

Appendix A: Community Assessment Process Map

Phase 1: Community Assessment		
Process Steps	Action Items	Notes
Step 1: Develop key information contact list	Inventory outreach awards	List outreach and other NER awards in the area – past and present.
	Print list of members	Include all members in the state, county or city to be targeted depending on how many members are in the area.
	Identify known contacts	Review awards inventory and members list to identify known contacts in the targeted area.
Step 2: Develop interview protocol	Identify core questions	Brainstorm what you need or want to know about the community and develop a list of question. Review previously developed targeted health information outreach key informant interview protocol.
	Draft interview protocol	Include an introduction, overview of the project, statement of confidentiality, permission to be recorded, warm-up questions, core questions, and probes. Use previously developed targeted outreach interview protocol as a model.
	Draft other materials as needed	This may include emails or phone scripts describing the project for inviting participation. These materials are useful to have when you begin making contact with people.
Step 3: Schedule key informant interviews	Email or call contacts	Call or email known and other contacts identified earlier. Let them know about the project and ask them for the names of other possible key informants in the community. You may want to ask if they or someone else from their organization would serve as a key informant.
	Contact recommended key informants	Call those recommended by your known contacts. If you don't hear back try emailing. Tell them about the project and ask if they would be willing to be interviewed. If they agree, schedule a time (no more than 1 hour) to meet and interview them in person. If they do not want to participate ask them if they could recommend someone else in their organization or the community who might be interested.

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	Identify and contact other key informants	Consider others serving the target community. Do you have contacts in the public libraries, schools, adult education programs, community health centers, community-based organizations, and others? If you do not have a contact consider going to their website to identify someone.
	Add to key informant contact list	As you identify potential key informants add them to your Key Information Contact List. Include their name, position, organization, address, phone and email. You may want to keep a record of when you called or emailed them until you hear back from them. This helps with follow up.
Step 4: Conduct key informant interviews	Schedule interviews	Schedule the interview at a time convenient for your key informant. Make every effort to conduct these interviews in person and at the location where the key informant works. This is very helpful in terms of getting to know the community and relationship building.
	Conduct interviews	Travel to the agreed upon location. Arrive on time. After introductions, find a quiet office or conference room in which to conduct the interview in private. Present an overview of the project, statement of confidentiality, and permission to be recorded. Record the interview using a tape recorder or by taking notes on a laptop computer. If you take notes on your computer during the interview be sure to maintain eye contact with the key informant throughout the interview. This will take practice. When permission is granted, start the tape recorder or turn on your computer. Begin with warm up questions, followed by core question with probes. Allow the conversation to progress naturally. Be sure to cover the core content of the interview protocol but do not follow it exactly. Do not allow the interview to go more than 1 hour, unless the key informant really wants to talk then you may go another 15 to 30 minutes but no more. If the key informant is pressed for time keep the interview to no more than 30 to 40 minutes. This is done using fewer probes.

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	Transcribe interviews	Immediately after the interview or as soon as possible the interviewer transcribes the recorded interview into a written report. Transcribing a taped interview is very time consuming. Transcribing cryptic notes taken on the computer is much less time consumer. However, taking notes during an interview requires a strong ability to multi-task and to type without looking. Maintaining the conversation and making eye contact with the key informant are your highest priorities. The sooner the recorded interview is transcribed the more accurate it is, as well as easier and less time consuming.
	Send thank you	Within a week of the interview mail a thank you note to the key informant. If possible include a token of appreciation such as a book or other publication. NN/LM products would also work. A thank you via email may also work.
Step 5: Analyze results	Identify themes and patterns	Read through all the interviews conducted in each focused outreach area. Identify major themes and patterns as you read.
	Code units of text	Highlight text that supports major themes. Highlight text with markers using different color for each theme.
	Organize and analyze	Organize text supporting each theme on a single page. Be sure to note who the speakers are. Add notes and interpretations at the bottom of the page. See NN/LM OERC Planning and Evaluating Health Information Outreach Projects, Booklet 3: Collecting and Evaluating Evaluation Data for more guidance on this process.
Step 6: Review the literature	Conduct literature review	Conduct a formal literature review to collect published articles describing the health information seeking patterns and needs of the community or of populations similar to the focused outreach community. For example if the community is primarily rural, conduct a literature review on health information seeking in rural communities.
	Collect and read articles	Read collected articles and summarize finding to be included in your final community assessment report.

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Step 7: Report findings	Write final report	Include a description of the sample, data collection methods, list of major themes, key informant quotes to support themes, and recommendations based on these findings.
	Discuss findings	Distribute a draft of the report to all team members. Once everyone gets a chance to review it meet to discuss findings and any needed changes. Begin discussion of intervention plan based on the findings.
	Follow up with key informants	Send a follow up letter to key informants with a summary of findings. Folks do not like to participate in “research” and not hear back. It helps set the stage for future partnership building.