Community Health Needs Assessment: A Neighborhood Level Approach

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Background

In collaboration with Burten, Bell, Carr Development Corporation, and Old Brooklyn Community Development Corporation, the Mary Ann Swetland Center for Environmental Health assisted in conducting a community health needs assessment in the Buckeye, Central, and Kinsman neighborhoods of Cleveland, Ohio.

This project utilized neighborhood specific surveys to understand specific and unique needs to population of these three east side neighborhoods in order to develop programs, advocate for policy changes, and secure funding to improve health outcomes of most importance to residents.

Research setting: The Mary Ann Swetland Center for Environmental Health

Research population: Buckeye, Central, and Kinsman neighborhoods of Cleveland, OH

Learning Objectives

1) **Evaluate** health needs of three local neighborhoods through survey development and analysis.

2) **Analyze** data from survey responses to identify most urgent and prevalent health needs and concerns in each neighborhood.

3) **Apply** knowledge gained to compiling written summaries and identify possible avenues for intervention.

Activities

Assisted on a community based health needs assessment through collaboration on survey development, compiling training and outreach materials, and assisting in data collection and analysis.
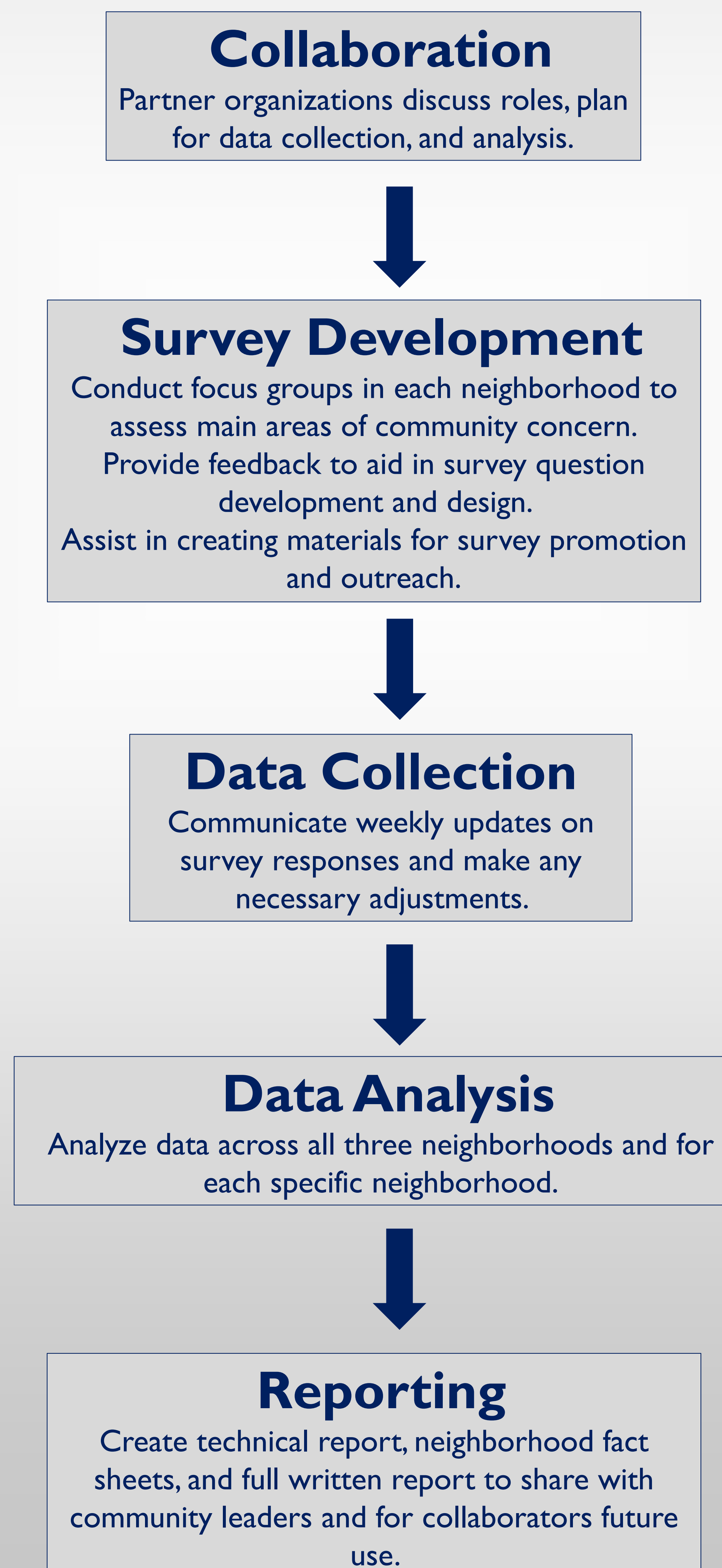
Neighborhood	Surveys Completed	# African Americans	Representation Goal	# Under 65	Representation Goal
Buckeye	465	400	387	380	356
Central	453	385	403	400	360
Kinsman	484	447	462	448	375

Example of Weekly Data Report used to track survey sample representation using census data

Deliverables

1) Various training manuals and standard operating procedures for host organization to provide to employees, volunteers, and populations of interest.

2) Data set complied by the student to be used by host organization for quality improvement and/or research initiatives.

CHNA Process

Collaboration
Partner organizations discuss roles, plan for data collection, and analysis.

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Survey Development
Conduct focus groups in each neighborhood to assess main areas of community concern.
Provide feedback to aid in survey question development and design.
Assist in creating materials for survey promotion and outreach.

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Data Collection
Communicate weekly updates on survey responses and make any necessary adjustments.

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Data Analysis
Analyze data across all three neighborhoods and for each specific neighborhood.

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Reporting
Create technical report, neighborhood fact sheets, and full written report to share with community leaders and for collaborators future use.

Methods

Survey development was done in collaboration with Burten, Bell, Carr, and Old Brooklyn. Questions were derived from previously conducted focus groups in the three east side neighborhoods of interest.

The main topic areas the questions covered included; neighborhood satisfaction and safety, food habits and resources, health information and concerns, transportation and traffic safety, greenspaces and recreational space usage, and demographic information.

Data collection was primarily done utilizing a street team canvassing each neighborhood. Online methods such as social media, newsletters, community meetings and events were also used.

Surveying stated August 31st 2022 and ended October 19th 2022.

Neighborhood	Total # Surveys
Buckeye	465
Central	453
Kinsman	484
All	1,402

Lessons Learned

1) Importance of keeping the audience in mind when crafting training materials as well as developing a survey for a wide variety of potential participants.

2) How to work effectively as part of a collaborative team across multiple organizations.

3) Strengthened quantitative data collection, analysis, and synthesis skills

Public Health Implications

Local community level initiatives can be used to inform larger county and state level initiatives and elevate the voices of community members.

This project demonstrates that by using the social determinants of health to learn about community member's own health priorities, steps towards health equity can be taken.

This project in particular demonstrates the potential for more local neighborhood level assessments to be conducted in the future.

Acknowledgements

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