

Getting Your Ducks in a Row: Assessment & Research

“the process of investigating and discovering the current status or condition of your community as it relates to each of your objectives”

What are some different ways to do assessment & research?

Ways to Assess

- Informal, one-on-one meetings with “key informants”
- Formal or informal interviews with stakeholders & decision-makers
- Review existing data
- Review best practices literature & other resources

Ways to do Assessment

- Community forum
- Focus groups
- Surveys
- Public opinion polls
- Observe the environment
- ???

What is the purpose of
assessment & research?

How can it help achieve policy
objectives?

What are the benefits?

Why do Assessment?

Purpose and Benefits

- Get a sense of community readiness,
 - local problems, resources, and opportunities
- Identify and gather relevant data
- Measure scope of public health problem
- Demonstrate need
- Understand public opinion/ support
- Identify persuasive messages & communication channels

Why do Assessment?

Purpose & Benefits

- Talk with experienced colleagues to get their “lessons learned”
- Locate model policies
- Identify champions and partners...and adversaries
- Identify targets for change: key decision makers and those who influence them
- Determine appropriate jurisdiction
- Determine decision-making process

Why do Assessment?

Purpose & Benefits

- Understand past support of decision-makers & community on similar issues
- Develop your campaign strategies
- Organize & educate the community
 - by involving stakeholders in designing & conducting assessment
- Generate media coverage
- Track progress & measure change

Small Group Activity

- 10 minutes
- Pick a policy objective
- List 3 types of information you'll need to move forward
- List a potential source for each type of info
- Describe how you'll use this info—how will it help achieve the policy objective
- Report out

Special DATA Request Form

- Use for:
 - Data requests not readily available through current sources
 - Technical assistance with local evaluation activities
- Way for us to keep track, keep data & community teams “in the loop”, & make sure data requests are fitting well into larger strategies
- Let’s practice