

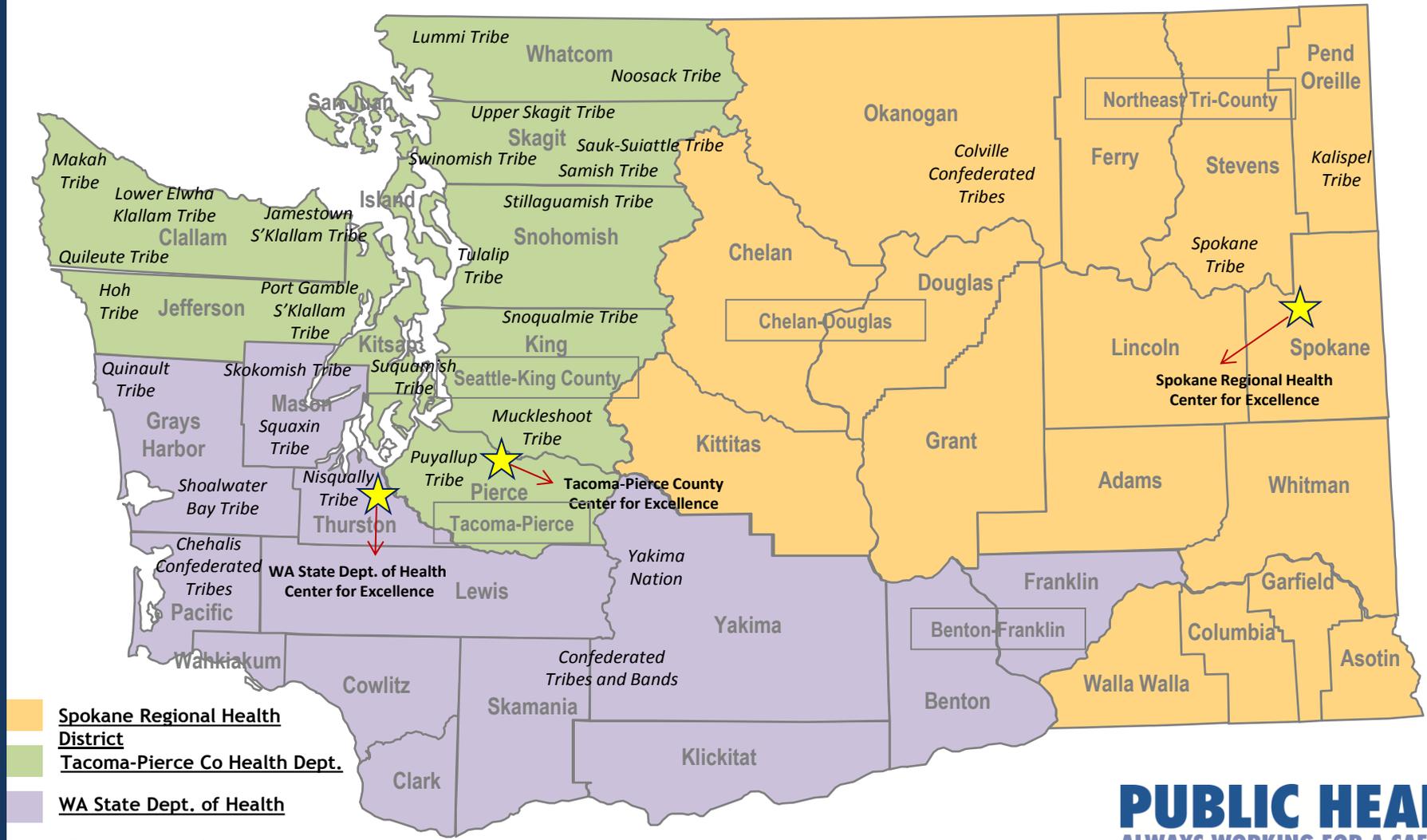
*Public Health Performance Management
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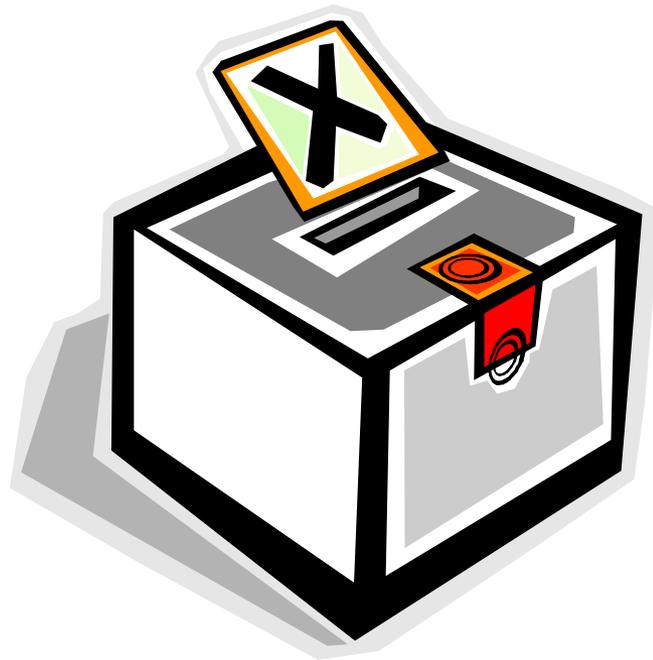
**SURVEYS AND SAMPLING METHODS
FOR COMMUNITY ENGAGEMENT**

MARCH 12, 2014

Which Center for Excellence Region are you located in?



PUBLIC HEALTH
 ALWAYS WORKING FOR A SAFER AND
 HEALTHIER WASHINGTON



Learning Objectives

Upon completion participants should be able to:

- Describe at least 2 reasons to survey.
- Develop questions based upon customer input.
- Select the survey sample.
- Prepare to analyze qualitative data collected.

Outline

- Quantitative vs. Qualitative
- Surveys
- Writing Questions for Survey
- Survey Sample Size
- Customer Needs
- Focus Groups
- Qualitative Analysis
- Key Informant Interviews
- Community Forums

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When survey data is needed in Public Health

- Development of the CHIP
- Developing & operationalizing a strategic plan
- Gives community members a voice
- Program Development
 - Planning new programs
 - Designing *specific* activities/services
 - Optimizing current programs
 - Re-designing *specific* activities/services
- Program Evaluation - Webinar on July 16, 2014
- Quality Improvement

Let's discuss!

Quantitative vs. Qualitative

Quantitative

- Deals with numbers
- Data is measured
- Data collected by measuring
- Information about quantity
- Analyzed statistically
- Data reported through statistical analysis
- Closed ended questions
- **Quantitative** ➡ **Quantity**

Qualitative

- Deals with descriptions
- Data is observed/listened
- Data collected by participant observation and interviews
- Concerned with understanding
- Information about quality
- Data are analyzed by themes from descriptions
- Data are reported in the language of participant
- Can't be measured
- Open ended questions
- **Qualitative** ➡ **Quality**

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Decide on method for collecting data

- **Quantitative Data**

- Community/Client Surveys/Questionnaires
- Secondary Data (Existing Data)

- **Qualitative Data**

- Community/Client Surveys/Questionnaires
- Focus groups
- Key informant interviews
- Community Forum

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Surveys



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What are surveys?



Types of Surveys

- Case Study Surveys
- Sampled Surveys
- Census Surveys

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Why should you conduct a survey?

- Collect information about
 - Behaviors
 - Needs
 - Opinions
- Peoples attitudes and reactions
- Measures client satisfaction
- Gauge opinions about various issues
- Adds credibility to research/assessment/evaluation
- Measures ideas or opinions

When should I conduct a survey?

- You need a quick and efficient way of getting information
- You need to reach a large number of people
- You need statistically valid information about a large number of people
- The information you need isn't readily available through other means

Personal Surveys

Advantages (Pros)

- High response rate
- Large numbers of people can give their input
- Low cost - students
- Provides a written record
- Easy to list or tabulate responses
- Respondent involved
- Wide range of respondents
- Ensure respondent qualified to answer survey
- Can probe
- Turnaround of data analysis can be fast if short

Disadvantages (Cons)

- Requires self-confidence
- Can be expensive
- Limited alternative expression of respondent's reaction
- Subject to interview bias
- May not truly represent the whole population
- May require training
- Respondent may skip sections
- Can be seasonal
- Turnaround can be slow if long

Telephone Surveys

Advantages (Pros)

- Good response rate
- Fast and convenient
- Can reach target customers
- Can cover a larger geographical area
- May be able to ask supplementary questions
- Can clarify misunderstandings

Disadvantages (Cons)

- Interviews must be short
- Respondents have little time to think
- May receive inaccurate responses
- Costly in phone bills
- Only reach certain people
- Cannot observe body language
- Landline
- Respondents answer how you think you want them to answer

Postal Surveys

Advantages (Pros)

- Can target specific areas
- Can reach a large geographical area
- Respondent can take survey with them and complete
- Fast and convenient
- Easy to control
- Can ask more personal questions
- Respondents have time to think
- Respondents may express feelings
- Anonymity

Disadvantages (Cons)

- Very low response rate
- No personal contact
- Unable to clarify answers
- Response may not be representative
- Expensive
- May not get completed
- Respondents may not read, see, write
- Respondents answer how you think you may want them to answer

Online Surveys

Advantages (Pros)

- Less expensive
- Allow respondents to take their time
- Administered anonymously
- Can address sensitive issues
- Turn around time faster
- Environmentally friendly
- Visually nice survey designs
- Provide statistical analysis immediately
- Response time quick
- Skip logic technique
- Randomized answer choices

Disadvantages (Cons)

- Respondents may not trust that survey is anonymous
- Low response rate
- Can be rejected as spam and not delivered
- Respondent needs a computer
- May not reach the intended population
- Respondents answer how you think you want hem to answer

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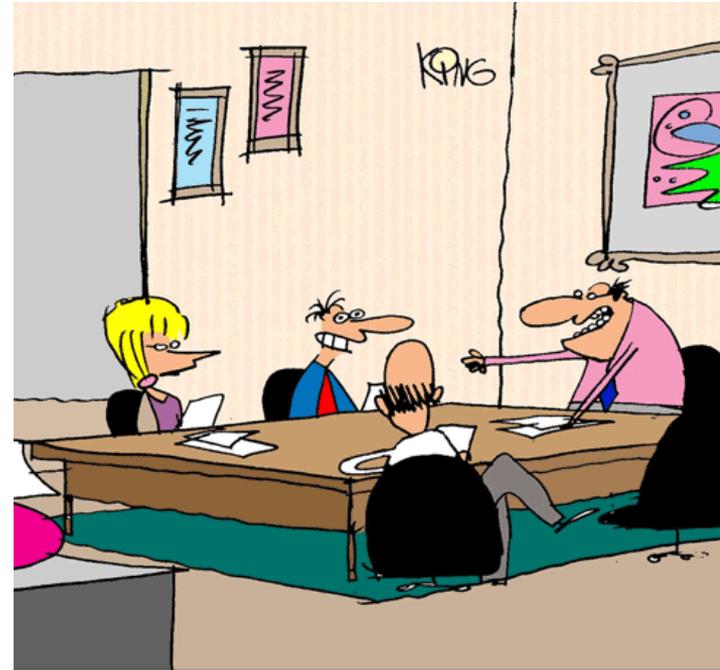
To prepare survey ask yourself?

- What is purpose of survey?
- What questions do you want to answer?
- Is it to get a general idea of the demographics of your area?
- To find out what people think about a particular issue or idea?
- Customer needs

Let's discuss!

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Developing
questions
based on
customer
needs



“Congratulations to Larry here, who actually picked up his phone and spoke with a customer. This might be a breakthrough for our company!”

Your customer asks:

- Let me know what to expect before we start
- Make it easy for me to respond to your survey
- Use words I understand in your surveys and services
- Be short and to the point
- Ask one thing at a time
- Use non-threatening and non-biased words
- Ask “why” and “how” for open-ended questions
- What did you do with my input? Make results available to me

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Drivers to determine whom you will survey and how many questions

- What is purpose of project?
- Method of collecting data?
- Who is your audience that you will survey?
- Budget and staff
- What is the number of people you need to survey (sampling)?

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Guidelines for writing survey questions

- Focus on purpose of project
- Why collect data?
- Place easier questions first
- No leading questions
- Ask one question at a time
- Address sensitive issues as discretely and sensitively as possible
- Avoid words that provoke bias or emotional responses
- Use a logical order and place similar questions together
- For qualitative data
 - Should be opened ended
 - Should not be double barrel
 - Should not be dichotomous

Writing your questions

- Open-ended
- Close-ended
- Multiple choice
- Likert scale

Examples of Likert Scales

| | | | | | | |
|-------------------|----------------------|-----------|--------------|-------------------|-----------------|----------------|
| Strongly disagree | Not effective | Very poor | Never | None | Farr too little | Much lower |
| Disagree | Slightly effective | Poor | Occasionally | Some | Too little | Slightly lower |
| Undecided | Moderately effective | Fair | Many times | Quite a bit | About right | About the same |
| Agree | Quite effective | Good | Very often | An extreme amount | Too much | Higher |
| Strongly agree | Very effective | Very Good | Always | All | Far too much | Much higher |

Survey Sample Size

- How many surveys do you collect?
- How many people do you survey?
- How big is your population (N-value)?
- What is the confidence interval (margin of error)?
- What is my confidence level?

Survey Sample Size - 5 Steps

- Step 1 - What is your population?
- Step 2 - How accurate do you need to be?
- Step 3 - How big of a sample do you need?
- Step 4 - How responsive will people be?
- Step 5 - So how many people do I send it to?

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Calculating n-value

$$E = z_{\alpha/2} \cdot \frac{\sigma}{\sqrt{n}} \quad \longrightarrow \quad n = \left[\frac{z_{\alpha/2} \sigma}{E} \right]^2$$

Required Sample Size†

| Population Size | Confidence = 95% | | | | Confidence = 99% | | | |
|-----------------|------------------|------|------|------|------------------|------|------|-------|
| | Margin of Error | | | | Margin of Error | | | |
| | 5.0% | 3.5% | 2.5% | 1.0% | 5.0% | 3.5% | 2.5% | 1.0% |
| 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| 20 | 19 | 20 | 20 | 20 | 19 | 20 | 20 | 20 |
| 30 | 28 | 29 | 29 | 30 | 29 | 29 | 30 | 30 |
| 50 | 44 | 47 | 48 | 50 | 47 | 48 | 49 | 50 |
| 75 | 63 | 69 | 72 | 74 | 67 | 71 | 73 | 75 |
| 100 | 80 | 89 | 94 | 99 | 87 | 93 | 96 | 99 |
| 150 | 108 | 126 | 137 | 148 | 122 | 135 | 142 | 149 |
| 200 | 132 | 160 | 177 | 196 | 154 | 174 | 186 | 198 |
| 250 | 152 | 190 | 215 | 244 | 182 | 211 | 229 | 246 |
| 300 | 169 | 217 | 251 | 291 | 207 | 246 | 270 | 295 |
| 400 | 196 | 265 | 318 | 384 | 250 | 309 | 348 | 391 |
| 500 | 217 | 306 | 377 | 475 | 285 | 365 | 421 | 485 |
| 600 | 234 | 340 | 432 | 565 | 315 | 416 | 490 | 579 |
| 700 | 248 | 370 | 481 | 653 | 341 | 462 | 554 | 672 |
| 800 | 260 | 396 | 526 | 739 | 363 | 503 | 615 | 763 |
| 1,000 | 278 | 440 | 606 | 906 | 399 | 575 | 727 | 943 |
| 1,200 | 291 | 474 | 674 | 1067 | 427 | 636 | 827 | 1119 |
| 1,500 | 306 | 515 | 759 | 1297 | 460 | 712 | 959 | 1376 |
| 2,000 | 322 | 563 | 869 | 1655 | 498 | 808 | 1141 | 1785 |
| 2,500 | 333 | 597 | 952 | 1984 | 524 | 879 | 1288 | 2173 |
| 3,500 | 346 | 641 | 1068 | 2565 | 558 | 977 | 1510 | 2890 |
| 5,000 | 357 | 678 | 1176 | 3288 | 586 | 1066 | 1734 | 3842 |
| 7,500 | 365 | 710 | 1275 | 4211 | 610 | 1147 | 1960 | 5165 |
| 10,000 | 370 | 727 | 1332 | 4899 | 622 | 1193 | 2098 | 6239 |
| 25,000 | 378 | 760 | 1448 | 6939 | 646 | 1285 | 2399 | 9972 |
| 50,000 | 381 | 772 | 1491 | 8056 | 655 | 1318 | 2520 | 12455 |
| 75,000 | 382 | 776 | 1506 | 8514 | 658 | 1330 | 2563 | 13583 |
| 100,000 | 383 | 778 | 1513 | 8762 | 659 | 1336 | 2585 | 14227 |
| 250,000 | 384 | 782 | 1527 | 9248 | 662 | 1347 | 2626 | 15555 |
| 500,000 | 384 | 783 | 1532 | 9423 | 663 | 1350 | 2640 | 16055 |
| 1,000,000 | 384 | 783 | 1534 | 9512 | 663 | 1352 | 2647 | 16317 |
| 2,500,000 | 384 | 784 | 1536 | 9567 | 663 | 1353 | 2651 | 16478 |
| 10,000,000 | 384 | 784 | 1536 | 9594 | 663 | 1354 | 2653 | 16560 |
| 100,000,000 | 384 | 784 | 1537 | 9603 | 663 | 1354 | 2654 | 16584 |
| 300,000,000 | 384 | 784 | 1537 | 9603 | 663 | 1354 | 2654 | 16586 |

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Survey Resources

- Purdue Online Writing Lab, Creating good survey and interview questions:
<https://owl.english.purdue.edu/owl/resource/559/06/>
- Mass Communication Theory blog, How to Write a Good Questionnaire:
<http://masscommtheory.com/2011/11/22/how-to-write-a-good-survey-questionnaire/>
- Inc., How to Write a Customer Survey:
<http://www.inc.com/guides/2010/08/how-to-write-a-customer-survey.html>
- Science Buddies, Designing a Survey:
http://www.sciencebuddies.org/science-fair-projects/project_ideas/Soc_survey.shtml

Qualitative Data

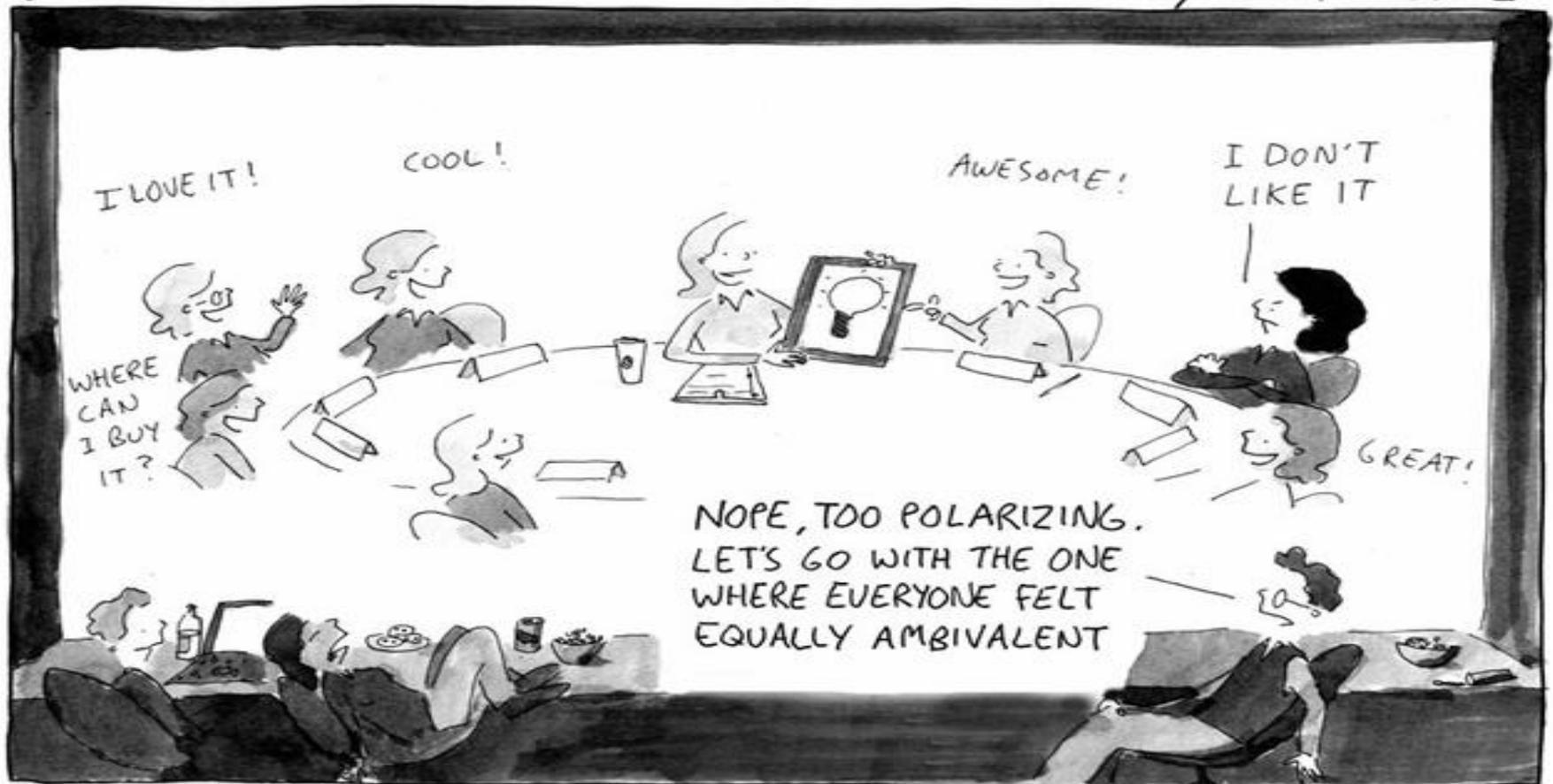
- Employs non-numeric information to explore individual or group characteristics, producing findings not arrived at by statistical procedures or other quantitative means
- Relies on reasons behind various aspects of behavior
- Achieves knowledge about a particular issue
- It investigates the “why” and “how” of decision making
- Focuses on smaller samples
- Categorizes data into patterns as a primary basis for organizing, evaluating, and reporting results

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Focus Groups

BRAND CAMP

by Tom Fishburne



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Guide to Conducting Successful Focus Groups

- Define a focus group
- When should you conduct a focus group
- Design focus group questions
- Recruit and prepare for participants
- Conduct a focus group
- Analyze data

What is a Focus Group?

- Small group of customers/stakeholders
- Open discussion of a topic of interest
- Has a pre-defined length of time
- Structured around a set of predetermined questions
- Groups should be homogeneous
- Recommend multiple groups

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A Focus Group is NOT:

- A debate
- Group therapy
- A conflict resolution session
- A problem solving session
- An opportunity to collaborate
- An opportunity to challenge
- A promotional opportunity
- An educational session
- A dating service
- A place to pick up dates

When Should A Focus Group Be Conducted?

- When considering the introduction of a new program or service
- When you want to assess a target group in more depth
- When your main concern is with the depth of an opinion rather than simply knowing if people agree or disagree
- When you want to ask questions that can't easily be asked or answered on a written survey
- When you want to supplement the knowledge you have gained from quantitative data

Pros/Cons of Focus Group

Pros

- Depth and complexity of responses
- Group members can often stimulate new thoughts for each other, which might otherwise not occur
- Rapid
- Economical

Cons

- Takes more time per respondent
- Group members might feel hesitant about speaking openly
- Susceptible to bias introduced by moderator
- Domineering participants
- Does not provide quantitative data
- Represents only a sample
- Can not be generalized

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Focus Group Methods

- Recheck your goals - Ask yourself the following:
 - Why do I want to conduct a focus group?
 - Why am I doing this?
 - What do I hope to learn?
- Consider other methods of collecting data
- Six to twelve participants
- Need a trained facilitator w/note taker
- Free, spontaneous talk encouraged by the facilitator
- Series of groups is necessary for validity
- Homogeneity and anonymity in selection of groups
 - People may open up with others who are perceived to think along similar lines *and* whom they may never see again
- Can occur naturally or may require probing

Success to Designing Focus Group Questions

- The number of questions should be 8-12
- Short and to the point
- Unambiguously worded
- Questions should be focused and one dimension
- Should be open-ended
- Should not be dichotomous
- Should be non-threatening
- Should not be embarrassing

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3 Different Types of Focus Group Questions

- Engagement questions

“What kinds of activities do you like to do?”

“Where do you like to walk?”

- Exploration questions

“What are the pros of walking for exercise each day?”

“What are the cons of walking for exercise each day?”

“What stops you from walking as a way to get exercise?”

- Exit questions

“Is there anything else you would like to say about walking for exercise?”

Probing Questions

- “Can you talk about that more?”
- “Help me understand what you mean.”
- “Can you give an example?”

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Recruiting and Preparing for Participants

- Ideally participants should be strangers
- Participants should be homogeneous,
Consider:
 - Gender
 - Age
 - Power
 - Cliques
 - Race/ethnicity
 - Income
 - Education
 - Language barriers

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Recruiting and Preparing for Participants

- Inclusion/Exclusion criteria established
- Confirm interest and availability
- Over-invite
- Offer incentives
- Reduce barriers
- Arrange for food
- Setting/Environment of focus group

Conducting the Focus Group

- Conducted by a moderator and assistant moderator
- Welcome participants
- Consent forms
- Survey
- Welcome and introduction
- Ground rules

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Ground Rules

- There are no right or wrong answers
- Respect different viewpoints
- Be courteous to others
- Only one person speaks at a time
- No side conversations
- What is said in the focus group stays in focus group
- Discussion is among participants
- Stay on topic
- Maintain timeline
- Cell phones and pagers off
- Use first name only
- Moderator may call on person
- Focus group will be recorded
- Other?

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Moderator

- Does not participate in discussion
- Can listen attentively with sensitivity and empathy
- Is able to listen and think at the same time
- Believes that all group participants have something to offer no matter what their education, experience, or background
- Has adequate knowledge of the topic
- Can keep personal views and ego out of the facilitation
- Is someone the group can relate to but also give authority to
- Can appropriately manage challenging group dynamics
- Must be able to manage time
- Must get everybody to participate
- Take notes on flip chart

Assistant Moderator

- Run a tape recorder during the session
- Take notes in case the recorder fails or the tape is inaudible
- Note/record body language or other subtle but relevant clues of participants
- Allow the moderator to do all the talking during the group
- Does not participate

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Script

- Prepare what you will say once focus group begins
- Welcome everyone and introduce yourself and assistant moderator
- Explain purpose of focus group
- Explain why participants are there
- Explain ground rules
- Explain what will be done with information
- Discuss report if report will be generated
- Questions
- Ice breaker

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Good morning and welcome. I would like to thank you for participating in this focus group. My name is Adrian Dominguez, and I work for the Spokane Regional Health District and I will be the moderator for this focus group today. I would also like to introduce my co-worker Linda Lillard who will be our note taker for this focus group. Linda will simply be writing down your thoughts and comments during our discussion but will not identify the person who made the comment or relayed the thought. The notes we take will enable us to identify common themes across all focus groups we conduct. You will also notice we have a tape recorder in the room. We are using a tape recorder to ensure that we record all information correctly and accurately. Your comments are completely confidential. Your name will not be associated with any comments you make during this discussion. This is an opportunity to be heard, and I encourage you to participate.

The purpose of this focus group is to conduct a community health assessment in the Deer Park and surrounding areas. The assessment will focus on health issues and health care access needs for the residents of Deer Park and the surrounding areas, which includes 12 neighboring zip codes. In addition, we want to evaluate current resources and consider service needs within the area. We will be conducting focus groups with health care providers, service care providers, and the residents of Deer Park and the surrounding area. The information you provide today will be used to help identify the health issues that are important to this area. We are interested in your individual opinions and experience and I would like to mention that there is no right or wrong answers to any of the questions. The focus group will take 1 ½ hours. You do not have to respond to every question and you do not have to participate if you don't want to. If you decide not to participate, you can leave at any time.

What are the risks and benefits with participating in a focus group?

- Risks: You might feel uncomfortable talking in a group. You might feel that talking about health issues and health services is very personal.
- Benefits: You might learn about local services and the problems other people have getting the services they want and need. You might be able to offer ways to improve programs and policies for residents of Deer Park and the surrounding areas, and how to guide services.

I want to reiterate that all information you tell us will be kept confidential. This means we won't tell anyone how any individual participant answered these questions. We may use a direct quote from this discussion, but we won't use any names with it. We expect all participants to maintain confidentiality of what was said in the discussion and with who participated in the focus groups. Only people at the health department who are working on this project will hear or see the written notes of the discussion. The sign-in list of people who participated in the focus group will not be connected in any way to the notes of the discussion held. Individuals who participate in the focus groups will not get paid, however food and beverages are being provided during the sessions.

Before we get started, I would like to talk about some ground rules that we have during a focus group and discuss my role as a moderator. **(Present and review ground rules)**. As a moderator it is my role to make sure everyone has had the opportunity to provide their input and make sure that the focus group moves along and maintains a time schedule. Does anyone have any questions?

Challenges of a Focus Group

- Drawing out participants
- Balancing the participation level of various participants
- Probing
- Moderator influence
- Language competence
- Comprehension of questions may be interpreted differently by participants
- Sometimes the information you get is not what you expect
- Moderator needs to relate to focus group
- Keeping group on track and focused
- Adhering to ground rules

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Dealing with Difficult People

- Self-appointed expert
- The dominator
- The rambler
- The shy participant
- The participant who talks very quietly
- Others

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After Completion of Focus Group

- Thank all participants
- Report
- Distribute honorariums
- Immediately after everyone leaves moderator and assistant moderator review notes and debrief
- Note date and time of focus group and label all tapes
- Begin transcription of notes
- Clean-up data
- Now ready for analysis

Analyzing Qualitative Data

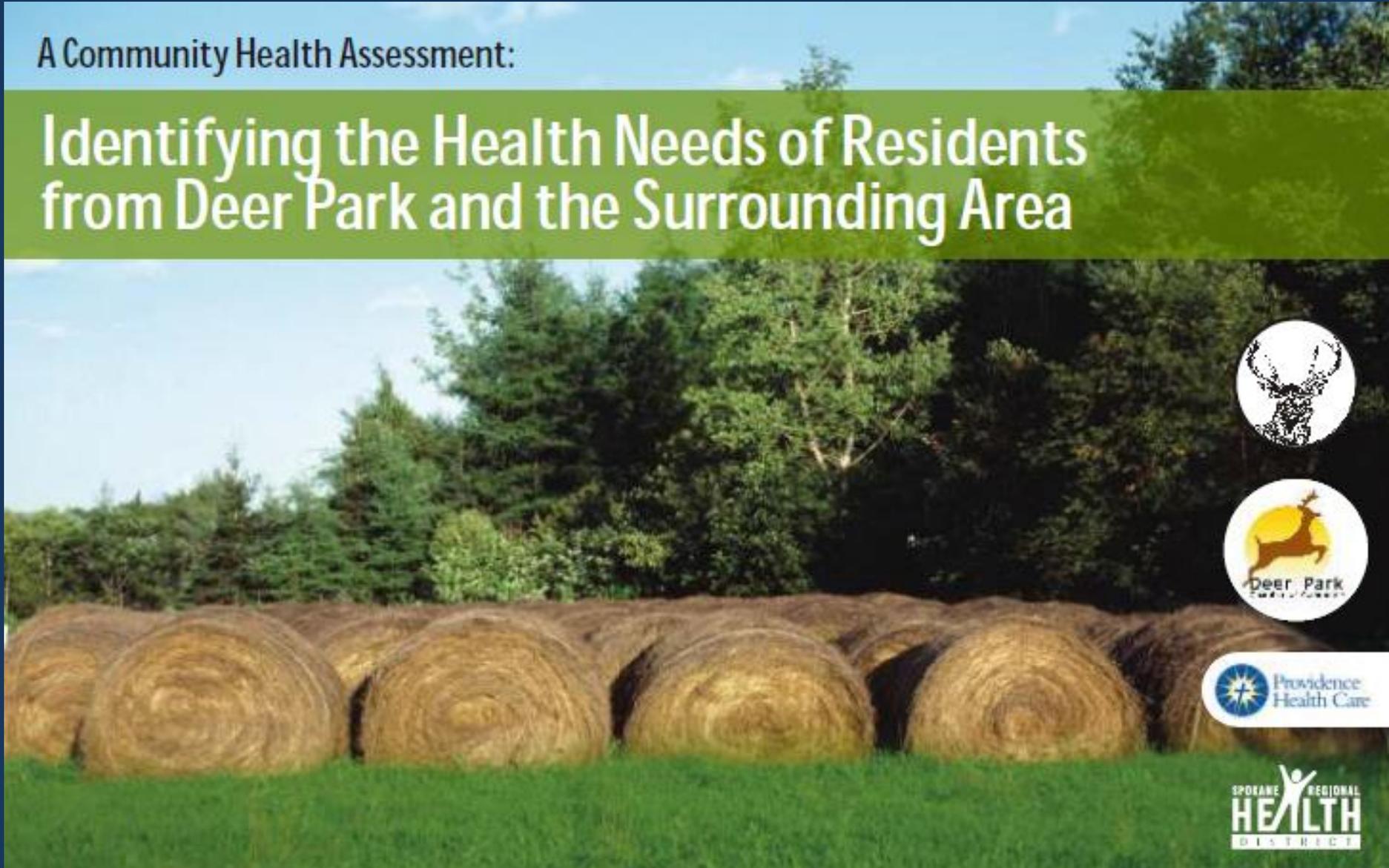
- Make sure data is clean
- Develop a systematic process to analyze data
- Can be simple or complicated
- Requires some level of rigor
- Identify common categories/themes for each question and group/identify patterns(use of color)
- Identify quotes that may be helpful in report
- Consider re-categorizing
- Sort largest to smallest
- Collapse for overall picture but maintain difference for each group

Example

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A Community Health Assessment:

Identifying the Health Needs of Residents from Deer Park and the Surrounding Area



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Focus Group Questions

1. What is your vision of a healthy community?
2. What are the greatest health issues of residents in the Deer Park community?
3. What are the greatest health care needs of residents in your community?
4. Thinking about the community services in the Deer Park area, are they adequate for the community? Why or why not? (Cover general services, prevention programs, primary health care, prenatal care, children's care, senior's care)
5. What barriers are there for residents to access the available services in the area?
6. What are some steps that your community could take to make these services more accessible or available?
7. What are some potential barriers for the community to address these issues?
8. How is information about community services provided? Is the information adequate? What could be improved?
9. What overall recommendations do you have to improve the health of the community?
10. You are here representing _____, if you were to pick your primary area of concern for the health of this community, what would it be?

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1. What is your vision of a healthy community?

| Healthcare Providers | Non-Provider Group | Healthcare Providers | Non-Provider Group | Residents | Residents |
|--|---|---|--|--|--|
| Focus Group 1 | Focus Group 2 | Focus Group 3 | Focus Group 4 | Focus Group 5 | Focus Group 6 |
| Access to health care Food supplies, Basic needs met, Medical care/prevention/treatment | Self sufficient both in retail and employment, The community is viable and spends money within the community, Multiple smaller communities make a larger stronger community | Competency, Health care prevention | Income to community, Preventive medicine | Access to a recreational facility for children and adults that can be used for activities, such as a YMCA and has a swimming pool, Having a healthcare facility that is close by, Having an assisted living facility for the elderly, Establish a local STA service that will take people back and forth to doctor's appointments. Having a local bus line here in Deer Park would be great as many of the elderly do not drive. The cost of gas is so expensive now days, that it would be good to have low cost transportation for our residents | Everyone has access to affordable healthcare and a doctor, Access to medical services for the elderly, Availability of a nursing home |
| Simple but complex, Affordability of medical care/treatment/basic needs | Health needs are met | Being active, Long term care | Dental services available for adult/children/low income | Having a hospital here locally, Education on health needs and nutrition | Healthcare that is convenient |
| Access to sanitation, Safety/shelter support | It's a place where people like to live/work/play | Strong support services | Exercising such as biking, walking, hiking, engaging in physical activity | Access to a primary care physician locally | A good mix of everything, which includes a healthy local economy |
| Access to immunizations, People having jobs, Having access to medical care and treatment that is beyond basics | Access to a 24/7 senior care | Being neighborly, One adhering to their medication | A safe environment, A community center that supports the community | Everyone in the community having access to health care resources to meet their needs without having to travel too far, A healthcare facility that can maintain itself financially and this facility needs to have up-to-date equipment | An available information line/hotline with regards to things that are happening in the community |
| Access to chloridation, Community programs, Self sufficient community that is financially stable, The ground work for sanitation/immunizations/ community programs | Health care services for all ages | Equal access to health care, Paying attention to one's healthcare | Healthy economic community, Place to go where the community can go for activities/education because right now we need to travel to Spokane and this traveling requires gas and gas cost a lot of money | Having a rehabilitation facility or extended care facility, because once you are discharged from a hospital and need rehabilitation services it is important to have your family around for your recovery and if you need to go to Spokane it is difficult to travel to Spokane and it is difficult for your family to travel over to Spokane as well | Access to emergency care, Access to total health care, this includes emergency services, care for the elderly, preventative services, education, nutrition, primary care physician, etc. |

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Results

1. What is your vision of a healthy community?

Across all groups, **access to local, affordable health care for everyone**, particularly for the **senior population** was identified. Another common vision of a healthy community among all groups was the **availability of a 24 hour/7 day a week facility that would attend to medical emergencies**. A healthy community “also means **taking care of their own people**, and in this community we have a lot of elderly people, so we need health care that can take care of them.” A healthy community understands “that **being active and exercising promotes good health** and a healthy community understands how to **eat well**.”

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2. What are the greatest health issues of residents in the Deer Park and surrounding areas?

| Healthcare Providers | Non-Provider Group | Healthcare Providers | Non-Provider Group | Residents | Residents |
|---|--|--|--|--|---|
| Focus Group 1 | Focus Group 2 | Focus Group 3 | Focus Group 4 | Focus Group 5 | Focus Group 6 |
| Hospital closed, Keep promise that will live at home even if this means living alone, Increase risk of injury for elderly population, Being to proud to ask for help | Accessibility to services for emergent conditions, Transportation-residents have a hard time getting from place to place | Growing number of elderly requiring health care services, preventions services, rehabilitation services, long term care | Lack of clinics | Access to low cost health care, Healthcare services for the elderly, poor, and people who cannot drive have no way of getting to these services | Aging |
| Winter affects access to health care needs in area (roads closed, hard to get to services, transportation). Cultural and educational issues concerning support for elderly and ethnic population-who will take care of me? | Need for a long term care facility, Urgent care does not stay open 24/7 | No 24 hour medical access services, Obesity of all ages, obesity affecting health, For Law Enforcement, because Deer Park is so far out when services are needed and we need to transport patient ourselves, we will take them out to Spokane. The time it takes us to drive to Spokane and back takes a long time and this takes time away from our job | MS diagnosis, obesity, diabetes | Low income and people without medical insurance have either no or limited access to health care treatment or resources, not enough charity care in the community, The expense in calling an ambulance | The distance for emergency situations to get to a healthcare facility and arrive their safely, What are the County facilities of Deer Park, where are they located, and what services do they provide |
| Elderly population needs to drive to services and yet many should not drive or cannot drive. Risk of being in or causing an accident. May injure or kill innocent people | Care for the elderly, Lack of care for the elderly, Access to drug testing for employment | Distance between Deer Park and available health care services, Lack of social worker connecting home health services | Senior population | Lack of knowledge by the community of what healthcare services are available in the community, Economics, the expense of healthcare | Lack of healthcare resources for emergency situations, so we need to call 911, Information about urgent care and what they provide |
| Educating and re-programming individuals to call ambulance, Prevention, Living in isolation, Disease process affecting comprehension of health issues and concerns in the area | Availability of health care | No access to home health Out of service time when responding to emergent situation and need to transfer patient to Spokane, Turn around time is extended. This also applies to families | Many residents who do not have medical insurance | Access to a 24 hour 7 day a week healthcare facility for patients who experience a stroke or heart attack | Lack of information for what is available, what are our options? |
| Drug and alcohol addiction, Rehabilitation for the elderly, Transportation, Availability of medical insurance, Accessibility to affordable medication, Living alone for the elderly, Overall elderly population, Safety net for care allowing independence, Sufficient access to preventive care for young children | Access and availability to 24 hour health care, Residents need access to transportation services, especially the seniors, Prevalence of certain disease/conditions that are common among the elderly, I.e. heart disease, heart attack | Snow during the winter which will affect driving and getting to necessary services | Lack of health care resources that are accessible, many of the population here do not have a lot of money and there is a diverse culture here, religious, non-English speaking people, different culture | We do not have access to complete healthcare for our community, this includes specialist, a hospital, health care services like radiology, laboratory, rehabilitation services and after hours coverage in the event of an emergency | Information on preventable diseases |

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Results

2. What are the greatest health issues of residents in the Deer Park and surrounding areas?

The participants did not state health issues even when probed by facilitator for this question.

Transportation

The main theme that was identified across the groups was the inability of people within the community to access and utilize health care facilities and services due to the **lack of transportation**. There is “no local bus to access services within the community and no bus that goes into Spokane that can be accessed by all people. Many residents of Deer Park are identified as being elderly and do not have a mode of transportation, or should not be driving at all because of impaired reflexes, sight, and hearing and can cause an accident.” Thus, many people cannot get to their doctor’s appointments or other health care needs. Also, if elderly patients do drive “they must drive many miles into Spokane for their health care.”

Health care for elderly

Because of the large number of elderly people perceived to live in this community, health care issues and concerns **affecting the elderly people** was a primary concern for all focus groups.

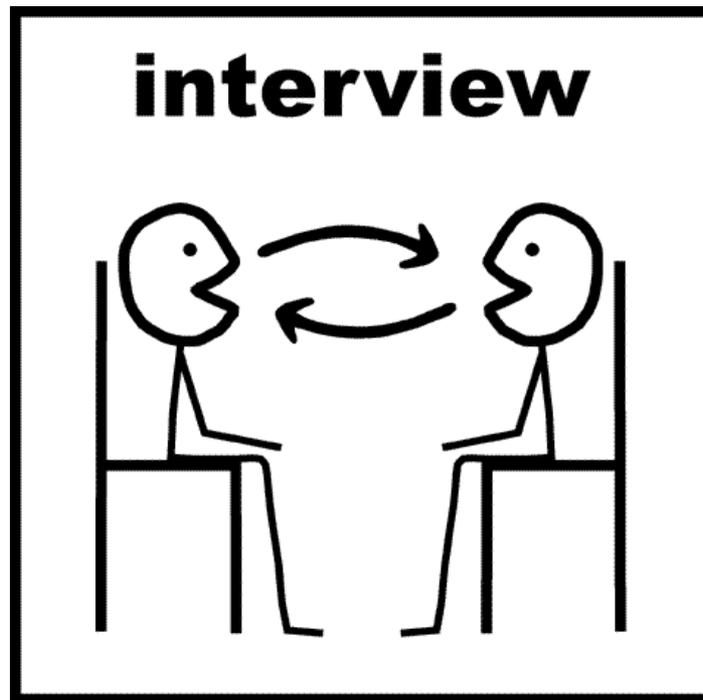
Emergency facility

Another major concern for participants from all focus groups was the **lack of an emergency facility** that is open for 24 hours/ 7 days a week. In the event of an emergency, we “need to drive to Spokane and this is too far for many of the elderly residents... Urgent Care has only limited hours, so the concern is what does one do after hours?” The resident groups identified that when “an ambulance is called in an emergency, it can be very expensive. The elderly will not call because their insurance will probably not cover the cost and this is a large out-of-pocket expense that prevents many elderly residents from calling 9-1-1.”

Focus Group Resources

- Businessweek Magazine, How to conduct a focus group:
<http://www.businessweek.com/stories/2009-10-08/how-to-conduct-a-focus-group>
- Rowan University, Toolkit for Conducting Focus Groups:
<http://www.rowan.edu/colleges/chss/facultystaff/focusgrouptoolkit.pdf>
- CDC, General guide to focus groups:
<http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/pdf/focusgroupguidelines.pdf>

Key Informant Interviews



What are Key Informant Interviews?

- Qualitative in-depth interviews
- One-on-one interview
- Less formal structure
- People with knowledge and expertise in order to ask specific questions
- Relationship development with stakeholders

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When do You Conduct Key Informant Interviews?

- Get information about issue
- To understand motivation and beliefs
- Get information from people with diverse backgrounds
- To discuss sensitive topics
- To candid or in-depth answers
- Examine specialized systems or processes
- Mobilizing a community

Key Informant Interviews

Advantages (Pros)

- Detailed and rich data can be gathered in a relatively easy and inexpensive way
- Allows interviewer to establish rapport with the respondent and clarify questions
- Provides an opportunity to build or strengthen relationships with important community informants and stakeholders
- Can raise awareness, interest, and enthusiasm around an issue
- Can contact informants to clarify issues as needed
- Less expensive
- Simple to conduct
- Provide compelling quotations

Disadvantages (Cons)

- Selecting the “right” key informants may be difficult so they represent diverse backgrounds and viewpoints
- May be challenging to reach and schedule interviews with busy and/or hard-to-reach respondents
- Difficult to generalize results to the larger population unless interviewing many key informants

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Planning Key Informant Interviews

- Gather and review existing data
- Determine what information is needed/Develop questions
- Determine target population and brainstorm about possible key informants
- Choose key informants
- Chose type of interview
- Conduct interview
- Organize data
- Analyze data

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Deciding What to Ask

- Know your purpose
- Do your homework
- Ask open-ended questions
- Ask one question at a time
- Ask questions that can be asked objectively
- Don't ask leading questions

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Examples of Objective Questions

Question: What are the program's strengths?

Answer: The program starts fairly early in the morning and is over by 2:30 p.m. so the women can be home when their children come home from school. This really helps us recruit and retain participants.

Question: What do you like about the program?

Answer: I like the fact that it starts early in the morning. That way I have time to run errands after work and still be home at 5.

The first question yields useful information. The second question is more subjective and the answer is less useful since it represents the personal preference of the respondent.

Question: Could you describe the way you begin a session?

Answer: I have all the participants introduce themselves, their agencies, and whether they've worked with any of the other people in the meeting.

Question: How do you begin the session?

Answer: I begin with creating an open rapport.

The first question elicits usable information, as is. The second question requires a follow-up question, such as "How do you create an open rapport?"

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Planning Key Informant Interviews

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Conducting an Interview

- Introduction
- Start with easy question
- Ask important questions first
- Ask the same question of several respondents
- Don't move to new topic prematurely
- Be prepared to ask the same question in another way
- Don't get stuck on a question

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Planning Key Informant Interviews

- Gather and review existing data
- Determine what information is needed/Develop questions
- Determine target population and brainstorm about possible key informants
- Choose key informants
- Chose type of interview
- Conduct interview
- **Organize data**
- **Analyze data**

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| Question 1 | Key Issues | Interviewee # |
|-----------------------------------|--|-------------------------|
| What are the program's strengths? | Start time and end time-ends early so parent can be with child | 4, 7, 10, 16 |
| | Child care for younger children | 1, 3, 8, 12, 15 |
| | Transportation | 2, 4, 9, 10, 13, 16 |
| | Provides lunch | 1, 3, 5, 7, 11 |
| | Provides mental health services | 6, 8, 12, 14, 16 |
| | Provides parenting classes | 3, 7, 9, 12, 14, 15, 16 |

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Key Informant Resources

- Robert Wood Johnson Foundation's The Access Project, A Guide for Using Interviews to Gather Information:
<http://www.accessproject.org/downloads/final%20document.pdf>
- SAMHSA, Tips for Conducting Key Informant Interviews:
<http://captus.samhsa.gov/access-resources/tips-conducting-key-informant-interviews>
- UC Davis Tobacco Control Evaluation Center, Conducting Key Informant Interviews (narrated training):
<https://breeze.ucdavis.edu/keyinterviews/>
- UW "Eat Better, Feel Better" project, Key Informant Interview Handbook:
<http://courses.washington.edu/nutr531/HEBD/KIInterviews/ConductingKeyInformantInterviewsGuide.doc>

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Community Forums



Why Conduct a Community Forum?

- They can offer your group valuable insights into the community
- They can provide a data for guiding and explaining actions
- They can help link your group with people who are able and willing to help
- They can provide the group with feedback

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Things to Consider when Doing a Community Forum

- Hold meetings at different sites to get real representation.
- Schedule the forum at an easy-to-find, public location which is accessible and comfortable - for example, a library, school or church.
- Will you have work groups?
- How long should it be?
- If possible, hold the forum in the evening to avoid time conflicts with work and school.
- Publicize the forum as widely as possible. Fliers, advertisements, public service announcements and press releases can all be used. Make sure the date, time, location and purpose of the meeting are included.
- Personally recruit community leaders and diverse community members to attend the meetings. Ask them to recruit others as well.
- Provide transportation to the meeting if necessary.
- Serve light refreshments if possible. They encourage mingling and set a friendly tone.

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Community Forum Resources

- Community Toolbox, Conducting Public Forums and Listening Sessions <http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conduct-public-forums/main>
- The Southern Center for Communication, Health and Poverty, Conducting Community Meetings http://southerncenter.uga.edu/about_us/publichealth/c_files/5Conducting%20community%20meetings_module%205.pdf
- Toolkit: Organizing a Community Forum results.techriver.net/website/download.asp?id=1676
- A Guide to Organizing Community Forums http://www.von.ca/doc/neighbours/a_guide_to_organizing_community_forums_jul02.pdf
- Organize a Community Forum http://www.action.org/documents/How_to_Organize_a_Community_Forum.pdf

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Let's Discuss



What other advice do you have for designing and implementing survey/questionnaires, focus groups, key informant interviews, and community forums?

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THANKS FOR YOUR PARTICIPATION

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| July 16, 2014 | The Role of Evaluation in the Performance Management System | 10 - Noon, Web training |

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What Questions Do You Have?

The contents of this presentation were selected by the author and do not necessarily represent the official position of or endorsement by the Centers for Disease Control and Prevention.