Community Profile Training:
Part Two (of Two)
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Putting the Community Profile together, one piece at a time

Today’s Agenda

• Welcome and Recap of Part One
• Health Systems and Public Policy Analysis
• Qualitative Data Collection and Analysis
• Mission Action Plan
• Questions & Answers

Module 3
Health Systems & Public Policy
Continuum of Care (CoC)

Why it is Important!
This section is:
• An analysis of what is needed in the health system across the Continuum of Care (CoC)
• A discussion of community assets as current and potential Komen partners
• An analysis of Komen’s public policy role in addressing health system issues
• A discussion of Komen’s current and future partnership with the NBCCEDP and state cancer planning
• An analysis of the Affordable Care Act (ACA) and its implications for breast health care in your service area

Health Systems Analysis Template
Complete the HSA template provided by Komen HQ
• Document providers in target areas across CoC and their addresses
• Submit completed template to Komen HQ
• HQ will conduct GIS mapping
• Maps will be returned to Affiliate once completed
Sources of Data for HSA Template Completion

- Search Engines (e.g., Google)
- GeMS and Affiliate databases
- See Module 3 Toolkit for more sources

Mapping As Analytical Tool

Identifies:
- Presence/absence of resources
- Number of resources
- Type of resources
- Distance/spatial distribution of resources
Health Systems & Public Policy Narrative Report

Contents of Report:
• Section 1: Data Sources and Methodology Overview
  • Brief narrative describing methods for collecting data
• Section 2: Health Systems Overview
  • Overview of assets/gaps along CoC within target communities
  • Description of existing and potential partnerships
• Section 3: Public Policy Overview
  • Description of state public policy effects on breast cancer (e.g. BCCCP, ACA)
  • Overview of Affiliate’s current and potential public policy efforts and partnerships
• Section 4: Section Findings
  • Summarize and tie together the findings.

Drawing Your Conclusions

• Begin to organize the data in a way that summarizes findings for each target area
• Target Area #1
  Conclusions from Quantitative Data Report
  HSA Findings
  What is Missing?
  • Foundation for next step – talking to the community

Before Moving on to Qualitative Data Process...

• Develop list of key stakeholders for target communities
  • Identify which providers are important to hear from
  • Determine who you need to talk to at identified providers
Module 4
Qualitative Data:
Ensuring Community Input

Why Do We Use Qualitative Data?
• Answer questions that the numbers can’t.
• Connect and involve the population in assessing the issues and needs.
• Get at underlying realities of the situation.
• Provide a deeper examination of the situation.

Using Qualitative Data in the Community Profile
Module 4 Guidebook Outline

Discusses the following qualitative data collection components:
- Gather and review data
- Determine the questions that need to be answered
- Community data sources (e.g., individuals, organizations, health care system)
- Data collection methods and tools
- Sampling technique
- Sample size
- Incentives
- Collecting data
- Analyzing data
- Drawing conclusions and limitations

Module 4 Toolkit Materials on myKomen

You have to ask the Questions...

... to get the Answers
Lessen the Burden-Invest in a Qualitative Resource

Planning → Implementation → Data Analysis → Interpretation

Suggested Skills from Affiliates:
- Experience with qualitative data collection, analysis, and interpretation
- Understands Komen’s mission and intent of the Community Profile
- Culturally competent
- Ability to be objective
- Reliable, meets deadlines

Lessen the Burden-Invest in a Qualitative Resource

Where to Find a Qualitative Resource- Module 1

Things to Consider
- Be careful of conflicts of interest and be respectful of current relationships
- Ask for references and sample of work from previous qualitative projects
- Delineate specific deliverables and timelines
- If contracting services, discuss final payment once qualitative section is approved by the Board.
- Komen Affiliate owns all data/publications rights.

Qualitative Data Narrative Report

Contents of Report:
- Section 1: Data Sources and Methodology Overview
  - Brief narrative describing methods for collecting data
- Section 2: Qualitative Data Overview
  - Describe the main themes/categories or descriptions that were most common.
- Section 3: Section Findings
  - Summarize and tie together the findings.
Data Interpretation

How to Draw Sound Conclusions

Three common mistakes:

• Rule #1: If you did not ask you do NOT know

• Rule #2: Do not alter data to compensate for bad question design

• Rule #3: Do not project your data to people that did not respond

superficial conclusions may disappoint
Connecting the Data

- Discuss findings from each section and review what they mean and how they fit.
- Discuss data limitations and how they influence findings.
- Discuss what findings mean to the Affiliate.
- Discuss Affiliate Mission Action Plan.

Developing Your Action Plan

- The Community Profile Team should involve the Board and key Affiliate staff persons to participate in the development of the Affiliate’s Mission Action Plan.

- Staff and Volunteers working in the following areas should be included in the discussion:

<table>
<thead>
<tr>
<th>Education</th>
<th>Marketing and Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>Sponsorship</td>
</tr>
<tr>
<td>Community Engagement</td>
<td>Public Policy</td>
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</tbody>
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Developing Your Action Plan

Problem Statement

Priority

Objective(s)
Developing Your Action Plan

Priorities should be:
- Important
- Realistic
- Specific
- Connected to data reported (evidence-based)

Objectives should be SMART:
- Measurable
- Achievable
- Specific
- Time
- Realistic

Sample Action Plan

Problem Statement
African Americans and Latinas in the two southernmost counties (Jefferson and Taylor) have higher than average rates of late-stage diagnosis.

Priority
Reduce the rate of late-stage diagnosis among African American and Latina women in Jefferson and Taylor counties.

Objectives
- In FY 16, develop at least 3 new, collaborative relationships with community-based organizations that serve Latina women in Taylor.
- In FY 17, develop a comprehensive communications and marketing campaign to engage African American volunteers in Jefferson County.

Where to Go for Help
For Support
- Regional Support Manager (RSM)
- Community Profile Forum on myKomen

For General Questions
- Please e-mail: communityprofile@komen.org

For submitting a HelpDesk ticket and access to Community Profile information, guidebook, toolkits, discussion forum and training materials:
- Please visit http://mykomen.org