

**MODULE 12: COMMUNITY ASSESSMENT**



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**OUTLINE FOR THIS MODULE**

- Community Diagnosis
- Review and Assessment
- Service Learning



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**REVIEW**



- What did we learn during our last session?
- What stands out from the last few modules?
- What has been reinforced through your Service Learning experiences?



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COMMUNITY DIAGNOSIS

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**LEARNING OBJECTIVES**

By the end of this section, you will be able to:

- Define community diagnosis and discuss key concepts and methods related to community diagnosis.
- Explain how community diagnosis is used to guide public health programs and efforts to advocate for social change.
- Describe and apply seven key steps in a community diagnosis process.
- Participate in the design and execution of a community-centered and strength-based community diagnosis.
- Discuss the role of the CHW in community diagnosis.
- Identify and develop effective research tools for gathering information for the diagnosis.
- Summarize and analyze research findings.
- Explain how research findings are used to develop an action plan.

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**WORDS TO KNOW**

- Assessment of community strengths and assets
- Content analysis
- Leading questions
- Needs assessment
- Institutional review boards (IRBS)
- Qualitative data
- Quantitative data
- Root causes
- Sample




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GROUP ACTIVITY 22.1  
INTRODUCTION TO COMMUNITY DIAGNOSIS

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COMMUNITY DIAGNOSIS

The art and the process that identifies community concerns or problems, uncovers the root causes and develops a clear plan to overcome them.

- Common names:
  - Community-based participatory research (CBPR).
  - Participatory action research (PAR).
  - Action research.
  - Participatory research.



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CHW ROLE IN DIAGNOSIS

- Client-centered.
- Assist in development.
- Conduct assessments / surveys.
- Support community.
- What other ways would a CHW be involved?



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### IS IT COMMUNITY DRIVEN?

- Did community identify the research focus?
- How involved were local community members?
- How will the information be used?
- How will it be shared with the community?
- What are the records of the lead researchers?



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### COMMUNITY DIAGNOSIS CONCEPTS

- Educates.
- Values knowledge.
- Prioritizes community issues.
- Values collaboration.
- Starts from community needs.
- Seeks participation of community.
- Exposes / examines power dynamics.
- Seeks political or social change or action.



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### SEVEN STEPS TO CONDUCT A COMMUNITY DIAGNOSIS

1. Identify and bring the community together.
2. Choose a focus.
3. Select research tools.
4. Conduct research.
5. Summarize research findings.
6. Analyze research findings.
7. Develop an action plan.



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### STEP 1 — IDENTIFY AND BRING THE COMMUNITY TOGETHER

- Identify the group — nationality, language, risk factors and interests are ways to bring a community together.
- Promote and advertise meetings to ensure that the entire community learns what is going on.
- Use local media, schools, faith-based organizations, service organizations, businesses and unions to get the word out.



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### STEP 2 — CHOOSING A FOCUS

The research focus should meet these criteria:

- Meaningful.
- Reach.
- High need.
- Public support.
- Political will.
- Practical.
- Clear target.



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### STEP 3 — SELECT RESEARCH TOOLS AND TYPE

- **Qualitative data** — In-depth understanding of how people experience a problem.
  - Examples: Interviews and focus groups.
- **Quantitative data** — number of times something is happening.
  - Examples: Surveys and public health data records.



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### STEP 3 — SELECT RESEARCH TOOLS AND TYPE

- Existing program data.
- Epidemiologic data.
- Evaluation of program(s).
- Pre- / Post-tests.
- Mapping
- Focus groups.
- Surveys.
- Visual.
- Interviews.



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### STEP 4 — CONDUCT RESEARCH

Tools to conduct research:

- Library — visit a local library and work with a librarian to research a problem.
- Internet — use search engines like Google to get data or to network.
- Community forums — organize community meetings to get community input.
- Surveys — conduct individual or group surveys to find out people's opinions on a problem.



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### HOW DOES BIAS SHOW UP IN RESEARCH?

- Determining who participates.
- Asking leading questions.
- Summarizing to highlight your desired outcome.
- Guiding the analysis and data explanation.
- Guiding the action plan development and implementation.



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### STEP 5 — SUMMARIZE RESEARCH FINDINGS

- Edit research findings so that everyone can understand the results.
- Make sure participants aren't left out because they're not comfortable talking about statistics.
- Highlight important findings related to the problem.



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### STEP 6 — ANALYZE RESEARCH FINDINGS

Present information and research findings to the community for them to analyze and interpret.

As the community is reviewing information and findings, ask questions such as:

- What are the solutions to the problem?
- Who in the community is affected by the problem?
- What does the community think are the causes and consequences of the problem?



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### STEP 6 — ANALYZE RESEARCH FINDINGS

- Do not take data at face value.
- Allow the community time to absorb the information.
- Prepare findings in a visually compelling format:
  - Tables.
  - Pie charts / bar graphs.
  - Photos / pictures.
  - Maps.
- Quotes and stories (case studies).



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STEP 7 — DEVELOP AN ACTION PLAN

- Based on research findings analysis, community members develop an action plan.
- Action plans address identified problems and create change.
- Action plans allow all community members to participate.

Example: Collecting petition signatures for a community playground.



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GROUP ACTIVITY 23.3  
OVERVIEW OF COMMUNITY MAPPING



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REVIEW – WHAT HAVE WE LEARNED TODAY?



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**SERVICE LEARNING**



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