

EXAMPLE NEEDS ASSESSMENT – COVID-19

This resource provides users with an example of how a needs assessment can be used, summarized and analyzed to support the development and implementation of campaigns. Below you will find an example case study about a community's experience with the COVID-19 pandemic, followed by an explanation of what a needs assessment is and an example of a filled-out needs assessment one might use to assess their community's needs regarding COVID-19. After, there is information on how to summarize and analyze needs assessments to make the results useful for developing campaigns as well as an example of how the data might be summarized. Finally, this resource provides recommendations for how users could use the data to develop and implement a campaign. Resources and templates are linked at the bottom of this resource.

CASE STUDY:

It is Fall 2023 and according to the local county health department, clinics, and hospitals, COVID cases are rising in a sub-section of the community. A team of community health workers (CHWs) is working to decrease COVID infections and deaths and has received funding to implement a campaign to assist with this goal. But how should this public health initiative be addressed?

Currently, the team plans to educate the community about the importance of vaccines because they think the new infections are the result of low vaccination rates due to misinformation. **However**, to properly address their community's needs, they must follow best practices and complete a community needs assessment survey to be sure they know the true cause of increased infections.

The results of the survey will help them know what to address to improve health outcomes because they will receive answers to questions such as: Are members of their community vaccinated? If not, why? If they are vaccinated, why are infections increasing? Are there vaccine access issues, or a lack of education on vaccines or covid prevention? Are there language access issues? And others. The results of the assessment can be used to inform the team about community needs and shape the design of their campaign.

Below you will find an example of what a rapid needs assessment for the community dealing with a COVID outbreak might look like. The example includes the assessment itself (questions) as well as example answers from 4 community member participants.

EXAMPLE RAPID NEEDS ASSESSMENT

Needs Assessments help you identify who your community is, how much your community understands the topic of your campaign, and how you can best reach your community. The results of a needs assessment may be different from what the campaign organizers think the needs are. A needs assessment can be conducted in many different ways, ranging from literature reviews, interviews, focus groups, and surveys.

Below is an example of a rapid needs assessment that was built to assess the needs of the CHW team’s community which is struggling with COVID. Only the answers of 4 participants are shown, but campaign organizers would normally want to assess a large group of people. For the purpose of this resource, it will be assumed that 50 community members were assessed.

Questions	Participant 1	Participant 2	Participant 3	Participant 4
Where do you get your news about COVID and COVID-19 Vaccines? (Examples might include: Facebook, WhatsApp, TV News Stations, Radio, Friends)	WhatsApp, Facebook, Telemundo	WhatsApp, Local Spanish Radio Station	Telemundo, Facebook	Local Spanish Radio Station
Have you received any COVID vaccines? Yes – If so, which one/s? No - If not, why?	Have received initial doses but no boosters	Have received initial doses but no boosters	Have received initial doses plus boosters	Have not received any vaccines
Are you are going to get the COVID-19 vaccine booster? Yes No - If not, why?	Maybe - Would like to but is afraid of taking time off of work.	Maybe - Would like to but cannot take time off of work. Also, would not want to miss pay.	---	No, is afraid of loosing job if time is taken off of work. Doesn't want missed pay. Too busy. Unsure about vaccines.
What concerns do you have about the COVID-19 vaccines, if any? A. Cost B. Not being able to have children if vaccinated C. Dying from the vaccine	No big concerns about the vaccine itself. Cost concern – uninsured.	No real concerns, hope they don't have negative effects.	No concerns.	Not sure how they work.

D. Other – please explain				
Do you know where you can get a COVID-19 vaccine? Yes – Where at? No	Yes – pharmacies	Yes – Drs office	Yes – Pharmacies	Yes - clinics
Would you be able to tell me about how the COVID-19 vaccine works? (Document participant’s answer)	Answer: Yes Description: Included true and false descriptions of how it works.	Answer: Yes Description: General understanding	Answer: Yes Description: General understanding	Answer: No
Do you participate in COVID-19 prevention? Yes – If so, which ones and where do you use these? No – If not, why not?	Unable to. Cramped workplace without good ventilation. No longer provided with prevention materials. Will not purchase.	No longer participate. Used to test, no longer tests – used up all free federal tests. Testing not required. Was unaware there were prevention methods for housing.	No longer participate. Was unaware of at-home prevention methods.	No longer participate. Employer no longer provides protection materials. Will not purchase, too expensive.
Living Arrangements	Rent house with others	Communal housing	Apartment	Crowded communal housing
Grade Level	9th	5th	NA	7th
Have you seen resources for COVID-19 in your language?	Yes - Spanish	Spanish, not Mixteco	Yes	Unsure
Primary Language	Spanish, Mixteco	Spanish, Mixteco	Spanish	Spanish, Mixteco
Gender	Male	Female	Female	Male
Age	50	40	47	35

<p align="center">Work (Occupation and Schedule)</p>	<p>Occupation: Poultry Worker at Chicken Plant – meat processing Schedule: Works 5-6 days a week. On call for night shift. Usually off Sunday all day.</p>	<p>Occupation: Poultry Plant – Sanitation Schedule: Works 6 nights a week. Off every second Sunday.</p>	<p>Occupation: Homemaker Schedule: No schedule. Stays at home. Husband is off every Sunday which is when she leaves the house to attend Church and go grocery shopping.</p>	<p>Occupation: Poultry Plant – Packaging Schedule: Works 6 days a week. Off alternate Saturday and Sundays.</p>
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Note: Templates are available on landscape-oriented pages

SUMMARY AND ANALYSIS OF RAPID NEEDS ASSESSMENT

A needs assessment has been conducted. 50 community members were assessed and now it is time to summarize and analyze the data.

The results of well-conducted and analyzed Needs Assessment can help to create focused campaigns by identifying what will 'bridge the gap' between the community and the end-goal of the campaign designer team. It also helps to identify what the community knows or doesn't know about a topic, identifies misinformation impacting the community, and what materials and communication channels will need to be used to accomplish the campaign's goals. It also collects important demographic information. In all, a well analyzed needs assessment will create an opportunity for campaign designers to make data-informed decisions about their campaigns for their unique communities.

During the data summary and analysis process, campaign organizers will gather their results into one place. There are many ways this can be done, but here are some recommendations that can be completed before, during, and after analyzing data:

- Consider completing a separate set of answers for each group within your target community (broken up by age, gender, work, or other category that might seem to have different answers to the questions than other participants), if it is relevant or would provide a meaningful data set.
- Consider including all sides and all extremes of your community's answers.
- Note trends with your target community's answers.

The CHW team in this case example chose to condense the results of their data (not shown). Then, they analyzed their results and summarized the data as answers to important questions that will help guide them in the design and implementation of their campaign. Examples of questions they could have used to help them analyze the data are included in the box below, followed by a table that includes the final results of their analysis.

Questions to assist with data analysis:

- Why do you think people in the community don't want to [insert activity]?
- What kinds of work does your target community participate in?
- Where does your target community get their news/information about [insert topics/focus of campaign]? (These are the channels they use)
- What specific concerns does your community have about the [insert topic], if any?
- Was any specific misinformation apparent about [insert topic] within the community?
- Does your target community plan on [insert action]? If yes, what were the reasons they mentioned? If not, what were the reasons they mentioned?
- Did specific groups stand out as having different concerns, or stand out as planning or not planning on [taking action]?
- What did your target community know, and not know, about [insert topic]?
- What are all the factors stopping people in the community from [insert activity]?

COVID NEEDS ASSESSMENT RESULTS

Community: Poultry Plant Workers from Mexico

Gender:	Males and Females
Age:	35-50
Occupation:	Primarily Poultry (Chicken) Plant Workers
Primary Language:	Spanish, Mixteco
Where they get their news about the pandemic:	WhatsApp, Facebook, Telemundo, Local Spanish Radio Station
Vaccinated Status:	A majority of community members have received their initial doses of the COVID-19 vaccine but have not received any boosters.
Concerns about the COVID vaccine:	Members of this community do not have many concerns about the COVID vaccine other than unfamiliarity about how the vaccine works.
Access to the COVID vaccine:	These members would like to get COVID boosters but are concerned that taking more time off work to get their boosters would impact their job security. They are also concerned about missed pay and the cost of vaccines since they are uninsured.
Schedule:	Most community members work 6 days a week. Varied work shifts (night and day). They usually have off on Sundays.
Knowledge about how the COVID-19 vaccine works:	About 65% are adequately aware of how the vaccine works.
Knowledge about and practice of COVID prevention methods:	Members of this community no longer participate in COVID prevention methods. They are not provided with respirators or masks for work, do not test for COVID, work in an environment that does not have much ventilation, and live in crowded communal housing. Most are not aware of the at-work and at-home prevention methods they can implement. They also do not want to spend money on COVID prevention methods.

USING THE NEEDS ASSESSMENT TO DESIGN AND IMPLEMENT YOUR CAMPAIGN

The needs assessment data has been summarized and analyzed. The analysis, as well as prior knowledge about the community, should impact the design and implementation of a campaign that addresses the community's needs and accomplishes the campaign's goals.

How can the CHW team use the data analysis to develop and implement a campaign that decreases COVID? By analyzing the data it is clear that the CHW team's original suspicions, that low vaccination rates and misinformation were the major issues causing spikes in COVID infections, was not true. Instead, it looks like scheduling conflicts, lack of support at work, fear of vaccine cost and lost wages, and diminished COVID prevention methods may be the issue.

MCN offers a manual for how to develop campaigns that use data from needs assessments conducted in communities. The manual can be accessed in the resource list below. Examples of questions the results of a needs assessment can help to answer are listed in the box below.

Questions Needs Assessments Can Help Answer

- Has the campaign goal remained the same or is it different?
- What are some resources (both internal to your team and external in your target community) can you imagine might help you in your campaign?
- Will your campaign include Campaign Partners (local organizations and community leaders who are in a unique position to influence the campaign's target community)? If so, who are your partners and why are they important? How are you asking them to participate?
- What kinds of images are you including in your campaign materials, if any? Describe who or what will be in your images, what settings these people/things will be in. Explain how they are relevant to your community.
- How will you ensure that these materials reach your community of focus? What channels will you use?
- Are you making accommodations for your audience's scheduling needs? If so, how are you incorporating it into your campaign?
- What grad level will your materials be in? What language?
- Will your campaign be educational or persuasive?
- What needs need to be addressed for your community for them to take the action you want them to take?

RESOURCES

- [Organization Materials: Rapid Needs Assessment, Summary, and Analysis Template | Migrant Clinicians Network](#)
- [Designing Community-Based Communication Campaigns Manual | Migrant Clinicians Network](#)
- [COVID-19 Vaccine Education Materials: Tools for Implementation | Migrant Clinicians Network](#)