

# EXAMPLE NEEDS ASSESSMENT – DIABETES

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 diabetes, 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 their health. 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:

Community health workers suspect diabetes is going untreated in a subsection of their small community after two community members in their 50s died of cardiovascular disease resulting from undiagnosed type 2 diabetes. The CHW team believes these deaths may be an indicator that there are many undiagnosed cases, but there are many other factors that could also be impacting diabetes care in the community.

The team has funding for a health campaign and will complete a needs assessment to learn about what their community needs to prevent diabetes-related complications and death. The assessment will answer questions such as whether diabetes is being diagnosed, whether community members have access to healthcare and medications, and whether transportation, language access, or other factors are impacting care. The design of their campaign will be based on the community needs assessment findings.

Below you will find an example of what a rapid needs assessment for the community dealing with diabetes 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 diabetes. 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
<b>Where do you get your news about nutrition and health care? (Facebook, WhatsApp, TV News Stations, Radio, Friends)</b>	WhatsApp, Local Spanish Radio Station	WhatsApp	Local Spanish Radio Station	WhatsApp, Local Spanish Radio Station
<b>Do you regularly to to the doctor for routine check-ups? Yes – If so, how often and where at? No - If not, when is the last time you went to the doctor other than for an injury?</b>	No. Saw a doctor last year when they were diagnosed with diabetes.	No. Have not seen a doctor in years.	No. Went to the doctor some as a child and once when arriving at the farm they are employed at. It was not a thorough examination.	No. Has never been to the doctor for a routine check-up.
<b>Would you like regular health care? Yes No – If not, why?</b>	Yes. Especially medicine. Work schedule and other issues make it difficult.	Yes. But work schedule makes it difficult.	Yes, feels poorly.	Yes, nutritionist maybe to help with weight.
<b>Do you know where and how you can access health care? Yes – Where at? No</b>	No. Does not know if they are allowed to or how they would pay for it.	No. Does not know where to go and whether they can access.	Not really	Yes. She believes there is a clinic in town. Not much time to schedule.

<p><b>Do you know your current health status?</b>  <b>Yes – Are there any illnesses you know about?</b>  <b>No – Are there any concerns you have about your health?</b></p>	<p>They know they have diabetes and are supposed to take medicine for it every day. They do not have medicine and are concerned about what will happen.</p>	<p>They were diagnosed with pre-diabetes before traveling to the US. They are unsure about the status. They are concerned about whether they have diabetes.</p>	<p>No known illnesses but feels poorly all of the time. They think their parents had diabetes but they are unsure of what that is.</p>	<p>No illnesses she knows of. She noted being concerned about being overweight.</p>
<p><b>Do you have any concerns about accessing or using health care?</b></p> <p><b>A. Cost</b>  <b>B. Immigration Status</b>  <b>C. Time</b>  <b>D. Other – please explain</b></p>	<p>Transportation, migratory status.</p>	<p>Not really. Unsure of how to access it.</p>	<p>Migratory status.</p>	<p>Unaware of regulations when on H2A visa.</p>
<p><b>Would you be able to tell me about what diabetes is and how it can affect someone's health? What about if it is untreated?</b></p>	<p>Moderately aware. Know they need medicine or else they could die.</p>	<p>Moderately aware. Not aware of how it is affecting health. Feels bad physically.</p>	<p>Unaware</p>	<p>Unaware of diabetes, what it is, and how it can affect health.</p>
<p><b>Living Arrangements</b></p>	<p>Communal</p>	<p>Communal</p>	<p>Renting house with others</p>	<p>Crowded Communal Housing</p>
<p><b>Grade Level</b></p>	<p>4th</p>	<p>6th</p>	<p>5th</p>	<p>7th</p>
<p><b>Have you seen resources for community health care access in your language? What about diabetes diagnosis, treatment, and prevention?</b></p>	<p>No</p>	<p>Once – Don't remember where</p>	<p>Unsure</p>	<p>No</p>
<p><b>Primary Language</b></p>	<p>Spanish, Mam</p>	<p>Spanish, Mam</p>	<p>Spanish</p>	<p>Spanish, Mam</p>
<p><b>Gender</b></p>	<p>Female</p>	<p>Male</p>	<p>Male</p>	<p>Female</p>
<p><b>Age</b></p>	<p>55</p>	<p>60</p>	<p>38</p>	<p>22</p>

<p align="center"><b>Work (Occupation and Schedule)</b></p>	<p><b>Occupation:</b> Farmworker – Picker</p> <p><b>Schedule:</b> 7 days a week except for every 2<sup>nd</sup> Wednesday. Employer provides transportation to town on this day.</p>	<p><b>Occupation:</b> Farmwork – Pruning</p> <p><b>Schedule:</b> 7 days a week except for every 2<sup>nd</sup> Wednesday. Gets transportation from employer for grocery shopping and errands on this day.</p>	<p><b>Occupation:</b> Farmworker – Picker</p> <p><b>Schedule:</b> 6 days a week. Off every Wednesday.</p>	<p><b>Occupation:</b> Farmworker</p> <p><b>Schedule:</b> 6 days a week. Off every Wednesday.</p>
-------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------

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]?

## DIABETES NEEDS ASSESSMENT RESULTS

### Community: Guatemalan Farmworkers

<b>Gender:</b>	Male, Female
<b>Age:</b>	22-60
<b>Occupation:</b>	Primarily Farmworkers
<b>Primary Language:</b>	Spanish, Mam
<b>Where they get their nutrition and health care news:</b>	WhatsApp, Local Spanish Radio Station
<b>Health Status:</b>	There are some community members who have diabetes and are aware they are supposed to be taking medicine but have unstable access to care and medications. Other community members have been at risk for diabetes/pre-diabetic before they traveled to the US but have not gone to the doctor since arriving at the farms they work at. Others have not seen any clinician in years. Some of these workers have complex migratory statuses, others are here on temporary work visas (H2A).
<b>Concerns about their health:</b>	Those who have diabetes are concerned about the effects of not taking their medicine, and others are concerned about whether they have diabetes.
<b>Access to the health care:</b>	Most community members do not know where to start when it comes to accessing care.
<b>Schedule:</b>	Most community members work 7 days a week other than every second Wednesday when they usually have a day off. On this day the farms they work for provide them with transportation to the local town to go grocery shopping and run errands.
<b>Knowledge about what diabetes is:</b>	Those in the community who have diabetes are moderately aware of what it is. Others are not aware of what it is, proper nutrition, how diabetes can affect one's health, and what the warning signs are.

## 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 prevents diabetes-related complications and death? By analyzing the data, it is clear that the CHW team's original suspicions, that diabetes is going untreated resulting from it being undiagnosed, were only partially true. Many community members were already diagnosed with diabetes or pre-diabetes but have unstable access to care and medications. Not knowing what to do to address these issues as well as restrictive work schedules have also contributed to the issue of untreated and undiagnosed diabetes.

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](#)