

Elevate CBOs Webinar Series: Conducting a Behavioral Health Community Needs Assessment

WE WILL BE STARTING SHORTLY, THANK YOU FOR JOINING US!



Attendees are muted, so please share comments and ask questions in the **Q&A box**



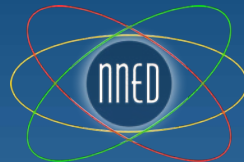
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Resources and the recording will be available following the webinar at share.nned.net



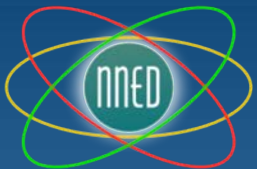
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Elevate CBOs Webinar Series:

Conducting a Behavioral Health Community Needs Assessment

August 10, 2022



National Network to Eliminate
Disparities in Behavioral Health
Striving for behavioral health equity for all individuals, families, and communities.

SAMHSA
Substance Abuse and Mental Health
Services Administration

PROSCENIUM
DATA SOLUTIONS

LOGISTICS



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and ask questions
in the **Q&A box**

LOGISTICS



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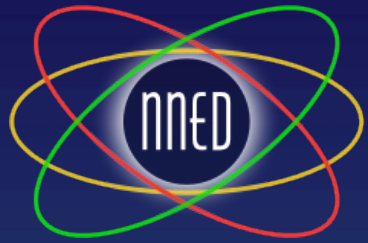
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Angel Villalobos

FACILITATOR,
NNED NATIONAL FACILITATION CENTER

CHANGE CONSULTANT,
CHANGE MATRIX



**National Network to Eliminate
Disparities in Behavioral Health**

A network of over **5,600** individuals,
including more than **1,300** community-
based organizations striving for
behavioral health equity for for all
individuals, families, and communities.

GROUP NORMS

The NNED seeks to use affirming, respectful, and recovery-oriented language in all activities. We ask that participants practice doing the same. That language is:

- ▶ Strengths-based and hopeful
- ▶ Inclusive and accepting of diverse cultures, genders, perspectives, and experiences
- ▶ Healing-centered/trauma-responsive
- ▶ Inviting to individuals participating in their own journeys
- ▶ Person-first and free of labels
- ▶ Non-judgmental and avoiding assumptions
- ▶ Respectful, clear, and understandable, consistent with our actions, policies, and products

Adapted from the MHTTC Network's group norms, which they adapted from https://mhcc.org.au/wp-content/uploads/2019/08/Recovery-Oriented-Language-Guide_2019ed_v1_20190809-Web.pdf

DISCLAIMER

Some views, opinions, and content expressed in this webinar may not necessarily reflect the views, opinions, or policies of the Office of Behavioral Health Equity (OBHE), the Substance Abuse and Mental Health Services Administration (SAMHSA), or the U.S. Department of Health and Human Services (HHS).



Allison Houston, PhD, MSc, CPH

**EPIDEMIOLOGY/RESEARCH SCIENTIST,
PROSCENIUM DATA SOLUTIONS**

Conducting a Behavioral Health Community Needs Assessment:

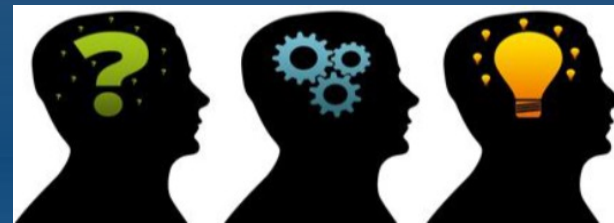
Elevate Community Based Organizations
Data Workshop #2

ALLISON HOUSTON
PHD, MS, CPH



In this Workshop We Will

- ▶ Review the basics of a Needs Assessment
- ▶ Touch on the important elements of a Needs Assessment
- ▶ Follow the steps (phases) in conducting a Needs Assessment
- ▶ Apply the public health perspective focusing on a behavioral health problem
- ▶ We will
 - ▶ Ask questions
 - ▶ Think about solutions
 - ▶ Share ideas



What is a Needs Assessment?

It is a means by which to determine the gaps, lacks, and wants relative to a defined population

It is often the first step in developing a coordinated response to a problem

Question 1:

What types of organizations DO
YOU THINK may need to conduct a
Needs Assessment?

Who needs a Needs Assessment?

Any organization that is trying to prioritizing how to address a problem with limited resources

When should one be conducted?

When the community problem is not defined clearly

When little is known about the community problem or its possible consequences

When you want to find causes that may improve the chance of successfully addressing the problem

When people are jumping to conclusions and solutions much too soon

Characterizing and Defining the Health Problem Within a Defined Community

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What is health?

In 1947, WHO defined health as the presence of well-being. Presently, we see health as encompassing the presence of physical, mental, developmental, social, and financial capabilities, assets, and balance

Who is the population of interest?

Achieving and maintaining health across a life span is a complex, complicated, intricate affair

Why this group?

- *Health equity

- *Diversity within organizations & programs

Important considerations

What is the seriousness of the problem?

What is the distribution of the problem?

What factors are contributing to the problem?

What is the perceived importance of the problem?

What resources are available to address the problem?

Defining the Health Problem

- ▶ Let's define our specific health problem as: Treatment seeking access barriers for substance abuse dependence among multiracial young men (ages 18-24) in the Bronx county, New York
- ▶ Please note this is a made-up example; any similarity to a real population in the specific geographic place is only coincidental

Define and discuss within your organization and/or with external partners



Types of Needs

Expressed Need

The problem revealed through health care—seeking behavior, e.g., a demand for services and the market behavior of the target audience

Normative need

Normative need is a lack, deficit, inadequacy, or excess as defined by experts and health professionals, usually based on a scientific notion of what ought to be or what the ideal is from a health perspective

Perceived or felt need

Perceived needs are demonstrated in what members of the target audience say that they say they want, it is the view through the eyes of the person having the experience

Relative Need: The Type of Need Most Easily Aligns with Behavioral Health Equity Goals

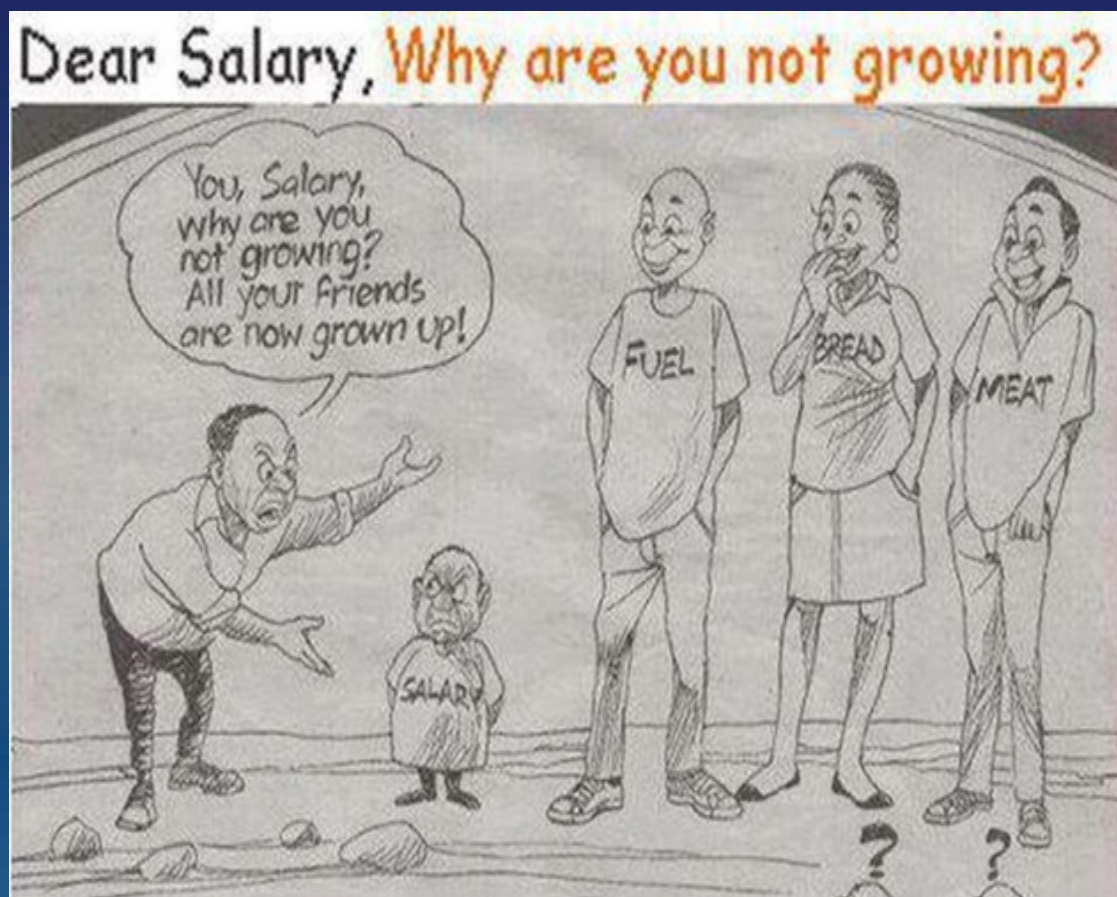
The relative or comparative need is the identified gap or deficit as identified through a contrast between advantaged and disadvantaged groups. Relative need entails a comparison that demonstrates a difference that is interpreted as one group having a need relative to the other group

Health disparities are often stated as relative need

Using our example, we can say that in 2021, the rate of intake into the only community-based substance abuse treatment center in the south Bronx, New York for White young males (ages 18-24) was twice that of similar Black young males and four times that of similar multiracial young males (ages 18-24)

As we think about the solution to this problem, perhaps we should be thinking about “advancing racial equity in substance abuse treatment for an underserved community”

A Community Needs Assessment Is Not Meant to Answer All Questions...About a Need



Treatment seeking access barriers for substance abuse dependence among multiracial young men (ages 18-24) in the Bronx county, New York

When Assessing and Documenting Needs Do Not Only Think About the Deficits

Deficit-Based Approach

- ▶ Based on community need, particular deficiency, or problem
- ▶ Looks at what is wrong with community and examines needs from the perspective of what is versus what should be
 - ▶ Gaps; what's missing
- ▶ Leads community to seek outside assistance rather than in-house skills

Asset-Based Approach

- ▶ Based on community assets that can be mobilized for improvement
- ▶ Focuses on positive assets of community
- ▶ Leads community to look within for solutions to solve problems
- ▶ Fosters sense of independence, pride, and possibilities

Plan the Approach and Manage the Needs Assessment Like any other Project

PRIORITY	DUE DATE	WHAT	WHO	IN PROGRESS	DONE
Priority	Due Date	What	Who	In Progress	Done
Priority	Due Date	What	Who	In Progress	Done
Priority	Due Date	What	Who	In Progress	Done
Priority	Due Date	What	Who	In Progress	Done
Priority	Due Date	What	Who	In Progress	Done
Priority	Due Date	What	Who	In Progress	Done
Priority	Due Date	What	Who	In Progress	Done
Priority	Due Date	What	Who	In Progress	Done
Priority	Due Date	What	Who	In Progress	Done
Priority	Due Date	What	Who	In Progress	Done
Priority	11/15/22	Report Draft Due	Dr. Z	In Progress	Done
	12/1/22	Final Report Due			

Question 2:

Do you think it is necessary to tie the overarching goal of the needs assessment to the mission of your Community Based Organization? Why? or Why not?

SOMETHING TO THINK ABOUT

There are several good reasons to determine the extent to which your organization's services are being used.

Knowing which of your organization's services are and are not being used will help you decide which services need to be bolstered, which need to be better communicated to your target audience, and which need to be dropped or changed. This will help your organization plan future activities and use its resources most effectively.

Remember to consider how equity is built into your services.

Question 3:

Which of the following are correct ways to think about a community health Problem?

- a) The problem deprives people of legal or moral rights (**equity**)
- b) The problem occurs too frequently (**frequency**)
- c) The problem has lasted for a while (**duration**)
- d) The problem affects many people (**scope, or range**)
- e) The problem is disrupting to personal or community life, and possibly intense (**severity**)
- f) All of the above

Define the Problem in the Context of a Community Needs Assessment Perspective

In 2022 a CBO-XYZ located in the Bronx county, New York in collaboration with the Graduate School and University Center of the City University of New York plans on embarking on a comprehensive process to identify the drug use disorders TREATMENT needs of impoverished young adult multiracial males ages 18-24 living in the Bronx county, NY, USA

We can start by analyzing and theorizing as to why there is a treatment gap for this group (i.e., barriers to services)

We should be asking why might there be a substance abuse problem taking place and a treatment gap issue, in this particular location, among this particular target population

Without knowing causes/risk factors, we cannot fix the problem

Bronx County - Overdose deaths involving any opioid, crude rate per 100,000 population

Data Year(s)	Bronx	NYC	NYS
2010	5.1	4.7	5.0
2011	6.7	5.4	6.6
2012	7.7	6.2	7.0
2013	7.4	6.0	8.2
2014	7.1	6.6	8.7
2015	12.2	7.9	10.9
2016	18.4	12.2	15.6
2017	19.6	12.9	16.6
2018	21.9	12.3	15.1
2019	23.9	13.8	15.1

Rationale for the Place and the people

- ▶ Some facts about the Bronx, NY,
- ▶ It is divided into 12 community districts
- ▶ The 3rd most densely populated county in the U.S.
- ▶ Has 30% poverty rate (NYC highest poverty rate)
- ▶ In the South Bronx, the overall poverty rate is even higher

In 2020, persons of color were disproportionately impoverished

Race/ethnicity	Poverty rate	Population Distribution
American Indian/Alaska Native	21.4%	0.8%
Black	19.8%	12.4%
Hispanic	17.1%	18.8%
Multiple Races	12.8%	2.1%
White	8.3%	59.6%
Asian/Native Hawaiian and Pacific Islander	8.0%	6.3%
United States	11.6%	99.7%

Define the Problem in the Context of a Community Needs Assessment Perspective

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Conducting a Needs Assessment in Phases

Phase One: explore what is

Secondary data gathering: Public health approaches to needs assessment typically rely on existing data and epidemiological data

Phase Two: gather and analyze data

Primary data collection and Analysis: Collect new information about the problem and analyzed data collected
Summarize findings

Phase Three: make decisions

Set priority needs
Identify possible solutions
Select solution strategies
Propose action plan
Prepare report

Phase 1:

Understanding and Describing the Community Using Public Records - Data that Exist

- ▶ Demographic (census data)
- ▶ Historical/Past concerns
- ▶ Geographic (often useful to start with a map)
- ▶ Assets
- ▶ Comment on whether there are sufficient resources
- ▶ Describe the strengths and challenges with the existing data

Phase 2:

Primary Data Collection and Analysis

- ▶ Conduct interviews (e.g., key informants)
- ▶ Conduct Surveys to collect descriptive information about the problem
 - ▶ Service providers
 - ▶ Members of target population
- ▶ Use other qualitative methods to assess community issues
 - ▶ Public forums
 - ▶ Observation
 - ▶ Focus groups of other stakeholders
- ▶ You might discover and identify additional community assets and needs
- ▶ Good data starts with asking the right questions
 - *Get help from others *Use the people in your organization
 - *Team up with colleges and universities in your community

Phase 3:

Reporting and the Final Product and Making Decisions

The third and final phase of the needs assessment is the *final product*. This includes a summary of the findings

A Simple Report Example

Hayes, J. (2019). Community Needs Assessment. *NEEDS ASSESSMENT*, 24. Retrieved August 8, 2022, from https://ddpc.ny.gov/system/files/documents/2019/08/NYCoP_Community_Needs_Assessment.pdf

Resources for secondary data

Assessment. (n.d.). *SparkMap*. Retrieved August 8, 2022, from <https://sparkmap.org/report/>
PLACES: Local Data for Better Health. (n.d.). Retrieved August 8, 2022, from <http://www.communitycommons.org/entities/105e9302-8d2e-45f3-b824-585916f74364>

References

- ▶ *How States Can Conduct a Needs Assessment*. (n.d.). Retrieved July 19, 2022, from <https://www.samhsa.gov/section-223/certification-resource-guides/conduct-needs-assessment>
- ▶ Bogle, A., & Stickney, B. (n.d.). *Fullerton homelessness needs assessment report*. 37.
- ▶ Poverty Rate by Race/Ethnicity (CPS). (2021, September 21). KFF. <https://www.kff.org/other/state-indicator/poverty-rate-by-race-ethnicity-cps/>
- ▶ Centers for Disease Control and Prevention The Centers for Disease Control and Prevention's National Center for Health Statistics is a good resource for health statistics. It allows users to manipulate data on a specific health indicator by variables such as race or income. Find it at www.cdc.gov/nchs/hdi.htm.
- ▶ *New York State Opioid Data Dashboard*. (n.d.). Retrieved August 2, 2022, from https://webbi1.health.ny.gov/SASStoredProcess/guest?_program=/EBI/PHIG/apps/opioid_dashboard/op_dashboard&p=ctr&ind_id=op51&cos=58

Q1:
How credible
and reliable are
the findings from
a community
needs
assessment?

A precise and carefully executed methodology is critical in asserting the validity of the results/findings gathered from existing or new data. Take care to ensure results reflect the best representation of the underlying population

Best practice when doing a needs assessment is to use a combination of primary and secondary data

Try not to address too many issues, you may risk spreading yourself (and your resources) too thin in doing so, which will decrease your impact

Q2:
Generally
speaking, how
much does a
community
needs
assessment cost?

Cost depends on many factors including:

The goal of the assessment

The size and capacity of your organization,
the geographic location, and target
population

Cost reduction tips: Partnerships, grad
students, faculty etc.

Q3:

Can you share some tips on how to obtain support from leadership in my organization to conduct a needs assessment?

Do your research by exploring the problem and your organization's capacity upfront

Define the problem in a way that is sound from a public health perspective. At the same time make sure it is inviting for your organization to be a part of the solution. That is, present it as an opportunity

Q4:

After collecting data through a community needs assessment, how can we share findings with the community?

Depends on the goal of the assessment:

Executive summary reports standalone or as part of Evaluation/program planning

Media releases (especially important if the perceived need is different from the findings)

As a requirement for funding....

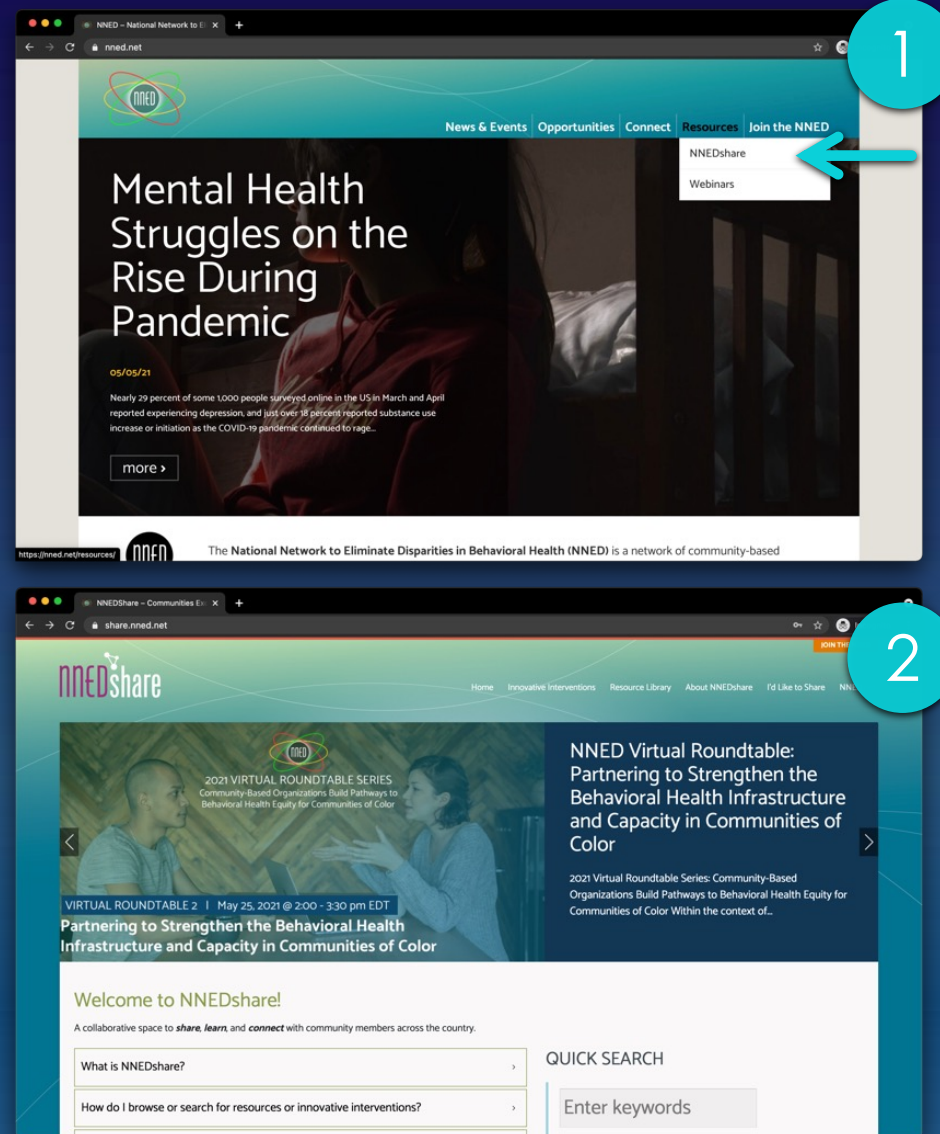


GENERAL Q&A

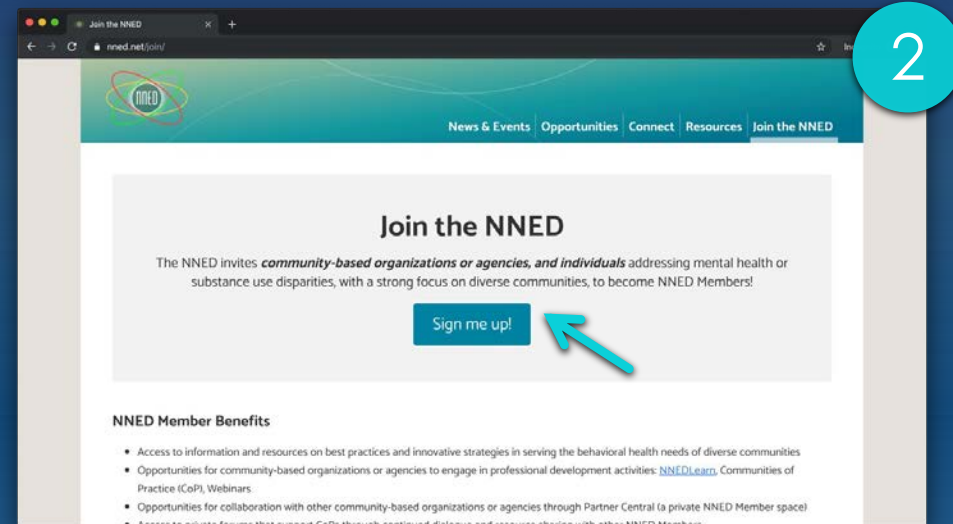
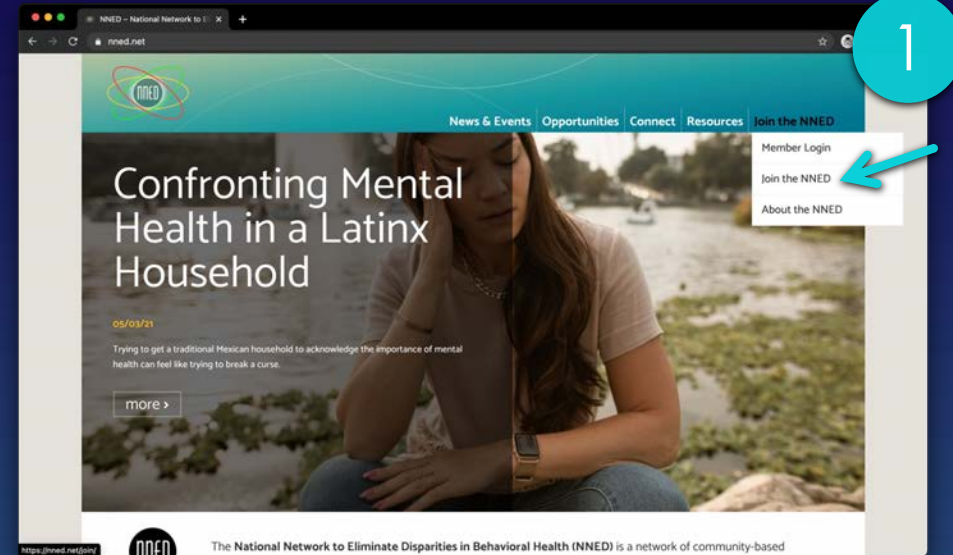


WRAP UP & RESOURCES

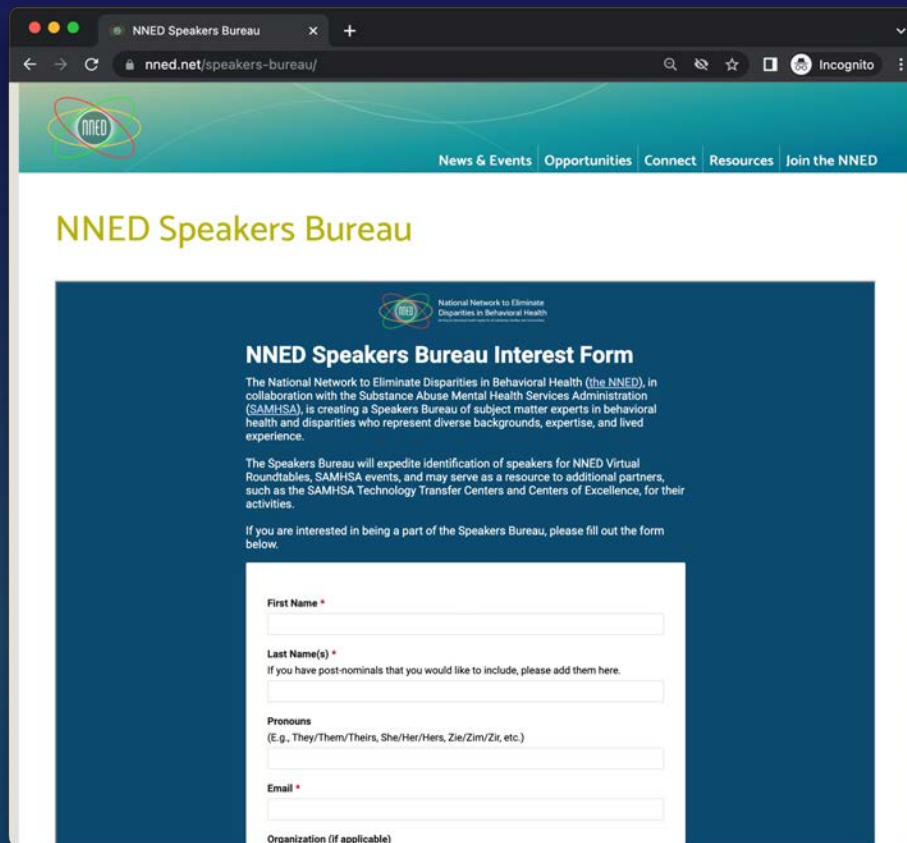
VISIT NNEDSHARE:
[SHARE.NNED.NET](https://share.nned.net)



VISIT NNEDSHARE:
[NNED.NET/JOIN](https://nned.net/join)



NNED SPEAKERS BUREAU: NNED.NET/SPEAKERS-BUREAU



The screenshot shows a web browser window with the address bar displaying "nned.net/speakers-bureau/". The page features a teal header with the NNED logo and navigation links: "News & Events", "Opportunities", "Connect", "Resources", and "Join the NNED". Below the header, the title "NNED Speakers Bureau" is displayed in yellow. The main content area has a dark blue background and contains the "NNED Speakers Bureau Interest Form". The form includes a logo for the "National Network to Eliminate Disparities in Behavioral Health" and a paragraph explaining the purpose of the Speakers Bureau. It also includes a paragraph stating that the Speakers Bureau will expedite identification of speakers for NNED Virtual Roundtables, SAMHSA events, and may serve as a resource to additional partners, such as the SAMHSA Technology Transfer Centers and Centers of Excellence, for their activities. A note indicates that if the user is interested in being a part of the Speakers Bureau, they should fill out the form below. The form fields are: "First Name *", "Last Name(s) *", "Pronouns (E.g., They/Them/Theirs, She/Her/Hers, Zie/Zim/Zir, etc.)", "Email *", and "Organization (if applicable)".

NNED Speakers Bureau

NNED Speakers Bureau Interest Form

The National Network to Eliminate Disparities in Behavioral Health (the NNED), in collaboration with the Substance Abuse Mental Health Services Administration (SAMHSA), is creating a Speakers Bureau of subject matter experts in behavioral health and disparities who represent diverse backgrounds, expertise, and lived experience.

The Speakers Bureau will expedite identification of speakers for NNED Virtual Roundtables, SAMHSA events, and may serve as a resource to additional partners, such as the SAMHSA Technology Transfer Centers and Centers of Excellence, for their activities.

If you are interested in being a part of the Speakers Bureau, please fill out the form below.

First Name *

Last Name(s) *

If you have post-nominals that you would like to include, please add them here.

Pronouns
(E.g., They/Them/Theirs, She/Her/Hers, Zie/Zim/Zir, etc.)

Email *

Organization (if applicable)

PLEASE PROVIDE
FEEDBACK!

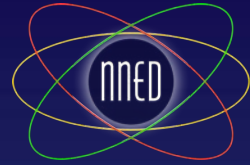
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Questions?

Email the Office of Behavioral Health Equity:
perry.chan@samhsa.hhs.gov



CLOSING REMARKS



Thank you for joining us today!
We hope you'll join us for the rest of the
Elevating CBOs Webinar Series.

Please remember to provide your feedback:
bit.ly/ElevateCBOsFeedback