

COMMUNITY NEEDS & RESOURCES ASSESSMENT

PURPOSES & BENEFITS

Conducting a community needs and resources assessment doesn't have to be complicated. These assessment tools help a group to identify the important needs and assets or resources within the local community around the issues of sexual and domestic violence. This will benefit the collaborative group's work in many ways, which includes:

- Helping to inform community organizing planning effort in the next step of the toolkit.
- Capitalizing on the resources identified in the assessment to help make the collaborative group's community organizing work a success, which is also in the next steps of the toolkit.

HOW TO USE THIS TOOL

The collaborative group can use this tool to:

- Understand what a needs and resources assessment consists of
- The benefits of conducting a needs and resources assessment
- The group's process steps to develop, conduct and interpret the findings from a needs and resources assessment
- Understand common methods used to assess community needs and resources and utilize some examples of these methods in their assessment work
- Help develop an informed community organizing strategic plan (the next step in the toolkit)
- Capitalize on the community resources identified in the assessment to help support the group's community organizing work (the next few steps in the toolkit after strategic planning is completed)

COMMUNITY NEEDS & RESOURCES ASSESSMENT

What is a Needs and Resource Assessment?

Assessing needs and resources in a community is a process of gathering and interpreting information (i.e., data) about the problems of sexual and domestic violence in the local community, as well as the resources available to address these community problems within the local community. Some of the key elements of a needs and resources assessment, include:

- Focus on both needs *and* resources so as to not just focus on the problems facing a community, but the strengths as well.
- Include a mixture of quantitative (numbers) and qualitative (stories) to determine needs and resources.
- Collect data from multiple sources rather than just relying on one source of information.
- Include data from existing resources, but also can collect new data to assess needs and strengths.

Why is it important to conduct a Needs and Resource Assessment?

- Sexual and domestic violence affect all communities
- Each community has unique challenges, needs, and strengths
- Helps in creating goals that build upon resources in a complementary (rather than competitive) way
- Can be potentially used as a baseline measure for later comparison
- Fosters community ownership and a sense of community among stakeholders
- Helps to develop an informed community organizing strategic plan (the next step in the toolkit)
- The community resources identified in the assessment can later be accessed by the collaborative group in order to help support the group's community organizing work (the next few steps in the toolkit after strategic planning is completed)

What are the Steps/Ways to Prepare Your Needs and Resources Assessment?

While every needs and resource assessment looks different based on the stakeholders involved, there are some common steps/elements to be aware of as you create your needs and resource assessment. Keep in mind that it may take some time to conduct a needs and resources assessment, especially if one has never been done before. However, also keep in the mind the goals/benefits listed above. Conducting a needs and resources assessment doesn't have to be overly complicated or exhaustive. You want to gather the information that you need to know about the community's needs regarding and resources to address sexual and domestic violence so that you can develop an informed strategic plan to effectively address the needs and access the resources identified through community organizing efforts.

1. Establish a Work Group

- Establish a subgroup to lead the process
- It is helpful if members have skills and experience with data, critical thinking, and evaluation, have access to data, are willing to contribute time, and are able to adequately represent the perspective of specific populations

2. Establish a Shared Understanding of the Work

- Develop a common definition for the group
- Define a needs and resources assessment
- Discuss past experiences conducting needs and resources assessments
- Decide logistics like: how often the group will meet, expectations for members, responsibilities, documenting progress, and how much time will be devoted



3. **Define the Geographic Area of Interest**

- Consider county or city limits, zip codes, school districts, etc.
- Useful if members of the work group represent the area
- Consider if college and university campus populations be included – sexual and domestic violence often occur at high rates on college campuses

4. **Begin to Collect Data to Include in Needs and Resource Assessment**

Collecting needs and resources data involves two components: what the data to collect consists of and how to collect it. There are many ways to collect data/information. Each data collection method can be tailored to fit the amount of time and resources the work group has to invest. Each data collection method also has its own strengths and weaknesses. The work group will need to consider which data collection methods will be most useful. The next section below provides some example questions to ask, as well as a brief summary of some of the common data collection methods.

Methods for Measuring and Collecting Data on Community Needs and Resources

Measuring Needs & Resources – Measuring community needs and resources to address sexual and domestic violence includes asking the following types of questions:

1. How big do you think the issues of sexual and domestic violence are in the local community? Consider using a rating scale from 1 to 10 with 1 being “not issues at all” to 10 being “the biggest issues.”
2. If they answer other than “not at all” to the question above, follow up by asking:
 - In what ways do you think the community is affected by the issues of sexual and domestic violence?
 - What change needs to happen in our community in order to end sexual and domestic violence?
 - What role(s), if any, do you see for yourself in making that change happen?
 - What role(s), if any, do you see for the local collaborative partnership working to address sexual and domestic violence in our community in making that change happen?

Some of the common data collection methods for a needs and resources assessment include:

1. **Developing a Community Profile**

A community profile is a comprehensive description of people, conditions, and resources in your geographic area of interest. A community profile will reveal who lives in your community, indicators of well-being, and resources that exist in your community for sexual and domestic violence issues. Based on the information collected, a community profile can be created that provides:

- Who lives in your community, indicators of well-being, and existing resources
- Rates of sexual and domestic violence
- Resources including organizations, processes, events, funding, skills, knowledge

See the Example Community Profile on the pages at the end of this document for further details.

Strengths:

- Easy to collect
- Representative of whole population

Weaknesses:

- Not specific to sexual and domestic violence

2. **Archival (i.e., Existing) Data**

Archival data are data or information that has already been collected by another local, state, or national source. See the Sources of Archival (i.e., Existing) Data about sexual and domestic violence at the end of this document for archival data sources.

Strengths:

- Easy to collect
- Representative of whole population

Weaknesses:

- May misrepresent the problem as it’s originally been collected for other reasons

3. **Surveys**

Surveys can be a way to assess the perspectives of a greater number of community representatives.

Strengths:

- Can be representative of whole population

Weaknesses:

- Difficult to collect
- Knowledge may be limited because they do not know about people not being served

4. **Service Provider Surveys**

Service providers are knowledgeable about the problem because of the people they work with. Service provider surveys could be developed that specifically assess the needs related to sexual and domestic violence.

Strengths:

- Assesses people who are knowledgeable about the topic

Weaknesses:

- Knowledge may be limited because they do not know about people not being served

5. **Key Informant Interviews**

These are interviews with important leaders and/or community representatives (public officials, survivor service specialists, abuser/offender treatment specialists, youth counselors, health care providers, administrators or staff of welfare organizations, police chiefs, local pastors). Use the results from your Stakeholder Map work completed during Step 1A – Setting Your Collaborative Group Up for Success: Tools for Coming Together to identify key informants to interview, especially if they're not actively part of the collaborative group.

Strengths:

- Assesses people who are knowledgeable about the topic

Weaknesses:

- Knowledge may be limited because they do not know about people not being served

6. **Listening Meeting**

Various community individuals are invited to a meeting(s) and asked about their understanding of needs and resources in the community. Some typical key elements of listening meetings include:

- 10-15 individuals
- Predetermined set of open-ended questions
- Variety of people for a focus group or a similar group (i.e. parents, teachers)
- Helps capture attitudes, feelings, beliefs, and behaviors

See the Example Listening Meeting Process at the end of this document as an example guide for facilitating a listening meeting.

Strengths:

- Can help spread the message about the topic

Weaknesses:

- Attendance can be difficult if not widely marketed

7. **Environmental Scan**

Environmental scans involve a visual/informational survey of the surroundings – conducted by the work group. This scan may be of media messages; local, organizational, and state policies; environmental conditions that impact sexual and domestic violence (i.e. economy status); and resources that exist.

Strengths:

- Easy to conduct

Weaknesses:

- Does not represent entire scope of the issue

8. **Assets Mapping**

Mapping assets is a process through which community members identify local strengths or assets of individuals, associations/organizations, and institutions. See the end of this document for tools to conduct an asset map.

Strengths:

- Easy to conduct, provides a unique perspective

Weaknesses:

- Does not represent entire scope of the issue

Interpret the Data and Identify Key Findings

Following data collection, your workgroup will be in a position to review and interpret the data to identify key findings. This is a process of reviewing the various data sources and answering a few questions as a workgroup that will provide an interpretation of what has been collected. See the List of Questions to Consider at the end of this document to help interpret the data you've collected.

Additional Tips & Key Points to Remember

- In addition to the internal resources in your workgroup to help develop the needs and resources assessment, remember that KCSDV can also serve as a resource.
- Stay focused on the questions.
- It's the job of the collaborative partners to collectively interpret the meaning of the data and not on any one person, making it more doable.
- The needs and resources assessment doesn't have to be exhaustive. You don't have to use every data collection method listed above. Rather they're there to provide you with the best combination of data gathering options. Remember that your goals you're trying to accomplish with this assessment are to:
 - Get a good sense of what's going on.
 - Help make the case for what you want to do.
 - Get data to inform strategic planning.
 - Use this data to support the strategic plan implementation (i.e., the group's community organizing work).
 - When relevant, use this data to help obtain funding for your collaborative group's community organizing work.

EXAMPLE COMMUNITY PROFILE

Community Information

Community: _____

Source of data: _____ Year: _____

Community type: Urban ____ Rural ____ Suburban ____ Other ____ (list by %?)

Geographic size of description: _____

Source of data: _____ Year: _____

Total Population

Unemployment rate: Community _____ State _____

Per capita income: Community _____ State _____

Families below poverty level (%): Community _____ State _____

Source of data: _____ Year: _____

Age Distribution in Years

Age	Community %	No.
<1		
1-14		
15-24		
25-64		
≥ 65		
Total population:		

Age	State %	No.
<1		
1-14		
15-24		
25-64		
≥ 65		
Total population:		

Source of data: _____ Year: _____

Number of Households (By Household Size)

Community

State

1:

1:

2:

2:

3:

3:

4-5:

4-5:

6+:

6+:

Total number of households:

Source of data: _____ Year: _____

Annual Household Income

Amount	Community		State	
	%	No.	%	No.
< \$15,000:				
\$15,000-\$24,999:				
\$25,000-\$49,999:				
\$50,000+:				

Source of data: _____ Year: _____

Marital Status*

No. by sex

	%	No.	Male	Female
Single:				
Married:				
Separated:				
Widowed:				
Divorced:				
Total:				

* Generally includes persons 18 years of age and older.

Source of data: _____ Year: _____

Racial /Ethnic Composition

	No.	%	Male	Female
White:				
Black:				
Hispanic*:				
American Indian+:				
Asian#:				
Other:				

* Includes both blacks and whites. +Or Alaska Native. #Or Pacific Islander.

Source of data: _____ Year: _____

Education

Number of person currently enrolled:

Community

State

Elementary school	_____	_____
High school	_____	_____
Technical school	_____	_____
College	_____	_____

Educational achievement (% of adults who completed):

	Community	State
Elementary school	_____	_____
Plus 3 years high school	_____	_____
High school	_____	_____
Technical school	_____	_____
College: 1-3 years	_____	_____
4 years	_____	_____
≥ 5 years	_____	_____

Source of data: _____ Year: _____

SOURCES OF ARCHIVAL (I.E., EXISTING) DATA

Source	Reports and/or Data Available from this Source	Website	National Level Data	State Level Data	Local Level Data
National Violence Against Women Survey <i>National Institute of Justice and Centers for Disease Control and Prevention</i>	<i>Extent, Nature, and Consequences of Rape Victimization</i> (report published January 2006)	www.ncjrs.gov/pdffiles1/nij/210346.pdf	✓		
	<i>Extent, Nature and Consequences of Intimate Partner Violence</i> (report published July 2000)	www.ncjrs.gov/pdffiles1/nij/181867.pdf	✓		
Behavioral Risk Factor Surveillance Survey <i>Centers for Disease Control and Prevention</i>	Prevalence of IPV in 12 states and territories (data collection began 2005)	www.cdc.gov/brfss/		✓ ¹	✓ ²
	Prevalence of SV in 20 states and territories (data collection began 2005)	www.cdc.gov/brfss/		✓ ³	✓
Youth Risk Behavior Surveillance System <i>Centers for Disease Control and Prevention</i>	Prevalence of health risk behaviors such as substance use, sexual behavior, and behaviors that contribute to violence among youth attending schools	www.cdc.gov/HealthyYouth/yrbs	✓	✓ ⁴	✓
National Crime Victimization Survey <i>Bureau of Justice Statistics</i>	<i>Criminal Victimization in the United States</i> (report published annually)	www.ojp.usdoj.gov/bjs/welcome.html	✓		
Uniform Crime Reports <i>Federal Bureau of Investigation</i>	<i>Crime in the United States</i> (report published annually)	www.fbi.gov/ucr/ucr.htm	✓	✓	✓
National Electronic Injury Surveillance System – All Injury Program <i>Consumer Product Safety Commission and the CDC</i>	Types of non-fatal injuries caused by assault and characteristics of victims	www.cpsc.gov/library/neiss.html	✓		

¹ AZ, HI, IA, MO, NV, OH, OK, PR, RI, VT, VI, and VA

² Check website for availability in your area

³ AZ, CO, CT, DE, FL, HI, ID, MS, MO, NV, OH, OK, PR, RI, SC, TN, VT, VI, VA, and WI

⁴ Varies by state and year

EXAMPLE LISTENING MEETING PROCESS

PURPOSE

The meeting is designed to provide an opportunity for local community residents to have input regarding the strengths and needs of our local community related to sexual and domestic violence. Participants will include members of the community, including business men/ women, leaders of local nonprofits, school administrators/ teachers, etc. The “end-in-mind” of meeting is to identify specific areas that need to be addressed by the community and the collaborative group.

LOGISTICS

Recommended Materials & Logistics:

- Name tags
- One large flipcharts
- Handout of Data
- Voting dots
- Meeting location
- Food/Refreshments

WHEN & WHO	WHAT	NOTES (--) & TAKE AWAYS (->)
5 minutes Who?	<p>- Recently may have heard about local community efforts to better understand the needs of the community and its role in helping address those needs.</p> <p>The findings from your input, as well as other information we are gathering will help us set future direction and help make decisions for the future. We want to make sure we are going as far as possible to end sexual and domestic violence in our local community.</p> <p>Today is a beginning to understanding the potential for future partnerships, activities, and focus. Thank you in advance for coming.</p>	
5 minutes.	Facilitators introduce themselves and explain the purpose of the meeting with stated goals.	-> Goals on flipchart

	<p>Facilitator reviews the goals of the listening meeting, including:</p> <ul style="list-style-type: none"> • Share your thoughts and opinions about sexual and domestic violence in our local community • Help in providing direction for future activities <p>Facilitator will emphasize the following:</p> <ul style="list-style-type: none"> ○ Information used in conjunction w/ data collected from a variety of sources ○ This information is to help give direction to the collaborative group – Other things to consider as well...this is ONE aspect of the decisions they have to make in the future ○ No one's name will be used in the reported information ○ The session will take no more than 1 ½ hours ○ Turn cell phones to manner mode ○ Restrooms location(s) ○ If you need to leave at anytime, that's fine. We hope you stay for as much of the session as possible. <p>Facilitator asks if there are any questions.</p> <p>Facilitator checks with group to assure that requested accommodations are satisfactory.</p>	<p>-> Take as much time as is necessary to answer any questions the group may have before starting.</p> <p>-> Correct any problems related to accommodations before starting the group.</p>
<p>10 minutes.</p>	<p>Facilitator ask a series of "pop-up" questions to: (a) help in understanding the background of who is participating, (b) create a safe environment, (c) explain the purpose of the focus group, and (d) explain that it is OK to have different opinions.</p> <ul style="list-style-type: none"> ○ Let's get to know each other a little bit... ○ Raise your hand (or say yes) if you can answer yes to any of these questions... <ul style="list-style-type: none"> ▪ I have lived in XXX all my life. ▪ I moved here from a different place. ▪ XXX (whatever season it is currently) is my favorite 	<p>- - Do not record responses.</p>

	<p>season in Kansas.</p> <ul style="list-style-type: none"> ▪ I wish it were XXX (whatever season is coming next) already. ▪ I wish it was XXX (whatever season is the opposite of the current season) again. <ul style="list-style-type: none"> ▪ Everything is just the way it needs to be in our community...no room for improvement. <ul style="list-style-type: none"> ▪ There is a lot changing in our community. <ul style="list-style-type: none"> ▪ I believe that we can successfully address the challenges that face our community. <ul style="list-style-type: none"> ▪ I think it is important for the collaborative group to listen to community residents. 	<p>-> No matter what we think of the weather, we all care about Kansas and Kansans. We all have different opinions and that is OK. Don't have to agree all the time.</p> <p>-> As with anything, we are happy some of the time and not so happy other times. We want to hear about what is working well and what is not and about what could be done differently in the future.</p> <p>-> Change is always happening and something that takes planning to address. That is partly why we wanted to hear from you. Things are changing and lets be prepared.</p> <p>-> Thank you for being honest. Keep it honest throughout the meeting.</p> <p>-> Concerned community residents are the real experts at how those services should be run. We want to know more about how they can better serve you in the future and how we can all work together to make the system better.</p>
30 minutes	<p>Facilitator tells the group... A few definitions are likely useful to make sure we are all on the same page...</p> <ul style="list-style-type: none"> • Intimate partner – People who are married, married but separated, formerly married, dating casually or in committed relationship, cohabiting, or former/current boyfriend/girlfriend. • Domestic Violence means physical, sexual, or threats of physical or sexual harm, emotional, economic abuse or isolation by a current or former intimate partner. • Sexual Violence means physical, verbal or threats of harm that are sexual in nature. This can be harassing comments, jokes, unwanted physical contact that is sexual in nature of 	<p>-> Create a brainstorming environment. No judgment of ideas, the more ideas the better, piggy-backing on someone else's ideas is fine.</p>

	<p>any kind. This can be by someone the victim knows (e.g., acquaintance, relative, friend, partner or a stranger).</p> <p>OK, let's get started on hearing from you. Let's talk about you and your hopes for the future. Let's brainstorm a list.</p> <p>What would our community look like if we were successful in ending sexual and domestic violence?</p> <p>What are some of the related strengths of our community to help?</p> <p>What are some of the related challenges we face as a community?</p>	<p>-> Flipchart for each question</p>
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<p>15 minutes.</p>	<p>Facilitator tells the group... Focus the remainder on the TOP Challenges based on common themes/ideas.</p> <p>Wow, that was great information. Here is our next step, we need to look at all of this information and decide on some themes... a word or two that captures lots of these ideas. How about the word... (based on information use words like communication, funding, transportation, etc.).</p> <p>Now that we have themes, it will help us to know which themes you think are most important in helping end sexual and domestic violence – meaning the ones that needs most of our attention as we plan for the future. Use your dot to “vote” for the most important themes.</p>	<p>-> Develop several themes based on all information on the walls.</p> <p>-> Vote with dots (IF NEEDED). Each person gets three dots and will use these to place one on each theme they think is important.</p>
<p>30 minutes.</p>	<p>Facilitators “dig deeper”... Let’s look at the “most important” theme. Tell us more! What’s missing?</p> <p>OK, let’s say we want to get this area “Just right.” What would it look like if it was “Just Right?”</p>	<p>-> Facilitators switch roles to allow for observation of group dynamics and interaction with facilitators.</p>

	<p>Now if we get it “Just Right” there would be things that would be important to continue to do, things that could be left behind, and maybe other things to add.</p> <ul style="list-style-type: none"> ▪ To get it “Just Right” what needs to be continued? ▪ To get it “Just Right” what needs to be changed? ▪ To get it “Just Right” what else would be needed/what is missing? 	<p>-> Probe for stories or examples.</p> <p>-> Complete the “dig deeper” and the “just right” for one theme before moving to another theme.</p>
15 minutes.	<p>Finally, given what we have talked about ...</p> <ul style="list-style-type: none"> ▪ What can our collaborative group do to help address these ideas? <ul style="list-style-type: none"> ▪ What should they be doing more of? ▪ What could they be doing less of? 	<p>-> Create a brainstorming environment. No judgment of ideas, the more ideas the better, piggy-backing on someone else’s ideas is fine.</p>
5 minutes.	<p>Wrap-up:</p> <ol style="list-style-type: none"> 1. Thank participants for their willingness to attend and openly share their ideas. 	

ASSETS MAPPING

1. As a collaborative group and/or with other stakeholders, such as key informants or community members, brainstorm a list of all of the resources that currently exist in the local community that could help to end sexual and domestic violence (whether they presently do or not). These resources could include people, groups, organizations, sectors, specific locations, events, activities, etc.
2. Use this list to then consider the current state of that resource in terms of helping to end sexual and domestic violence.
3. You can also consider the ideal or preferred future state for that resource in helping to end sexual and domestic violence, though this information should be tied to development of the group's community organizing strategic plan, which is the next step in the toolkit.

LIST OF QUESTIONS TO CONSIDER

1. What does this data tell us about magnitude of sexual and domestic violence in our community?
2. What does this data tell us about possible assets/resources to capitalize on?
3. What are the strengths and limitations of this data (e.g. who was left out, how was data collected)?
4. Do we have a clearer picture of the community's perspective on the issues of sexual and domestic violence?
5. Do we have the data we need to develop an informed strategic plan based upon the community's perspective?
6. Does the data give us clues that will help to inform our community organizing efforts?
7. If you answer "No" to question 8, 9 and/or 10 above, also ask:
8. What information do we need and where can we find it?
9. *Note: If the additional information needed isn't available, then move forward knowing that you've obtained the data that you can in order to develop an informed strategic plan.*