



Thriving Communities Needs/Asset Assessment

What is a Needs/Asset Assessment?

A Needs/Asset Assessment is a process for assessing and summarizing the issues, or risks, facing a community along with the assets, or resources, available to address the needs. A Needs/Asset Assessment can use a variety of data sources including primary (data collected by community members through methods such as surveys and focus groups) and secondary (data from existing sources such as public records).

How do we conduct a Needs/Asset Assessment?

1. Consider who should be involved in developing the plan for conducting the assessment. Who could help formulate a plan that would help gain a deeper understanding of the community?
2. Agree on the value and purpose of the assessment. Focus discussion on the goal of the project/initiative.
3. Decide on what it is you want to know. What information is essential for helping plan the next steps of the project? Consider both quantitative (numerical or statistical) and qualitative (stories or community feedback) data.
4. Identify sources of information. What government or nonprofit organizations might have data to inform the assessment? Do you need to gather feedback from the community (i.e. surveys, focus groups, interviews, community forums)?
5. Determine who will be responsible for collecting the data and in what timeframe. (See the attached *Data Collection Plan*)
6. Determine who will be responsible for pulling all the data together into a summary or report.
7. Share the results with key stakeholders (possibly those who helped develop the plan for the assessment). Ask them to identify any gaps in the information.

What does a Needs/Asset Assessment summary or report include?

The Needs/Asset Assessment summary or report should provide a clear, concise overview of the results of the assessment and the processes by which the data were collected. Some key sections of the summary could include:

- a. Introduction: Describe the community, the goals of your assessment and who participated in the process
- b. Methods: A description of how the data were gathered, recorded and analyzed
- c. Results: In a clear, organized way, present the findings of the assessment. Include information on needs, assets and strategies in place to address the goals of the project/initiative
- d. Summary and Conclusions: Summarize the findings and identify next steps for the community. The next steps should clearly lead in to the community Action Plan.

How do we use our Needs/Asset Assessment?

The assessment should provide the community with additional information about the priority area and the resources and assets it has to address them. The assessment can help to identify key stakeholders that should be involved in the planning and execution of the project/initiative. The assessment can be used to identify areas where capacities need to be built or where early wins could be possible. The assessment should provide relevant information to help develop priorities for the community to achieve its ultimate goal.

Sources:

Chapter 3: Assessing Community Needs and Resources. Community Toolbox, accessed June 8, 2014.

<http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources>

Centers for Disease Control (2013). *Community Needs Assessment: Field Guidelines.* Accessed July 2, 2014.

http://www.cdc.gov/globalhealth/fetp/training_modules/15/community-needs_fguidelines_final_09252013.pdf

Fisher, D., et. Al. (2006). Getting To Outcomes with Developmental Assets: Ten Steps to Measuring Success in Youth Programs and Communities. Search Institute; Minneapolis, MN.

Kretzman, J. and J. McKnight (1993). Building Communities from the Inside Out: A Path Toward Finding and mobilizing A Community's Assets. The Asset-Based Community Development Institute, Northwestern University; Evanston, IL.

Data Resources:

Annie E Casey Foundation, Kids Count Data Center: <http://www.aecf.org/MajorInitiatives/KIDSCOUNT.aspx>

Coalition for a Drug Free Cincinnati, Prevention Research:

<http://www.drugfreecincinnati.org/pages/coalitionstrategies/cat/4/>

PRIDE Student Drug Use Survey

Facts Matter, Community Research Collaborative: www.factsmatter.info

Health, education, economic development

Hamilton County Public Health: http://www.hamiltoncountyhealth.org/en/resource_library/reports.html

Community Health Assessments, Community Health Reviews

InterAct for Health: <https://www.interactforhealth.org/data-reports>

The Greater Cincinnati Community Health Status Survey, Ohio and Kentucky Health Issue Polls, Health Landscape, Oasis, health data resources

Jennifer Chubinski, Director, Community Research jchubinski@interactforhealth.org

Kentucky Department of Health, Surveillance and Health Data: <http://chfs.ky.gov/dph/surv.htm>

County Health Profiles

Ohio Department of Health, Data and Statistics: <http://www.odh.ohio.gov/healthstats/dataandstats.aspx>

Health Surveys, Community Profiles

Strive Partnership, 2012-13 Partnership Report, <http://www.strivepartnership.org/sites/default/files/wp-content/2012-13%20Partnership%20Report.pdf>

US Census Bureau: www.census.gov

Data Collection Plan

What needs to be assessed?	What indicators will be measured? (How will we measure the "what?")	What is the method for data collection?	Where is this data located?	Who will be responsible for data collection/by when?

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