



PARTNERING WITH COMMUNITY TO ASSESS  
HEALTH NEEDS, ASSETS AND PRIORITIES:  
AN INTRODUCTION FOR FRONTLINE  
PUBLIC HEALTH PRACTITIONERS

BUSPH Public Health Exchange  
Candice Belanoff, ScD, MPH  
Clinical Associate Professor  
Community Health Sciences

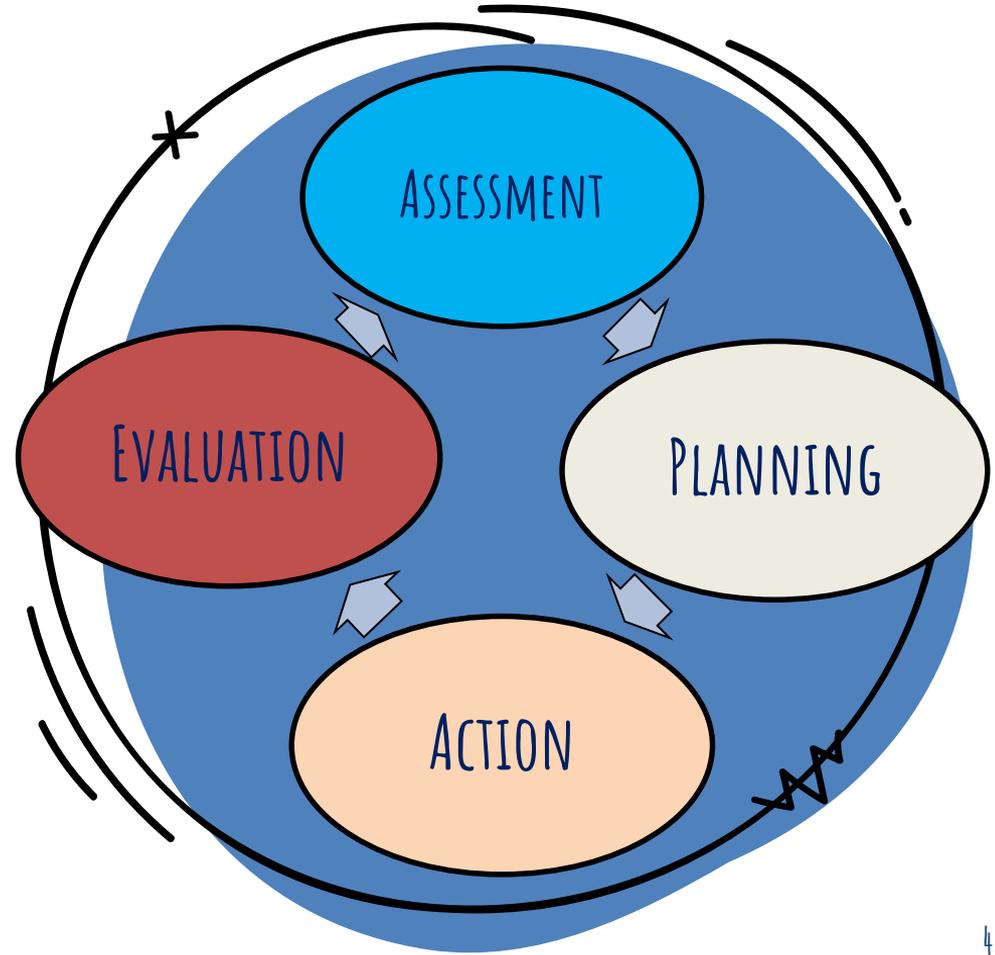
# AGENDA TODAY!

- X **What is a Community Health Needs Assessment (CHNA) & Community Health Improvement Plan (CHIP)?**
- X Where do you start?
- X **Gathering data**
  - X In partnership with people
  - X From existing data sources
  - X Lots of resources for you!
- X **Developing a community health improvement plan**
- X Where do you go from there?

## Q: WHAT IS A COMMUNITY HEALTH NEEDS ASSESSMENT??

- X **CHNA is a crucial part** of the planning process for helping communities:
  - X Take stock of their health, resources & challenges
  - X Set priorities for action
  - X Make plans for the future!
- X Something that frontline community health professionals do all the time in various ways!

Q: WHAT IS THE ROLE OF  
"COMMUNITY HEALTH NEEDS  
ASSESSMENT" IN THE CYCLE  
OF PUBLIC HEALTH WORK?



# DIFFERENT ASSESSMENTS START IN DIFFERENT WAYS....

## **Geography**

(Country, state,  
city, town,  
neighborhood/  
community, school)

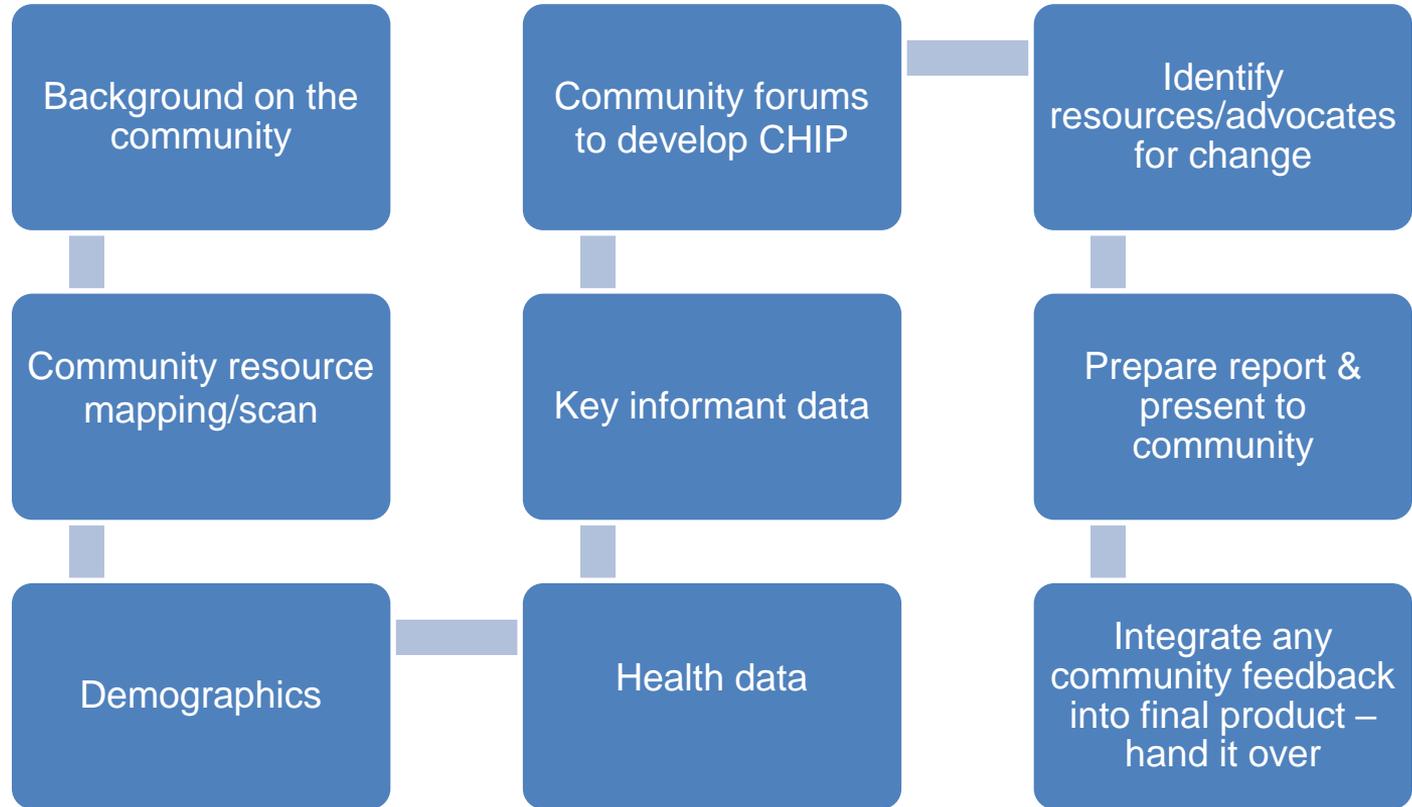
## **Health Issues**

(Sexual/repro health,  
infectious disease,  
chronic disease,  
injury, mental health,  
physical disabilities,  
nutrition/fitness,  
safety/violence)

## **Population**

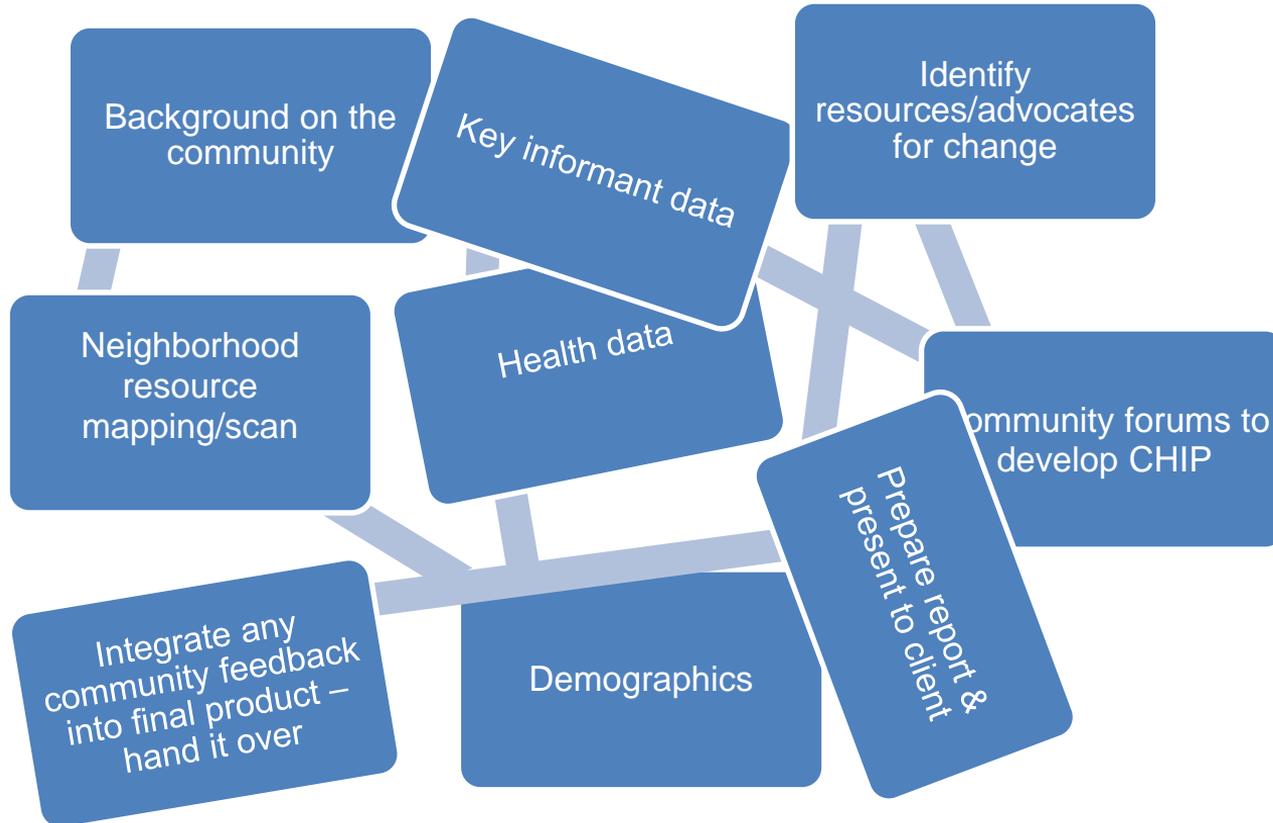
(by age, race,  
ethnicity,  
immigration, sexual  
orientation, gender,  
income, occupation  
housing, etc)

# ROADMAP TO ASSESSMENT AND PLANNING



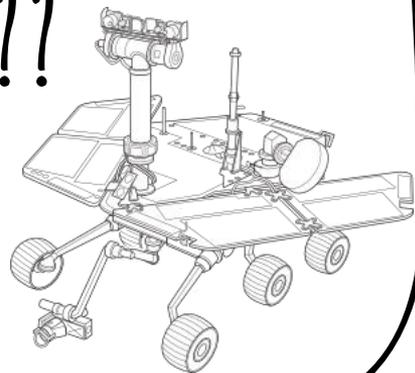
THE TIDY VERSION

# REALITY....



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WHERE DO YOU START??



# FIGURE OUT WHO SHOULD BE INVOLVED!

X Community members!



X Other “stakeholders” (variety of people/agencies involved with community health & wellbeing)

X May also involve:

X Community orgs

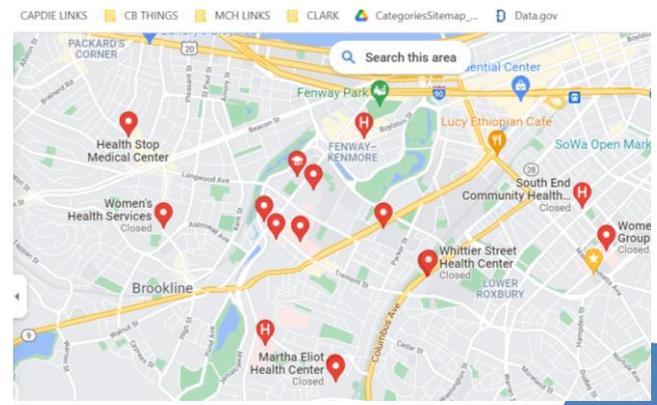
X Local health care institutions

X Political reps



# GET A LAY OF THE LAND – HISTORY & ENVIRONMENTAL SCAN

- X Newspaper articles; historical sources; oral histories
- X Neighborhood walks (or tours!)
- X The current environment
  - X Commerce/Business
  - X Services/amenities
  - X Community orgs
  - X Built & natural environment
- X Google maps can be useful (sort of?)



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GATHERING YOUR DATA

# HOW DO YOU KNOW WHO LIVES IN A COMMUNITY, CITY, ETC?

X The [US Census](#) can help!

United States  
**Census**  
Bureau

**QuickFacts**  
Boston city, Massachusetts; United States

QuickFacts provides statistics for all states and counties, and for cities and towns with a **population of 5,000 or more**.

Q Boston, MA -- Select a fact -- CLEAR TABLE MAP CHART

**Table**

All Topics

	Boston city, Massachusetts	United States
<b>Population estimates, July 1, 2019, (V2019)</b>	692,600	328,239,523
<b>PEOPLE</b>		
<b>Population</b>		
<b>Population estimates, July 1, 2019, (V2019)</b>	692,600	328,239,523
Population estimates base, April 1, 2010, (V2019)	617,792	308,758,105
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	12.1%	6.3%
Population, Census, April 1, 2020	675,647	331,449,281
Population, Census, April 1, 2010	617,594	308,745,538

# HOW DO YOU KNOW WHO LIVES IN A COMMUNITY, CITY, ETC?

X No need to reinvent the wheel (sometimes)!

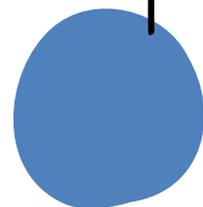
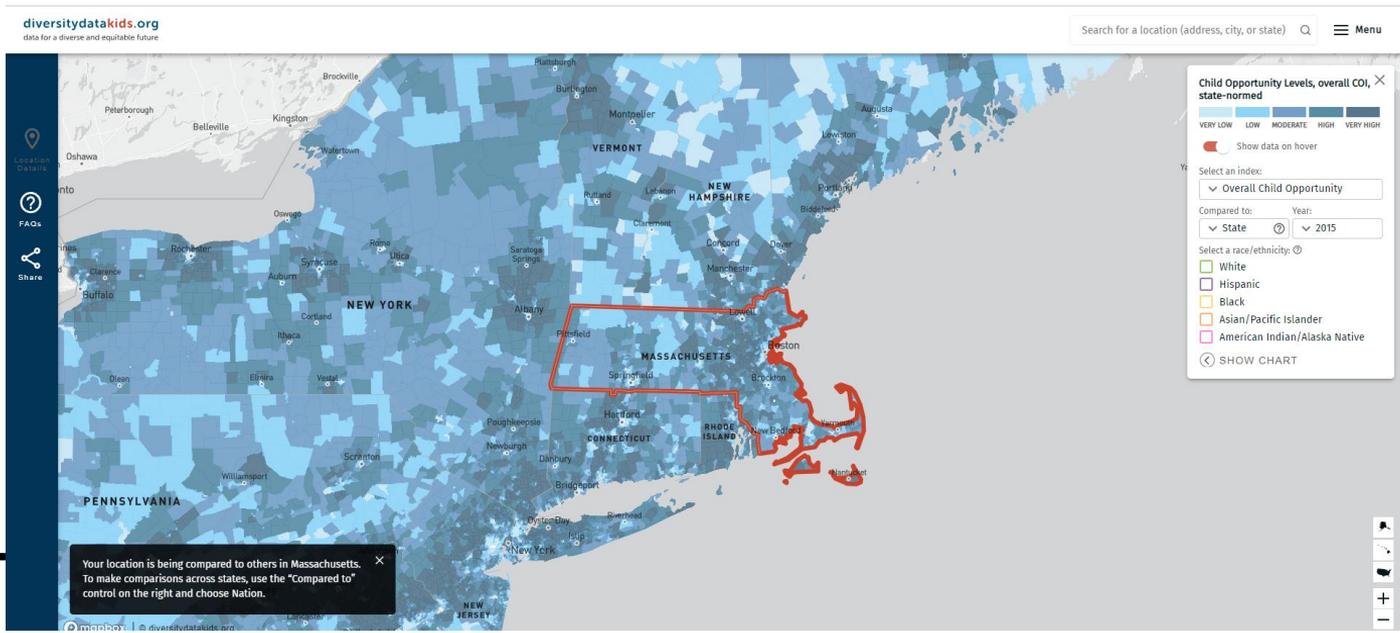


2019 Community Health Needs Assessment

Charlestown	Charlestown	Boston Overall	Comparison to the Rest of Boston*
<b>Demographics</b>			
Population count estimate (2013-2017)	18,901	669,158	--
% population under 18 years (2013-2017)*	18.0%	16.3%	S
% population 65 years and over (2013-2017)*	10.4%	11.0%	S
% population foreign born (2013-2017)*	15.4%	28.3%	L
<b>Employment, Education, and Financial Insecurity</b>			
% population 16 years and over unemployed (2013-2017)*	3.9%	7.3%	L
% population 25 years and over with less than a high school diploma (2013-2017)*	9.9%	13.9%	L
% individuals living below poverty level (2013-2017)*	18.0%	20.5%	S
% adults reporting food purchased did not last and did not have money to get more (2013, 2015, 2017)	16.5%	21.3%	S
<b>Housing</b>			
% renter-occupied housing units (2013-2017)*	54.5%	64.7%	L

# HOW DO YOU KNOW WHO LIVES IN A COMMUNITY, CITY, ETC?

X Another helpful source of community demographics & more: **The Child Opportunity Index** (Acevedo-Garcia et al.) [diversitydatakids.org](https://diversitydatakids.org)



## HOW CAN YOU FIND OUT WHAT THE COMMUNITY'S TOP HEALTH ISSUES ARE?

- X **Of COURSE! Ask the community!**
- X AND, look around some of the public “secondary” health data
- X (Though, hard to get at neighborhood level, but you can get a sense...)

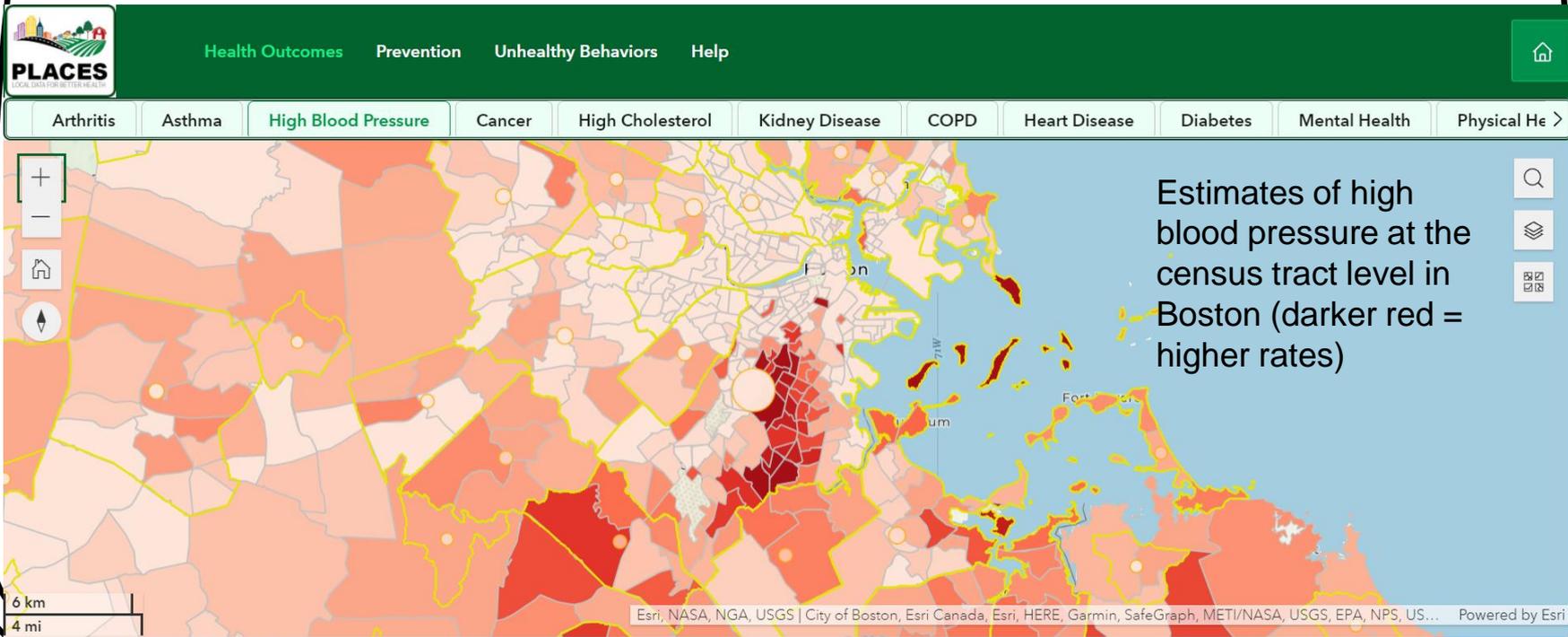


# A LONG LIST OF POTENTIAL SOURCES OF HEALTH DATA FOR YOU



- CDC Wonder, US Natality Data. <https://wonder.cdc.gov/natality-expanded-current.html>
- CDC Youth Risk Behavior Survey (Has queryable data for middle-high school) <https://www.cdc.gov/healthyouth/data/yrbs/index.htm>
- CDC Division of Nutrition, Physical Activity, and Obesity, National Center for Chronic Disease Prevention and Health Promotion. Nutrition, Physical Activity, and Obesity: Data, Trends and Maps <https://www.cdc.gov/nccdphp/dnpao/data-trends-maps/index.html>
- The CDC “Places” Project: <https://www.cdc.gov/places/index.html>
- County Health Rankings: <https://www.countyhealthrankings.org/>
- HRSA/MCHB/Census. Data Resource Center for Child & Adolescent Health. (Has data query platform for National Survey of Children’s Health – many topics housed here, infants to teens.) <https://www.childhealthdata.org/browse/survey>
- Google Public Data (Some cool time trend, animated data) <https://www.google.com/publicdata/explore>
- Annie E. Casey Foundation, Kids Count Data Center. <https://datacenter.kidscount.org/>
- ChildStats.org. (Government data clearing house on a number of child health topics.) <https://www.childstats.gov/americaschildren/index.asp>
- Child Trends Databank (Clearinghouse of various data sources.) <https://www.childtrends.org/indicators?a-z>
- Civil Rights Data Collection: <https://ocrdata.ed.gov/> “Wide-Ranging Education Data Collected from our Nation’s Public Schools.”

# CDC "PLACES" PROJECT – HEALTH DATA AT THE NEIGHBORHOOD LEVEL



Data sources: The model-based estimates were generated using BRFSS 2018 or 2017, Census 2010 population counts or census county population estimates of 2018 or 2017, and ACS 2014-2018 or ACS 2013-2017.

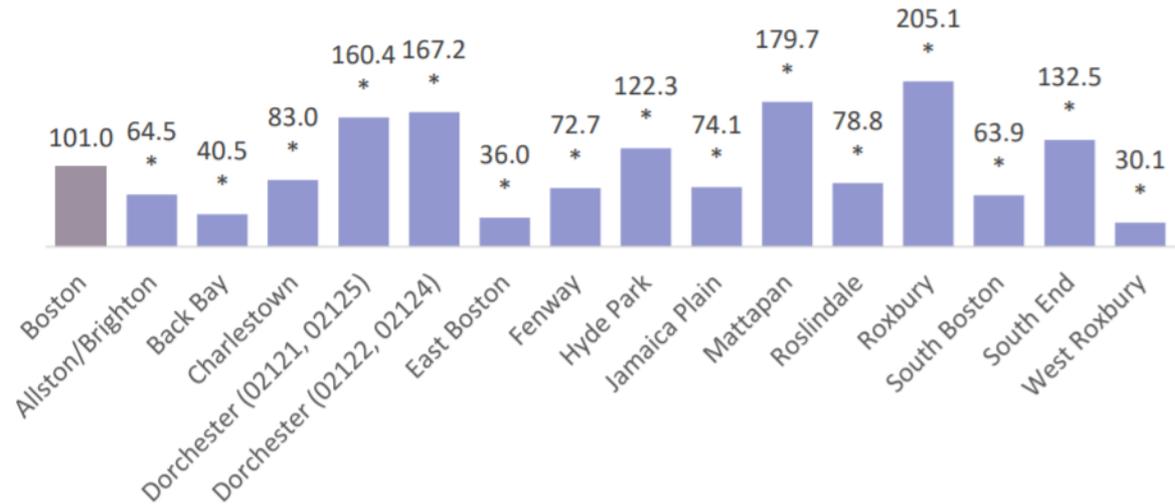
Credit: Centers for Disease Control and Prevention, National Center for Chronic Disease and Health Promotion, Division of Population Health, Atlanta, GA



# AND AGAIN, IT'S OKAY TO SCAVENGE YOUR DATA FROM OTHER RESOURCES...



Figure 69. Asthma Emergency Department Visit Rate, by Boston and Neighborhood, Age-Adjusted Rate per 10,000 Residents, 2016–2017 Combined



DATA SOURCE: Massachusetts Center for Health Information and Analysis, Acute Hospital Case Mix Databases, 2016–2017 Combined  
 DATA ANALYSIS: Boston Public Health Commission, Research and Evaluation Office  
 NOTE: Asterisk (\*) denotes where neighborhood estimate was significantly different compared to the rest of Boston ( $p < 0.05$ )

# YOUR MOST IMPORTANT SOURCE OF DATA: COMMUNITY MEMBERS!

- X How can you get information about key issues and priorities?
  - X Community forums or focus groups
  - X Key informant interviews
  - X “Community concerns surveys”
- X A **very handy reference guide** to community data gathering and so much more:

[The Community Toolbox](#)



COMMUNITY TOOL BOX

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HOW DO YOU BRING ALL OF THIS  
NEIGHBORHOOD, DEMOGRAPHIC, HEALTH AND  
COMMUNITY CONCERNS DATA TOGETHER INTO  
A COHERENT SET OF PRIORITIES AND  
RECOMMENDATIONS???

# COMMUNITY HEALTH IMPROVEMENT PLANNING

- X Community forum (if you can!)
- X Gather community members & stakeholders
- X Share findings/seek interpretation from those affected most.
- X Strategies for soliciting input & prioritization activities, e.g...
  - X Multi-voting
  - X Prioritization matrixes
    - e.g. Burden: Equity: Impact: Feasibility: Collaboration  
(From Boston CHNA/CHIP collaborative)

# DEVELOP A "CHIP" – A BLUEPRINT FOR ACTION

Goal (Broad, global)	Objectives (SMART*)	Strategies (Specific activities)	Partners and Resources
<b>A really big picture goal toward which you want to develop objectives.</b>	Objectives that would directly lead to the attainment of that goal	Specific actions you recommend be taken in order to achieve the objectives	Who/what resources or orgs might be leveraged to conduct or support your activities

\*SMART = SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT, TIME-BOUND

# DEVELOP A "CHIP" – FOR EXAMPLE....

Goal (Broad, global)	Objectives (SMART*)	Strategies (Specific activities)	Partners and Resources
<b>Chipville becomes a place of greater belonging, hope and support for youth</b>  <b>(Close an outcomes gap?)</b>	Chipville youth reporting symptoms of depression reduced by 50% by May 2024	Chipville HS will implement enriched afterschool and internship program; Enroll at least 50% of students by may 2023	Partnership between Chipville HS PTA, Chipville Community College Teacher Ed program, Chipville YMCA.
	Proportion of Chipville HS seniors reporting specific post-graduation plans increases from 40-80%	Participation incentives offered including stipends and transportation	

## WHEW! GOT ALL THAT??

### X My big takeaways:

- X Always strive for CHNA/CHIP leadership from community
- X Gather data from as many good sources as you can (including existing CNHAs!)
- X Create a practical, living blueprint that reflects community priorities

THANKS SO MUCH!

CANDICE BELANOFF  
CBELANOF@BU.EDU

