

# COPN Workshop: How to Conduct a Community Assessment Part 1

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OVERDOSE PREVENTION NETWORK CALIFORNIA



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# How to Conduct a Community Assessment: Part 1

Holly Sisneros, MPH

Public Health Views Consulting, LLC





## You Will Learn About:

- Community assessments that are external and internal to organizations.
- Benefits of conducting community assessments (CA).
- Methods used during COVID-19 to conduct CA.
- Responding to unexpected results of completed CA.

# Community Assessment Approaches for Substance Use Programming

## Community Assessment

### External

Key Informant Interviews

Public Opinion Polls

Focus Groups

### Internal

Priority Setting & Ranking

JamBoard & Mural

Community Mapping



# How does COVID-19 change how we assess?

## Zoom Meeting

Audio only

With video





# Benefits of Community Assessment

- Enhances program development
- Builds program awareness
- Increases engagement
- Creates program buy-in
- Supports and justifies policy promotion
- Informs funding decisions





# Impacts of Community Assessment

- Makes the work relevant to the community
- Builds trust
- Helps address equity issues
- Helps establish organizational priorities
- Opportunity for community priorities





# External Assessment: Key Informant Interviews

- Hear from community leaders
- Cast a wide net
- Reach a wide range of interviewees
- Provide the questions in advance
- Keep interview sessions to 30 minutes
- Compile results qualitatively and quantitatively

*See sample questions in the Opioid Safety Strategic Planning Toolkit*

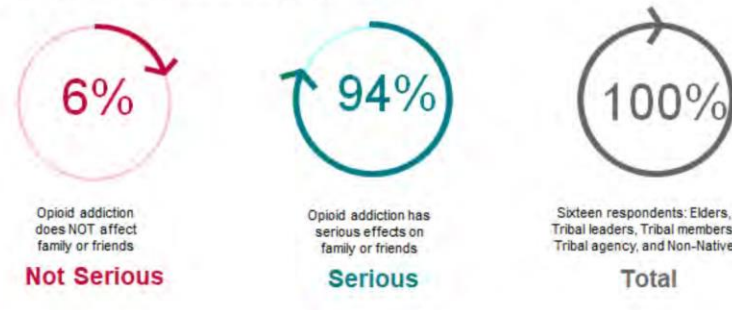


## KEY INFORMANT INTERVIEWS

As previously mentioned, 16 key informant interviews were completed with adults and elders from Tribes located in Northern, Central, and Southern California. From the key informant interviews conducted, 94% believe *the opioid problem in their community is serious*. Additionally, 94% report that *opioid addiction has affected their family or families they know*

(Figure 1).

**Figure 1.** How serious do you believe the opioid problem is in your Tribal community? (N=16)



Stories were told about loved ones dying from opioid overdose; gangs and violence; and parents losing custody of their children. These experiences generated fear and left people feeling powerless and hopeless.

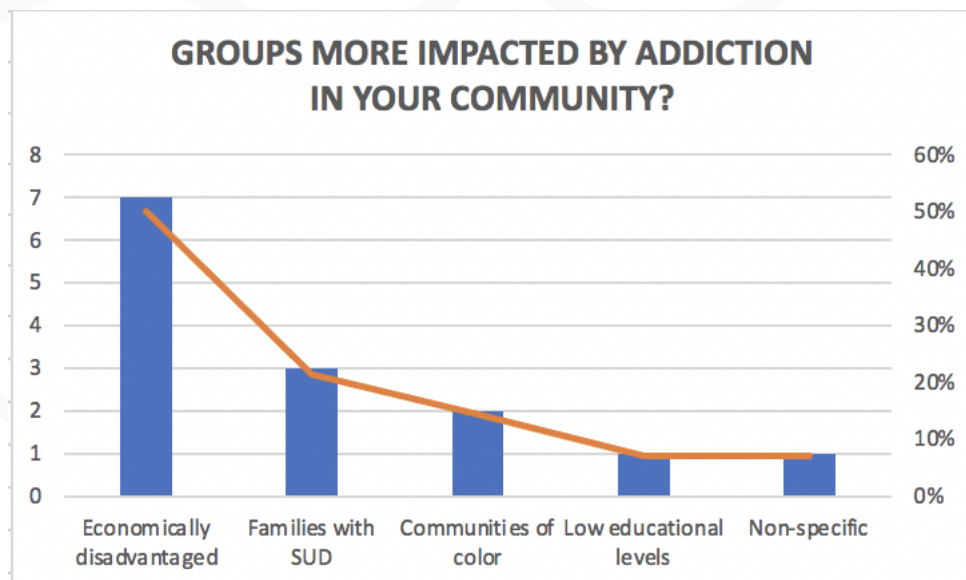
***"The addictive part of it is so strong that once they get that high, they are constantly chasing the high."***

***"Families are being broken apart because of opioid use."***

***"Last year, we had 7 deaths linked to opioids."***



## Northern Sierra Opioid Safety Coalition: Key Informant Interviews

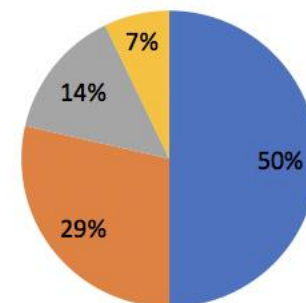


*"Under-educated; presents fewer opportunities so depression and drugs becomes an escape."*

*"It's the parents of low-income kids and the children of the working class."*

## WHAT ARE THE BELIEFS ABOUT PEOPLE WHO ARE ADDICTED TO DRUGS AND ALCOHOL?

■ Personal defect/character flaw ■ Danger to community ■ Trauma ■ Disease



*"They are shunned by everybody - no cross-contamination."*

*"If they would only straighten up and fly right."*

*"There is stigma; actively working with health services to change that."*



# External Assessment: Public Opinion Polls

## SELECTING THE METHOD

- During non-COVID, done as Intercept Surveys
- Range of audiences and responses
- Urban - online
  - Targeted outreach
  - Inter-person and site sharing
- Rural – online or surface mail
  - Likely more costly
  - Non-deliverables
  - Limited internet connectivity



# External Assessment: Public Opinion Polls

## THE SURVEY

- Keep surveys short - 10 minutes
- Language should be understandable and direct
- Keep the questions simple, but relevant
- Test run the survey on different groups



## Northern Sierra Opioid Safety Coalition Public Opinion Survey for Substance Use

Hello and thank you for your time in completing this survey.

The Northern Sierra Opioid Safety Coalition is a group of partners from Plumas, Modoc, Lassen and Sierra Counties working to impact the substance use crisis affecting our local communities. Your valued input will help the coalition understand more about this crisis and how to effectively respond.

Your responses are COMPLETELY CONFIDENTIAL AND ANONYMOUS. You can complete the survey in 5-10 minutes. Please use the enclosed Business Reply Envelope to return your completed survey, at no cost to you.

Thank you again for participating. For more information on the coalition or to get involved, please visit: <https://northernsierraopioidsafety.org/en/> or call 530-283-7099. If you or someone you know needs help with substance use addiction, please contact: 1-800-662-HELP (4357).

Please clearly print your responses or circle the letter that indicates your response. Circle one letter for each question.

# Northern Sierra Opioid Safety Coalition

1. Age:

years

2. Pronoun/Gender:

\_\_\_\_\_

3. Yes or no, do you or someone you know use prescription or non-prescription opioids or any illegal substances?

- a. Yes
- b. No

4. Addiction is:

- a. A lack of willpower or lack of morals
- b. A disease
- c. Not a problem

5. Yes or no, do you think that most people who use drugs are uneducated or are of a lower economic status?

- a. Yes
- b. No

6. Do people of color experience substance use and addiction more often, less often, or the same amount as other groups?

- a. More often
- b. Less often
- c. Same as other groups

7. Yes or no, do you know what Naloxone/Narcan is?

- a. Yes
- b. No

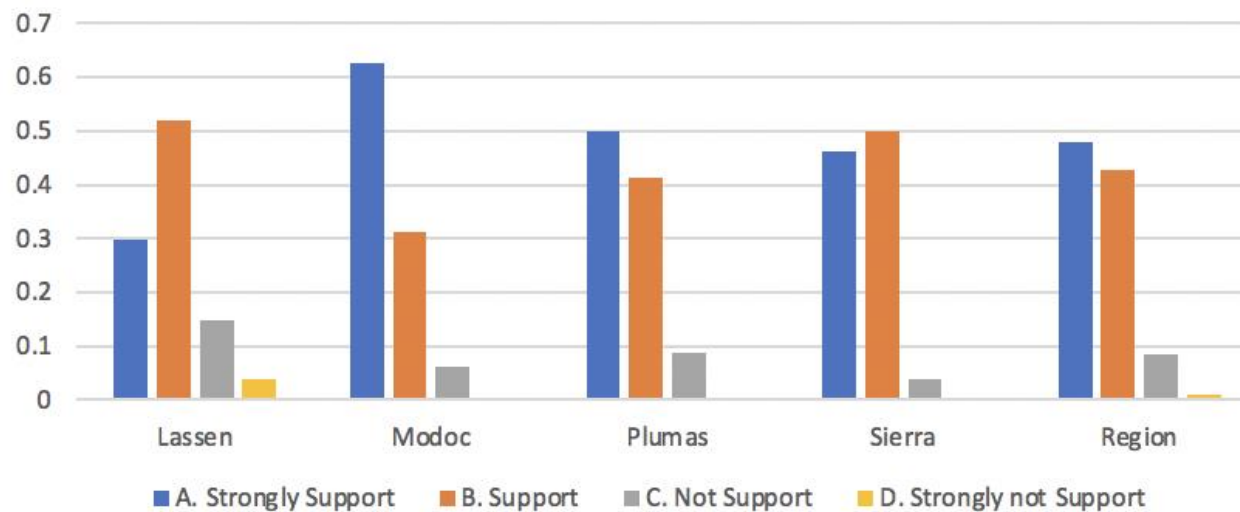
8. If YES, do you know where to get it?

- a. Yes
- b. No



## Northern Sierra Opioid Safety Coalition: Public Opinion Survey

Would you support Medication-Assisted Treatment in your community to effectively treat opioid dependence?





# Calaveras County Public Health Services

## **Survey Public Opinion:**

- Tobacco availability in neighborhood stores
- Regulating tobacco product sales

## **Evaluation Methods:**

- Intercept survey changed to online survey
- Infographic - advertise survey in print and social media

## **Audience Reach:**

- Advertised with media outlets
- Posted infographic online
- High school virtual newsletters
- Coalition outreach
- QR code for survey access

*Courtesy of Perales & Associates Evaluation Services*









# Pivoting When Results are Unexpected

**Assessment results may yield unexpected or even unwanted results: This Is Okay!**

## **Analyze:**

- How was the assessment conducted?
- Political or environmental challenges?
- How do results compare with other data sources?
- Were the questions, format and content properly tested?
- Entertain other ideas
- Lastly, ask:

*What are we learning? What unexpected story are we hearing?*



# Pivoting When Results are Unexpected

## ***Pivot:***

- The unexpected may be positive!
- Use results to tell a different story
- Change focus or priorities
- Share “lessons learned”
- Consider conducting a Part 2 assessment
- Cherry-picking is okay
  - Select the information that is most useful
  - Be transparent



# BREAKOUT SESSION

The breakout session will have 4-6 participants per virtual room and last approximately 15 minutes.

There will be no facilitator for the session, so the activity is designed to be self-explanatory.

Your breakout session group will be notified when you have 5 minutes remaining to complete the activity. At that point, your breakout session will automatically be rejoined to the larger group.



# BREAKOUT SESSION INSTRUCTIONS

Each participant will take a turn answering each of these three questions verbally and in succession:

- **Have you worked on a community assessment before?**
- **What was one result or outcome?**
- **In hindsight, would you have done something differently?**

Once the Q/A round is completed, participants self-select to share:

***An issue, problem or dynamic currently in your agency that you believe could be helped by conducting some form of community assessment. What is the problem and in what ways might the community assessment help?***

There will be an opportunity to report back with the larger group about any themes or “ah-ha’s” you would like to share. Please select an individual to be the spokesperson for this debrief.



# CLOSING

- Breakout Session Debrief
  - Questions/Answers
- 

Tune in for Part 2:

***Conducting Community Assessments with Internal Organizational Groups***

**April 28, 2021**

**11 am - 12 pm**

Holly Sisneros, MPH

Public Health Views Consulting, LLC

phviews.com

holly@phviews.com



**Thank you!**  
**Let us know how we can  
support your overdose  
prevention efforts.**

Contact us at  
**[info@healthleadership.org](mailto:info@healthleadership.org)**

For more resources and to sign up  
for our newsletter visit **[copn.org](http://copn.org)**



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