

Needs Assessment Prioritization

P&I Training

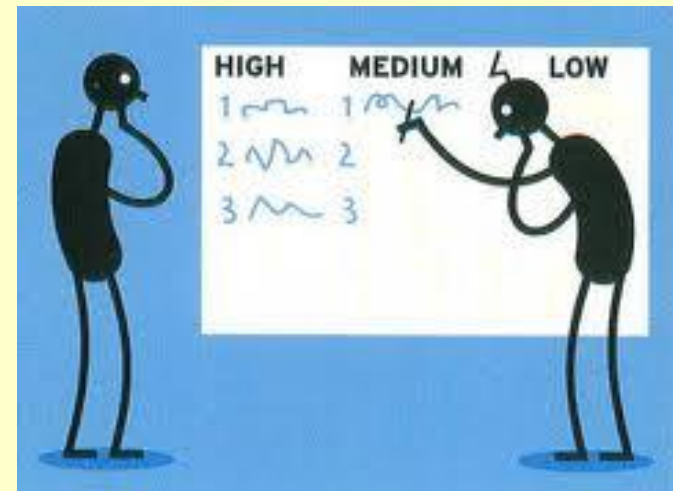
June 5, 2012



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Goals for today

- Identify the purposes of the needs assessment
- Understand the needs assessment prioritization processes
- Explore the prioritization tools



Purpose of the needs assessment

- Identify intervening variables that contribute to youth alcohol use in your funded community.
- Determine additional or alternative strategies needed to address local intervening variables.
- Build your coalition's capacity to collect, compile and use data for planning.
- Establish a system for making data-driven decisions.



As a reminder...

Intervening variables are factors that have been identified through research as influencing if and how much a substance is used in your community. By exploring these variables, your community will be able to address underage alcohol use with appropriate and targeted strategies.

- NH Risk and Protective Factor Toolbox, 2008

The identification of your community's intervening variables must:

- Be driven by data collected in the Needs Assessment Workbook
 - As well as all other relevant data your coalition has access to
- Include the active involvement of the coalition



Using the Needs Assessment Prioritization Protocol

Screen
shot of
protocol:

ATOD evaluation protocol: *Needs Assessment Prioritization*

Background

The first step in this needs assessment was to fill in the *Needs Assessment Workbook* created by Wilder. Using the data in the Workbook, you will now prioritize the intervening variables measured to determine which variables are the most important to address in your community.

The main purposes of the overall needs assessment are to:

- 1) Identify the intervening variables that contribute to youth alcohol use in your funded community.
- 2) Determine if additional or alternative strategies are needed to address the local intervening variables.
- 3) Build the coalition's capacity in collecting, compiling, and using data for planning.
- 4) Establish a system for making data-driven decisions as a coalition.

You will be required to update the *Need Assessment Workbook* annually, but the most significant data collection, compilation, and prioritization will occur during the first year of the grant.

Prioritization criteria

1. **Magnitude** – “How meaningful is the SIZE of this issue in your community?”
2. **Political will** – “How much do community leaders/members care about this issue?”
3. **Capacity** – “What level of resources do you have available to address this issue?”
4. **Changeability** – “How easy is it to change the value of the indicator over the course of the grant?”



Guidelines for selection

- Select 6-8 intervening variables
- Have at least 2 categories represented:
 - Retail access/availability
 - Social access/availability
 - Enforcement and courts
 - Community norms
 - Individual factors
 - Pricing/promotion



Coalitions have 3 options

Option 1:
All coalition
members
participate

Option 2:
Small groups
work on
subsets



Option 3:
Subcommittee
rate variables

Prioritization process (7 steps)

1. Train coalition members (P&I)
 - a) Form small groups or subcommittees (P&I)*
2. Share materials (P&I)
3. Review materials (coalition members)
4. Rate intervening variables (coalition members)
5. Share results (P&I/coalition members)
6. Select intervening variables (RPC/coalition members)
7. Summarize the process and results (P&I/RPC)

*Forming small group or subcommittee only necessary in options 2 & 3

Overview of roles

P&I: Train, Group*, Share, Summarize

COALITION: Review, Rate, Share, Select

RPC: Select, Summarize

***Forming small group or subcommittee only necessary in options 2 & 3**

Step 1: Train coalition members

- P&I trains the coalition on:
 - Needs Assessment Workbook
 - Prioritization criteria
 - Process being used
- Wilder Research has created a training PowerPoint and an accompanying handout



Step 1a: Form groups

Option 1:
All coalition
members
participate

Option 2:
Small groups
work on
subsets



Option 3:
Subcommittee
rate variables

Step 1a: Form groups

If you have chosen Option 2 or Option 3, P&Is will be responsible for forming groups.

Option 2: Small groups

1. Retail access/availability
2. Social access/availability
3. Enforcement and courts
4. Community norms
5. Individual factors and pricing/promotion

Option 3: Subcommittee

- Include 3 or more coalition members beyond project staff
- Invite members who have a particular interest/ expertise with data

Steps 2 & 3: Share and review materials

Provide participating coalition members with:

- Completed ***Needs Assessment Workbook***
- ***One-on-One Conversation*** facilitated discussion notes
- ***PCN Community Readiness*** results
- Any other supplemental information

The word "Materials" is written in a large, bold, sans-serif font. The letters are filled with a pattern of small, brown, textured circles, resembling coffee beans or similar natural materials.The word "Matter" is written in a large, bold, sans-serif font. The letters are filled with a pattern of small, brown, textured circles, resembling coffee beans or similar natural materials. A small "TM" trademark symbol is located to the right of the word.

Step 4: Rate intervening variables

Option 1:
All coalition
members
participate

Option 2:
Small groups
work on
subsets



Option 3:
Subcommittee
rate variables

Step 4 – Rating for Option 1

- All coalition members rate all intervening variables on all four criteria
- Ratings collected via Survey Monkey
- Give coalition members 1 to 2 weeks to respond
- Include at least 3 business days for Wilder to compile the results
- Wilder will provide the top 20 rated intervening variables

Step 4 – Rating for Option 2

- Small groups rate all intervening variables in their assigned categories on all four criteria
- One set of ratings for each variable and each criterion
- Have each group use the Excel spreadsheet developed by Wilder Research to rate the variables
- Each group selects top 3-5 variables
- P&I compiles list of top 20 variables

Step 4 – Rating for Option 3

- The subcommittee will rate all of the intervening variables on all four criteria
- They can use the Excel spreadsheet developed by Wilder Research to rate the variables
- They will identify the top 20 rated variables

Step 5: Share results

Option 1:

P&I presents the top 20 overall results at or before the selection meeting

Option 2:

Each group presents the top 3-5 scoring variables from their category and P&I shares top 20 variables overall



Option 3:

Subcommittee presents the top 20 overall results at or before the selection meeting with a brief justification

Step 6: Select intervening variables

- RPCs will be responsible for facilitating a discussion to select the variables
 - **Wilder developed a discussion guide**
- Coalition member ratings should guide this selection
- Coalition members can help to interpret the rankings and make the final decisions
- RPCs will take detailed notes to document how decisions were made



Step 7: Summarize the process and results

- RPCs should submit detailed notes to the P&I to develop a brief summary of:
 - Prioritization option chosen
 - Supporting evidence for ratings
 - Variable selection discussion
 - Final selected variables
- Summary should be submitted to ADAD within **two weeks** of the selection discussion



Next steps:

- Choose prioritization option and let Wilder know which you are using
- Complete Needs Assessment Workbook
- Send completed Workbook to Wilder for review (optional)
- Train your coalition on the prioritization process (using training slides created by Wilder)
- Attend September webinar for a hands-on demonstration on how to rate intervening variables