Qualitative Data Section

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Putting the Community Profile together, one piece at a time
Today’s Agenda

• Qualitative Data Overview
• How to Use the Guidebook
• How to Use the Toolkits
• Qualitative Data Narrative Template
• Qualitative Data Section Checklist
Qualitative Data Overview

It’s a Fan!

It’s a Spear!

It’s a Wall!

It’s a Tree!

It’s a Snake!

It’s a Rope!
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
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
Number of Qualitative Data Methods to Be Used

2 Qualitative Data Methods Completed in Each Target Community:

- Target Community A
  - Key informant interviews
  - Surveys
- Target Community B
  - Key informant interviews
  - Focus Groups
- Target Community C
  - Surveys
Best Practices for Key Informant Interviews (Module 4b Toolkit)

12 key informant interviews per target community and/or topic

- **Example 1**: Target Community with a focus on Black and Hispanic females access to all CoC services from the viewpoint of providers.
  - 12 key informant interviews with providers that service Black females
  - 12 key informant interviews with providers that service Hispanic females
  - Same Providers Service Both: Have to specifically ask questions about each population.

- **Example 2**: 3 Target Communities with focus on access to treatment for all women diagnosed with breast cancer from the viewpoint of the providers.
  - Target Community A (1 county): Minimum 12 key informant interviews
  - Target Community B (2 counties): Minimum 12 key informant interviews with a goal of 6 per county
  - Target Community C (5 counties): Minimum 15 key informant interviews with a goal of at least 3 per county
Best Practice for Focus Groups
(Module 4c Toolkit)

3 focus groups per target community and/or topic

- **Example 1**: Target community with a focus on Black and Hispanic breast cancer survivors and their access to and utilization of treatment services.
  - 3 focus groups with Black female breast cancer survivors (at least 6-8 participants per group)
  - 3 focus groups with Hispanic female breast cancer survivors (at least 6-8 participants per group)

- **Example 2**: 3 Target Communities with focus on Black females ages 40 and older and their access to screening services.
  - Target Community A (1 county): 3 focus groups (at least 6-8 participants per group)
  - Target Community B (2 counties): 3 focus groups (at least 6-8 participants per group). At least 1 in each county.
  - Target Community C (5 counties): 5 focus groups (at least 6-8 participants per group). 1 focus group per county.
Numbers Depend on Target Population Size

- **Example 1:** Affiliate wants to collect data from providers about access and utilization of CoC services for minority populations. There are 25 providers in the target community.
  - Surveys need to be sent to all 25 providers
  - 20 completed surveys would be more reflective of the providers as a whole than 10 completed surveys.

- **Example 2:** Affiliate wants to collect data from women 40 and older in the northeast area of Smith County. Of the 23,976 females in the county 67.4 percent are ages 40 and older (QDR data). Therefore, estimated that the number of females 40 and older is 16,160. Using a sample size calculator (95% CL; ±5), need a total of 375 completed surveys from women 40 and older. Response rate 50%. Need to survey at least 750 women 40 and older to get 375 completed surveys.
At least 2 documents (i.e. written reports, planning papers, qualitative data research, qualitative data collected by another organization that is relevant to the community/population, etc.) that are specifically related to the issues identified per target community.

*Best to be used in conjunction with two other methods (i.e. key informant interviews, focus groups, and surveys)*
Best Practice for Observations (Module 4f Toolkit)

At least 3 observations per target community.

Best to be used in conjunction with two other methods (i.e. key informant interviews, focus groups, and surveys)
You have to ask the **Questions**…

… to get the **Answers**
Data Analysis and Interpretation

Common Mistakes:

• If you did not ask you do NOT know

• Do not alter data to compensate for bad question design

• Do not project your data to people that did not respond
Data Analysis and Interpretation Best Practices

- Process and record data immediately
- Begin coding and analyzing as data are being collected
- Once text is coded, review and ensure the data is meaningful in answering the questions the Team wanted answered.
- Identify meaningful themes/categories or descriptions
- Format the data

Best to have at least 2-3 people looking over the data to reduce bias in selection of themes/categories and descriptions.
Data Analysis and Interpretation - Formatting the Data

- Direct Quotes/Written Statements
- Comparison Tables
- Hierarchical Tree Diagram
- Figures
- Maps
- Demographic Table
- Pie and/or Bar Charts
Limitations of Data and Drawing Conclusions

Komen HQ expects that every Qualitative Data Section will have limitations that determine if the data represents the target community/population OR only those that participated in the data collection method.

Conclusions should align with the limitations.

Examples of limitations in the Guidebook and each Qualitative Data Collection Method Toolkit
Section 1: Data Sources and Methodology Overview

- Methodology
- Sampling
- Ethics
Qualitative Data Narrative Report Template

• Section 2: Qualitative Data Overview
  • Format of the original data
  • Rationale for the choice of data management/tool/package
  • How themes/categories and/or descriptions were generated
  • Common findings within the qualitative data collected from each method
Section 3: Qualitative Data Findings

- How the qualitative data collection findings are linked to the Quantitative Data and Health Systems and Public Policy Analysis sections
- Strengths and Weaknesses of the data sources and methods (e.g. limitations)
- Conclusion statements that are linked to the qualitative data
Qualitative Data Section Checklist

| Qualitative Data: Ensuring Community Input Section Checklist/Scoring Criteria |
|-----------------------------|-----------------|-----------------|----------------|-----------------|-----------------|----------------|
| Section Content             | Excellent        | Good            | Fair           | Poor            | Affiliate Score | Comments (Not Required) |
| Submitted                   | 2 points: Community Profile Team submitted the Qualitative Data section by December 8, 2014 | 4 points: Narrative is clear, concise and explicitly discusses only 1-3 of the following Methodology components: Key assessment questions and variables identified [e.g. access, utilization, quality]. Discussion of which data collection methods were used to answer the key questions. Rationale for the selection of the data collection method(s) in relation to the target community (e.g. literature review of which methods work best for the target community). Discussion of the components associated with each data collection method (e.g. who conducted the data collection, procedures/documents used for collecting data, how data was recorded). Discussion about how the data collection methods will allow for triangulation of the findings. | 2 points: Narrative is clear, concise and explicitly discusses only 1 of the following Methodology components: Key assessment questions and variables identified [e.g. access, utilization, quality]. Discussion of which data collection methods were used to answer the key questions. Rationale for the selection of the data collection method(s) in relation to the target community (e.g. literature review of which methods work best for the target community). Discussion of the components associated with each data collection method (e.g. who conducted the data collection, procedures/documents used for collecting data, how data was recorded). Discussion about how the data collection methods will allow for triangulation of the findings. | 0 points: Community Profile Team did not submit the Qualitative Data section by December 8, 2014 | 0 points: There were no Methodology components easily identified by the reviewer in the narrative. | 0 points: There were no Methodology components easily identified by the reviewer in the narrative. |
| Qualitative Data Sources and Methodology Overview: Methodology       | 6 points: Narrative is clear, concise and explicitly discusses all of the following Methodology components: Key assessment questions and variables identified [e.g. access, utilization, quality]. Discussion of which data collection methods were used to answer the key questions. Rationale for the selection of the data collection method(s) in relation to the target community (e.g. literature review of which methods work best for the target community). Discussion of the components associated with each data collection method (e.g. who conducted the data collection, procedures/documents used for collecting data, how data was recorded). Discussion about how the data collection methods will allow for triangulation of the findings. | 4 points: Narrative is clear, concise and explicitly discusses only 2-3 of the following Methodology components: Key assessment questions and variables identified [e.g. access, utilization, quality]. Discussion of which data collection methods were used to answer the key questions. Rationale for the selection of the data collection method(s) in relation to the target community (e.g. literature review of which methods work best for the target community). Discussion of the components associated with each data collection method (e.g. who conducted the data collection, procedures/documents used for collecting data, how data was recorded). Discussion about how the data collection methods will allow for triangulation of the findings. | 2 points: Narrative is clear, concise and explicitly discusses only 1 of the following Methodology components: Key assessment questions and variables identified [e.g. access, utilization, quality]. Discussion of which data collection methods were used to answer the key questions. Rationale for the selection of the data collection method(s) in relation to the target community (e.g. literature review of which methods work best for the target community). Discussion of the components associated with each data collection method (e.g. who conducted the data collection, procedures/documents used for collecting data, how data was recorded). Discussion about how the data collection methods will allow for triangulation of the findings. | 0 points: Community Profile Team did not submit the Qualitative Data section by December 8, 2014 | 0 points: There were no Methodology components easily identified by the reviewer in the narrative. | 0 points: There were no Methodology components easily identified by the reviewer in the narrative. |
| Qualitative Data Sources and Methodology Overview: Sampling         | 3 points: Narrative is clear, concise and explicitly discusses all of the following Sampling components: Description of the population of interest from the target communities in relation to the key questions [e.g. women 40 and over, survivors, Hispanic/Latinx]. Description of the sources of data collection (e.g. those individuals that are providing the information) from the target communities and how sample selection (e.g. random, purposeful, convenient) was conducted. | 2 points: Narrative is clear, concise and explicitly discusses only 2 of the following Sampling components: Description of the population of interest from the target communities in relation to the key questions [e.g. women 40 and over, survivors, Hispanic/Latinx]. Description of the sources of data collection (e.g. those individuals that are providing the information) from the target communities and how sample selection (e.g. random, purposeful, convenient) was conducted. | 1 point: Narrative is clear, concise and explicitly discusses only 1 of the following Sampling components: Description of the population of interest from the target communities in relation to the key questions [e.g. women 40 and over, survivors, Hispanic/Latinx]. Description of the sources of data collection (e.g. those individuals that are providing the information) from the target communities and how sample selection (e.g. random, purposeful, convenient) was conducted. | 0 points: Community Profile Team did not submit the Qualitative Data section by December 8, 2014 | 0 points: There were no Sampling components easily identified by the reviewer in the narrative. | 0 points: There were no Sampling components easily identified by the reviewer in the narrative. |
Qualitative Data Section Due Date

December 8, 2014
Documents Due on myKomen
11:59 p.m. CST
Where to Go for Help

For Support

• Regional Director
• 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