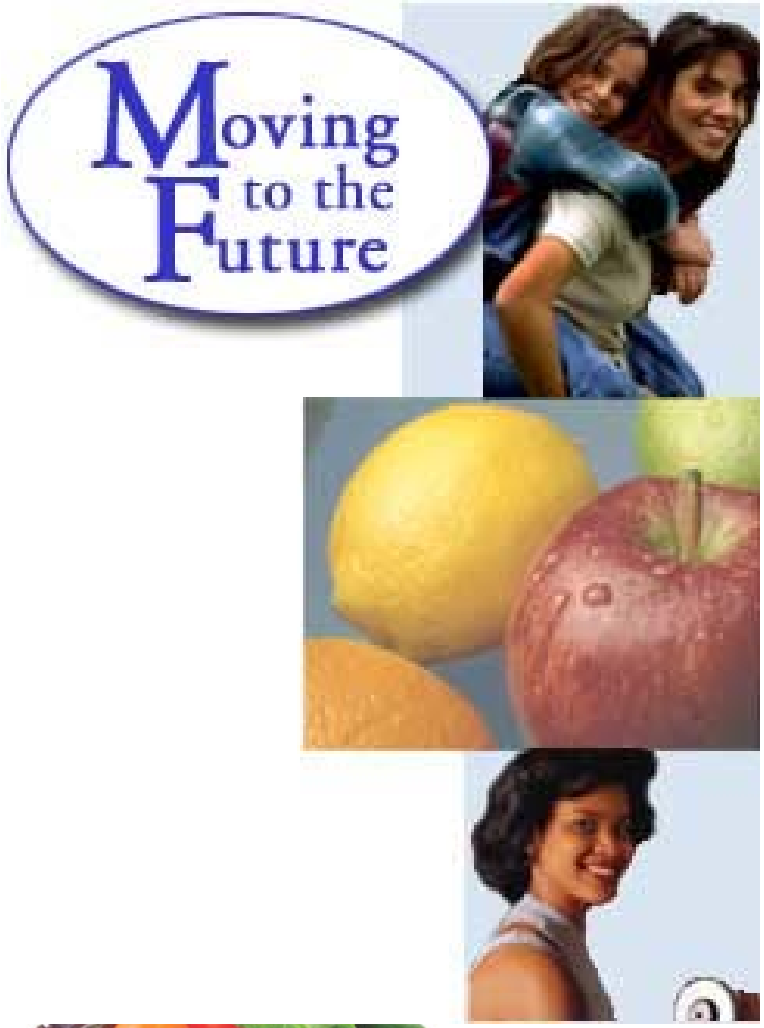
ASPHN
Advancing Health Through Leadership
formerly ASTPHND

General Description

- ✓ Emphasis on changing policy, practices, systems and the environment
  - ✓ Healthy food choices in small grocery stores
  - ✓ Safe Routes to School

Rural Obesity Prevention Strategies

5-Step Planning Process

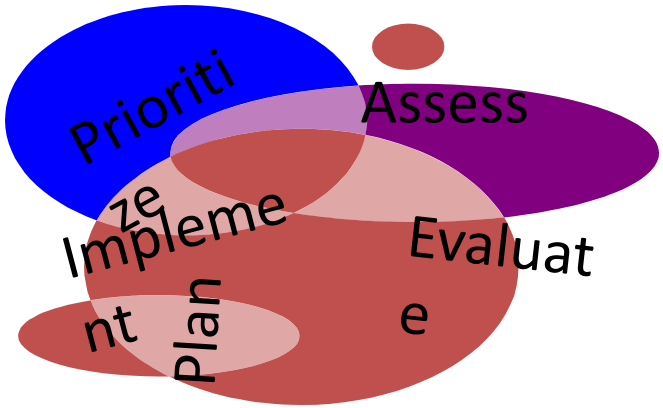


1. Community Assessment
2. Priorities, Goals, and Objectives
3. Nutrition and Physical Activity Plan
4. Implementation
5. Evaluation

ASPHN
Advancing Health Through Leadership
formerly ASTPHND

Flexible and Realistic

Planning and implementing community-based programs is not work that can be done perfectly.



Flexible and Realistic

The intent of *Moving to the Future* is to provide guidance. Use what is helpful and modify materials to meet your needs.

ASPHN
Advancing Health Through Leadership
formerly ASTPHND

Flexible and Realistic

Do the best you can, given your real-world limitations, and commit to making improvements every year.

Another quick check

About to review

ASPHN
Advancing Health Through Leadership
formerly ASTPHND

Why??

Innovative Funding

Successful programs address the *needs*, *wants* and *opportunities* of the community.

SO?

- ✓ By conducting a community assessment you find out…
  - ✓ what a community needs
  - ✓ what it wants
  - ✓ what the opportunities are

Three Steps

1. *Define Community*
2. *Gather and Analyze Information*
3. *Summarize and Report Information*

Three Steps

1. *Define Community*
2. *Gather and Analyze Information*
3. *Summarize and Report Information*

Define Community

- ✓ Essential task
- ✓ Discussion with your partners about how to define community.

Define Community

- ✓ Use the **Community Definition Worksheet** to think about *target audience* and the *broader community* that interacts and influences that audience.

Three Steps

1. *Define Community*

2. *Gather and Analyze Information*

3. *Summarize and Report Information*

Gather and Analyze Information

- ✓ Worksheets and tip sheets to help you collect:
  - ✓ data,
  - ✓ community opinion,
  - ✓ information on the community's policies and environment, and
  - ✓ community resources and assets.

Gather and Analyze Information

- ✓ whether community leaders think healthy eating is important or not,
- ✓ what other nutrition and physical activity services are available to the community, and
- ✓ how the community environment encourages and discourages healthy eating and physical activity.

Data

CFHS & RHWP 2015 Health Status Profiles

- Demographics
- MCH vital stats, cancer rates, STD rates,
- Child health including overweight and obese
- Disparities data

Other Sources for Data

- ✓ County Health Rankings
  Robert Wood Johnson Foundation
- ✓ Kids Count Data
  Annie E. Casey Foundation

Community Opinion

Do people in your community have opinions about nutrition and physical activity?

And, what are those opinions?

Why Collect Community Opinion

- ✓ Tells you what the target audience thinks is important regarding health

- ✓ Tells you what the people who influence the target audience think is important

Why Collect Community Opinion

- ✓ Collection and incorporation of perceptions and opinion enhances community participation and results in community ownership of the process

Community opinion information is used to help you understand what your target audience wants.

Assessing Resources, Assets, Policies, and Environment

What is influencing health behaviors in your community?

Note: *Moving to the Future* section title is "Community Environment"

What?

Is it <u>easy</u> to eat healthy foods and be physically active in your community?

This phase of community assessment tells you

- ✓ Who else is providing programs or services in your community?

- ✓ Is the community supportive of healthy eating and physical activity?

What are the opportunities?

Three Steps

1. *Define Community*

2. *Gather and Analyze Information*

3. ***Summarize and Report Information***

Summarize & Report Information

- ✓ Consider the data and information gathered in step two

- ✓ Read about this on *Moving to the Future* at www.movingtothefuture.org

Summarize & Report Information

- ✓ The worksheets include guidance on reporting community assessment results to different audiences such as a board of health, a Rotary club, or in a grant application.
- ✓ Not prioritizing health issues, just summarizing and reporting what you learned.

Frequently Asked Questions About Conducting a Community Assessment

Frequently Asked Questions

http://www.movingtothefuture.org/story_read.php3?sid=64ee7b&story_id=157&show_scroll=1

- ✓ When do I have to do a community assessment?
- ✓ How much information do I need to gather?
- ✓ What is the best way to get all this work done?
- ✓ Who needs to be involved?

Critical Points

- ✓ Don't worry if you lack the time or resources to do an in-depth assessment
- ✓ Some community information is better than none
- ✓ Review some community opinion information, some community environment information, and some information on community resources and assets

ASPHN
Advancing Health Through Leadership
formerly ASTPHND

Why??

Innovative Funding

What Should Be Done Already?

- ✓ Community definition worksheet (you and others)
- ✓ Started to gather information (data, opinion, environment)
- ✓ Regularly filling out your Community Assessment Progress Report

Karen Potter

- ✓ What she's done so far
  - Gathered other surveys, assessments, and focus groups
- ✓ Next steps
  - Compile results and review with coalition
  - Develop an action plan

Tools to Use

- ✓ Progress Report
- ✓ Summary Sheets
  - Community data
  - Community opinion
  - Community environment

Problems

- We need more training
- No hospital information
- I can't get people interested

We need more training

No you don't!

No hospital data

Yay and Wow and Thank you

Move on

- ✓CFHS & RHWP Health Status Profile
- ✓County Health Rankings
- ✓Kids Count Data

People won't engage

✓Complete community definition worksheet

- population of focus is young families, school-age kids, children in childcare, new moms, etc.

✓Conduct interviews – opinion survey

People won't engage

- ✓ Ask for information
- ✓ Present draft findings/give a progress report

Next Webinar

March 8th at 3 pm

March 23rd at 11:30 am

March 29th at 3 pm

Until then….

1. Gather and Analyze Information
   - Data
   - Community Opinion
   - Community Environment
2. Fill out summary sheets

Assignment

- ✓ Bre will send you a Community Assessment Progress Report
- ✓ Fill it out!
- ✓ Send to me – karen@asphn.org
- ✓ Due: March 3rd

Your Community Assessment Progress Report

- ✓ I won't tell who submitted - except
  - First two
  - Last two
- ✓ I will report # submitted
- ✓ I will report a summary of everyone's collective progress

Evaluation – E-mail link distributed later today

Questions or more information: karen@asphn.org

Thank You