

Using the Best Data Available for Needs Assessments and Planning

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BUREAU FOR
BEHAVIORAL HEALTH

What Do You Think When I Say Needs Assessment?



What I Think When I Hear Needs Assessment

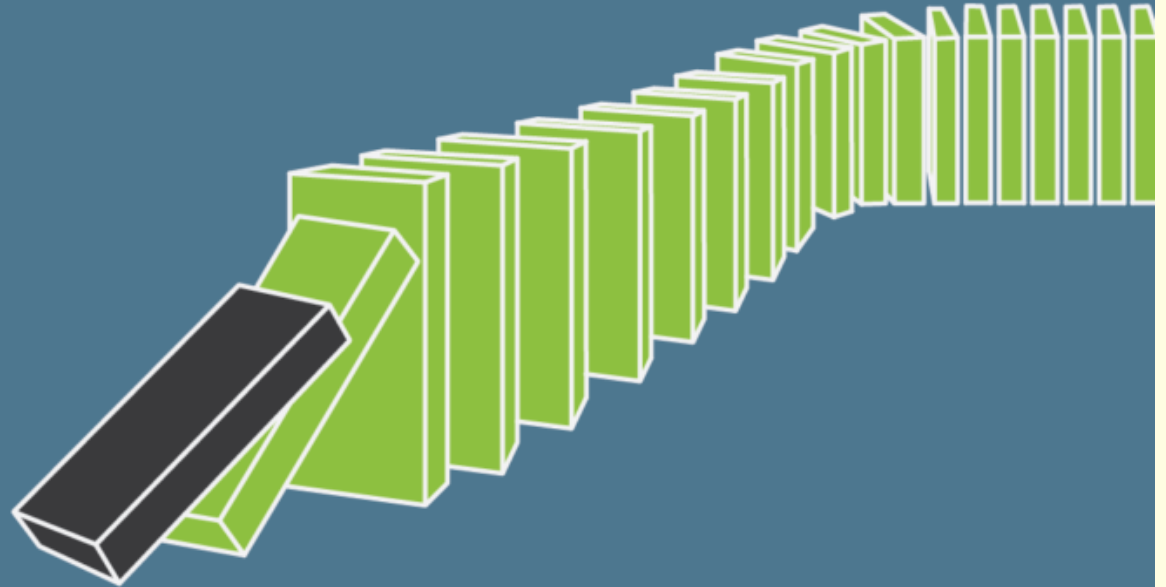
- Data
 - Who, What, Where, When, How
- Pragmatics and Feasibility
 - Funding, Resources, Cultural Environment
- Priorities
 - Mine, My bosses, Funders, Community, Stakeholders
- All the Feelings
 - Overwhelmed, Frustrated, Hope
- Where to Start and When to End
- Organizational Headaches

CAUTION: BAD DATA



**BAD DATA QUALITY
MAY RESULT IN
FRUSTRATION AND
LEAD TO DROP
KICKING YOUR
COMPUTER**

BAD DATA = BAD EVERYTHING



BAD Data = Best Available Data

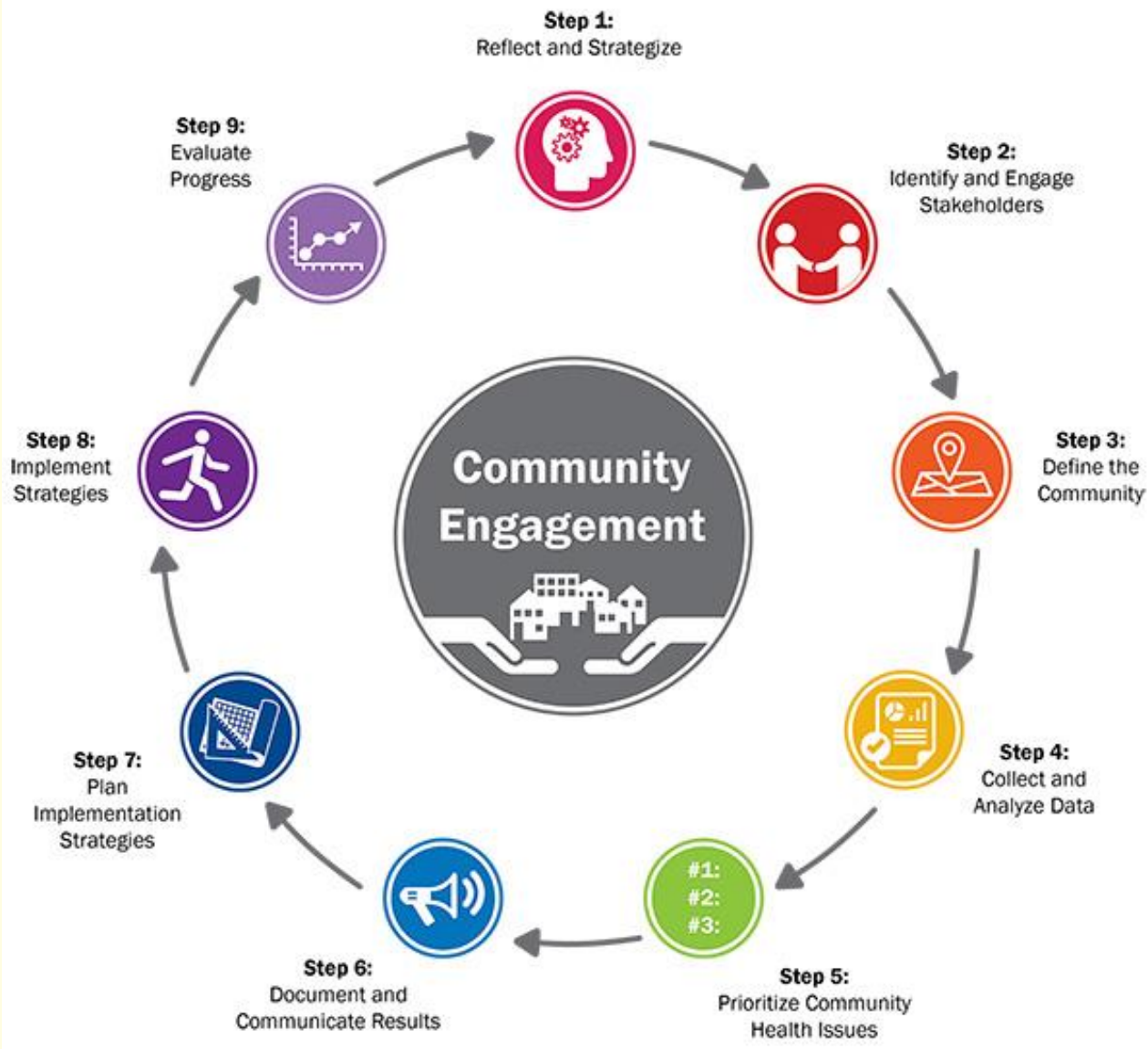
What can I change?

- Constantly surprised

What do I have to accept?

- Constantly surprised

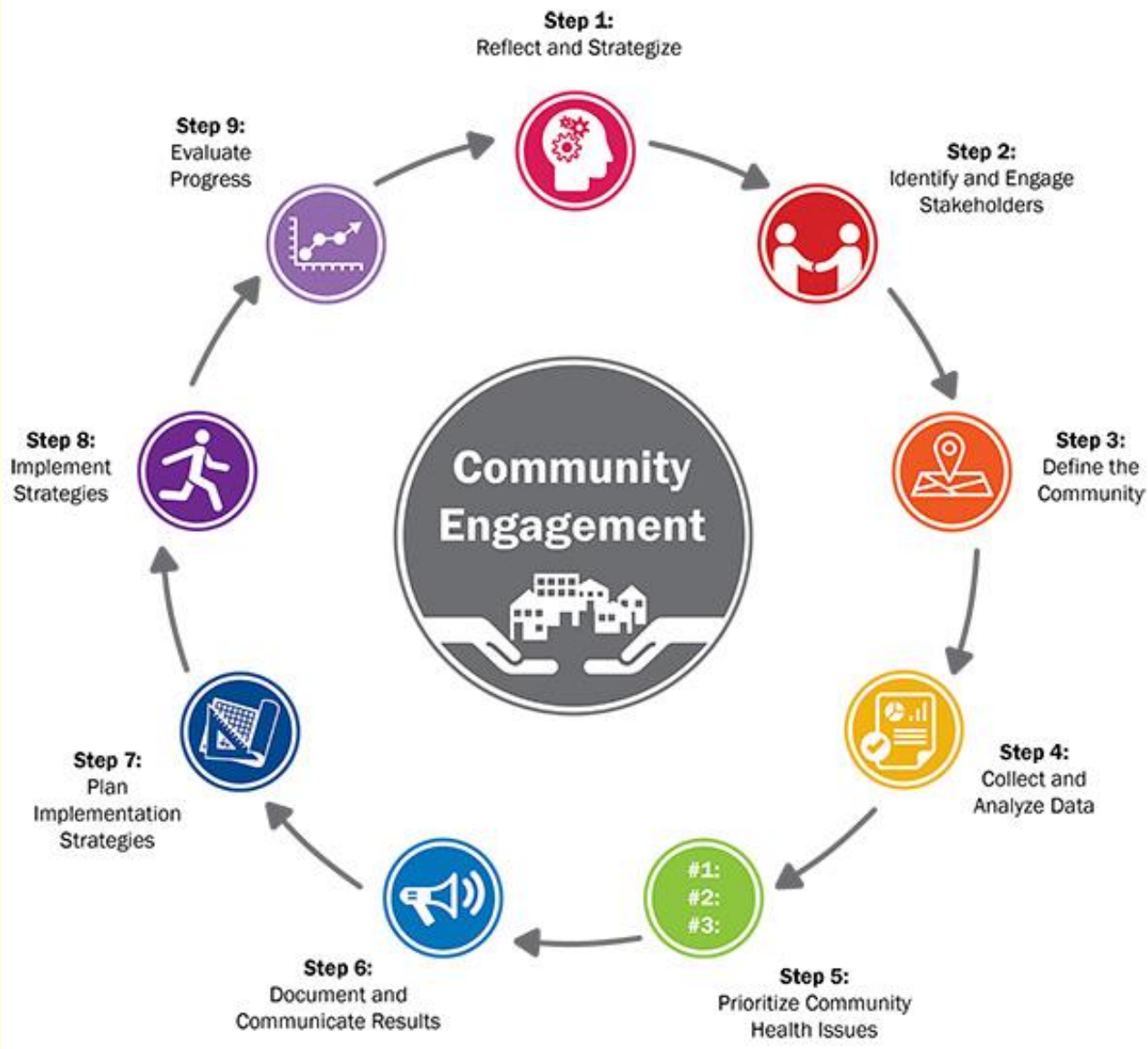
Needs Assessment



Reflect and Strategize

- Why do you do what you do?
- How do you do what you do?
- What do you want to change?
 - Activities
 - Outcomes
 - Other
- What do you have control over?

Needs Assessment



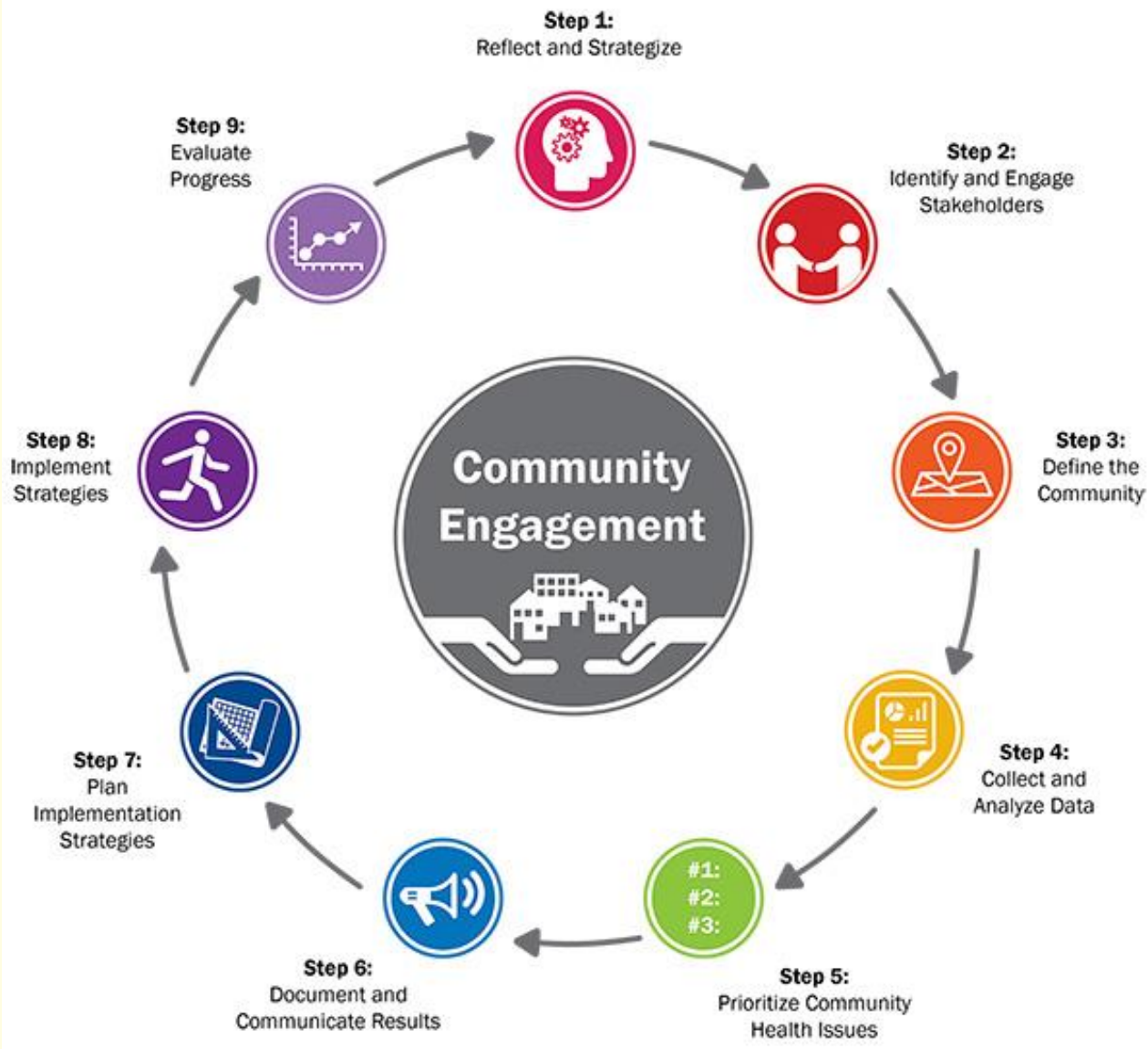
Define the Community

- One county?
- Several counties?
- A group of interest?
- Other?

- How does data availability affect your definition of the community?

- Proxy?

Needs Assessment

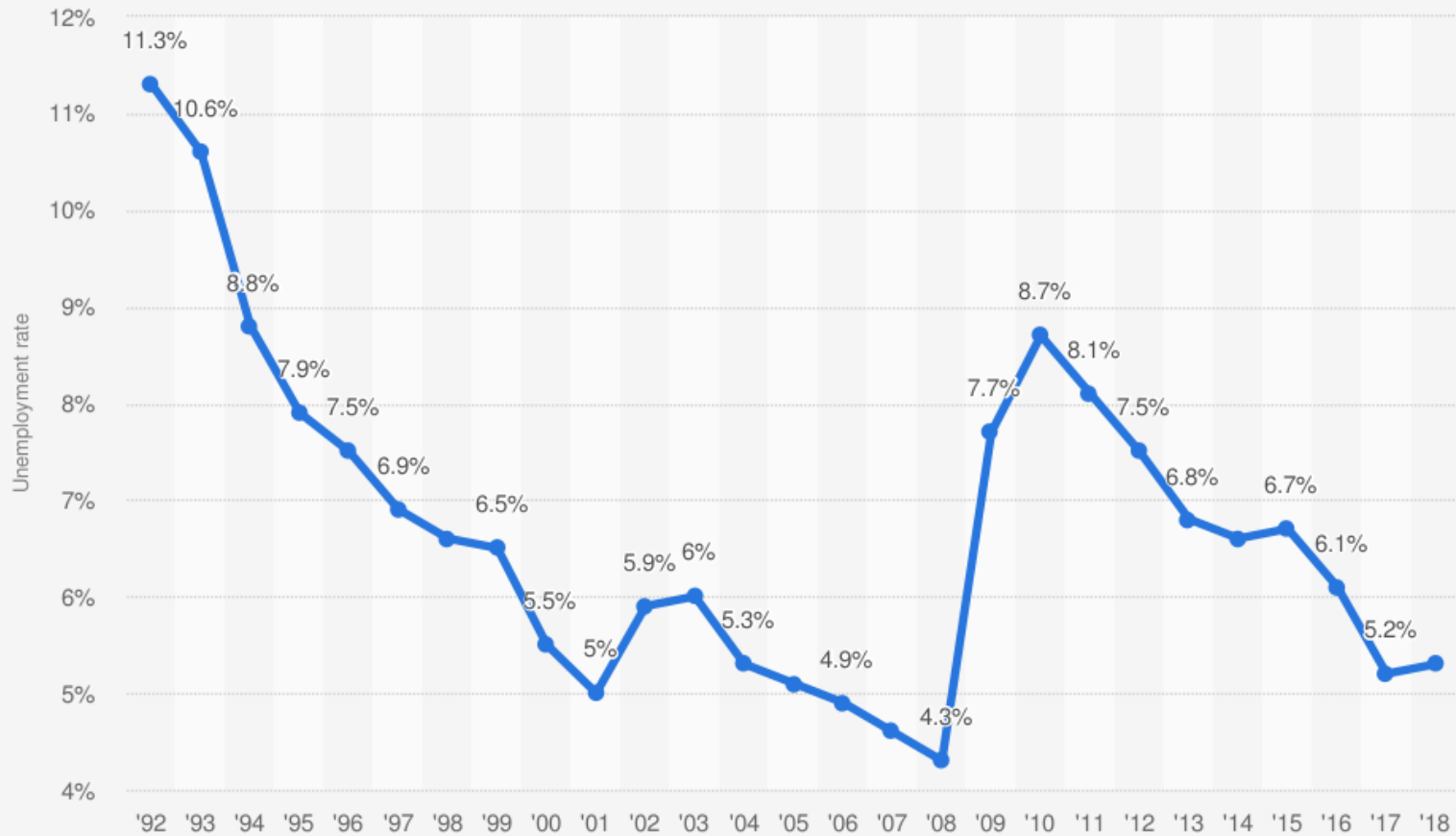


What Do You Think When I Say Data?



Quantitative

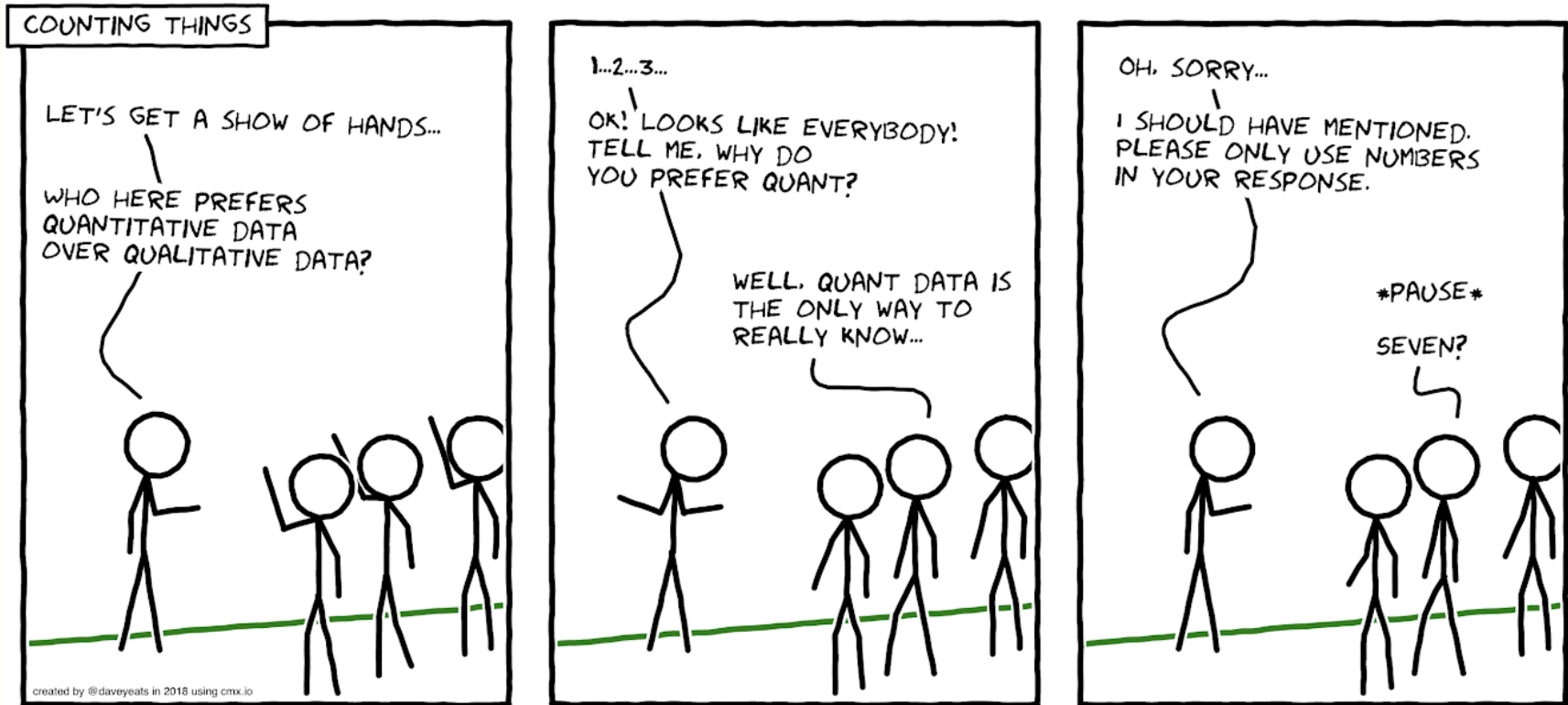
Unemployment rate in West Virginia from 1992 to 2018





Source
Bureau of Labor Statistics
© Statista 2019

Additional Information:
United States; 1992 to 2018

Both Matter



Both Matter

| Basis for Comparison |  Qualitative Data |  Quantitative Data |
|----------------------|---|---|
| Definition | Qualitative data is information that can't be expressed as a number | Quantitative data is data that can be expressed as a number or can be quantified |
| Can data be counted? | NO | YES |
| Data type | Words, objects, pictures, observations, and symbols | Number and statistics |

Both Matter

| | | |
|----------------------------|--|---|
| Questions that data answer | How and why this has happened? | "how many, "how much" and "how often" |
| Examples | <ul style="list-style-type: none">• Names as John, Maria,...• Ethnicity such as American Indian, Asian, etc.• Colors e.g. green, white, blue | <ul style="list-style-type: none">• Scores on tests and exams e.g. 85, 67, 90 and etc.• The weight of a person or a subject• Your shoe size |
| Purposes of data analysis | Understand, explain, and interpret social interactions and patterns | Test hypothesis, develop predictions for the future, check cause and effect |
| Types of data analysis | Patterns, characteristics, theme identification | Statistical relationship identification |

Both Matter

| | | |
|----------------------------------|---|--|
| Scope of the results | Less generalizable, particular findings. Do not drive conclusions and generalizations across a population | Generalizable findings. Draw conclusions and trends about a large population based on a sample taken from it |
| Popular methods of data analysis | <ul style="list-style-type: none">• Content analysis• Thematic analysis• Discourse analysis• Grounded theory• Conversation analysis | <ul style="list-style-type: none">• Linear regression models• Logistic regression• Analysis of Variance (ANOVA)• Statistical significance• Correlation analysis• Central tendency• Dispersion• Distribution |



<http://intellspot.com>

Individuals Affected



Proportion of Population Affected?



Both Matter

| | Population | Number with a Pet Gecko | Percent of Population | 5% of Population | | Population | Number with a Pet Gecko | Percent of Population | 5% of Population |
|-------------------|------------|-------------------------|-----------------------|------------------|-------------------|------------|-------------------------|-----------------------|------------------|
| Wirt | 5800 | 1000 | 17.2% | 290 | Kanawha | 187827 | 1000 | 0.5% | 9391 |
| Tucker | 7035 | 1000 | 14.2% | 352 | Berkeley | 111610 | 1000 | 0.9% | 5581 |
| Pendleton | 7138 | 1000 | 14.0% | 357 | Monongalia | 103715 | 1000 | 1.0% | 5186 |
| Calhoun | 7450 | 1000 | 13.4% | 373 | Cabell | 96100 | 1000 | 1.0% | 4805 |
| Pleasants | 7527 | 1000 | 13.3% | 376 | Wood | 86016 | 1000 | 1.2% | 4301 |
| Gilmer | 8305 | 1000 | 12.0% | 415 | Raleigh | 77097 | 1000 | 1.3% | 3855 |
| Doddridge | 8570 | 1000 | 11.7% | 429 | Harrison | 68438 | 1000 | 1.5% | 3422 |
| Pocahontas | 8574 | 1000 | 11.7% | 429 | Mercer | 60963 | 1000 | 1.6% | 3048 |
| Webster | 8637 | 1000 | 11.6% | 432 | Putnam | 56644 | 1000 | 1.8% | 2832 |
| Clay | 8901 | 1000 | 11.2% | 445 | Marion | 56575 | 1000 | 1.8% | 2829 |

We often forget to think about including these items.

But in general what are you usually trying to increase? And for what purpose?



What Data Sources Do You Use?

How Do You Find Data Sources?

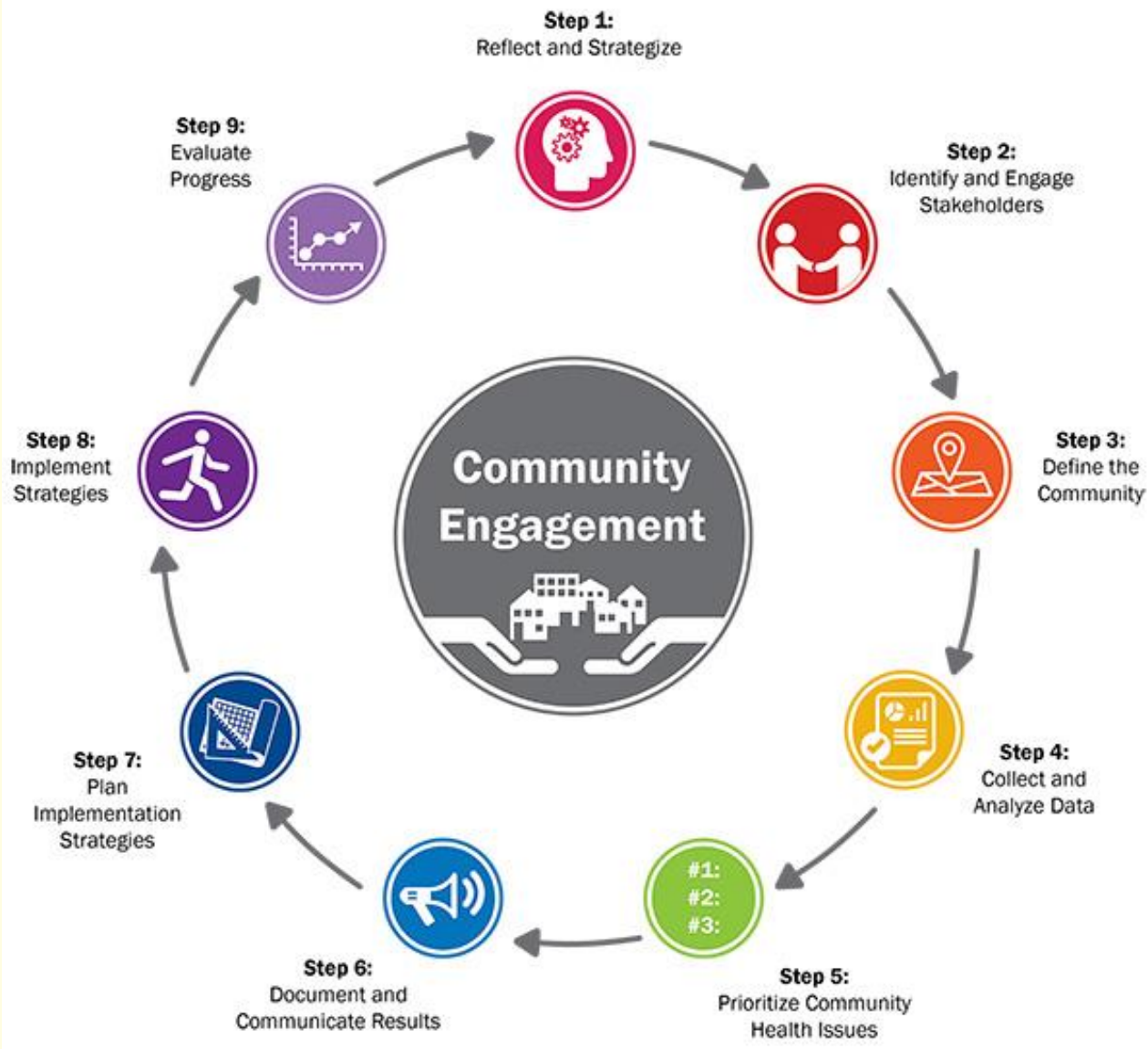
**Do You Use Online Query Data
Sources?**

Data Requests?

Collect and Analyze Data

- Primary vs. Other
 - Primary is usually more work, but also has more flexibility and control
 - Do you want to go and count everyone every year yourself?
 - Reports are easy to use and condense information in easy to use formats, but may not have exactly what you need
 - Prevention field is also hard in terms of data for many reasons
 - The effects of prevention are not always seen short term and when trends are increasing overall how do you show a slow down?
 - I always want to complicate things, but truthfully simple is best

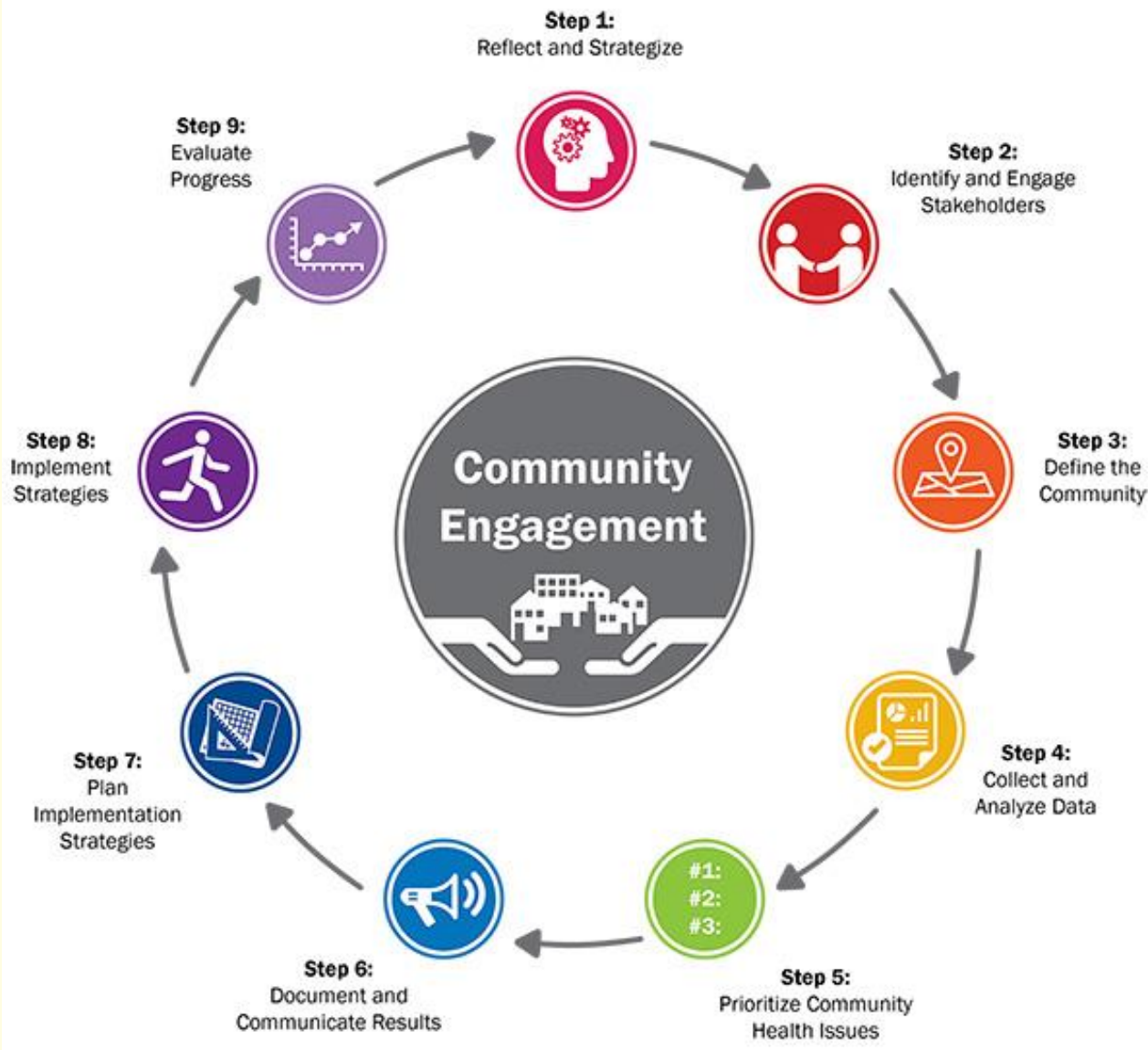
Needs Assessment



Prioritize Needs

- Numbers? Rates? Resources?
- Workforce available?
- Funding?
- Nature vs. nurture argument – it's always a 100% of both (except this case has usually more than two variables).
- You know your communities.
But back it up with data when able.

Needs Assessment



Harder than it seems

- Transparency
- Appropriate comprehension level

Keep in mind what you can do to achieve the big goal instead of just saying the big goal will happen

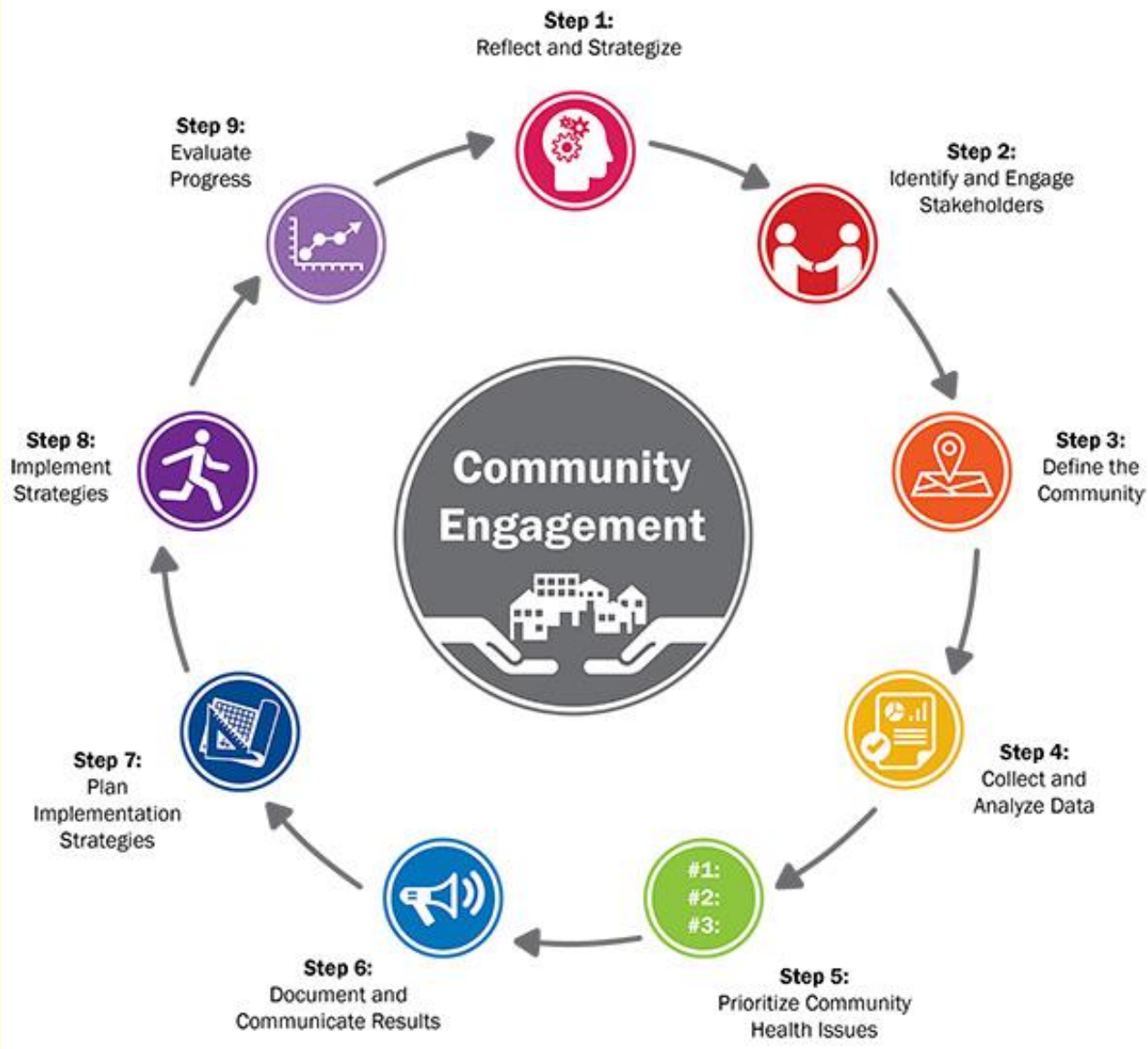
Measure as you go

- Baselines are crucial and a needs assessment can provide it

Example: Trained Teachers on Trauma Informed Practices

- Direct result?
 - How do you measure it?
 - Timeframe?
- Result of that result?
 - How do you measure it?
 - Timeframe?
- Result of that result of the other result?
 - How do you measure it?
 - Timeframe?
- Etc?

Needs Assessment



Implement Strategies

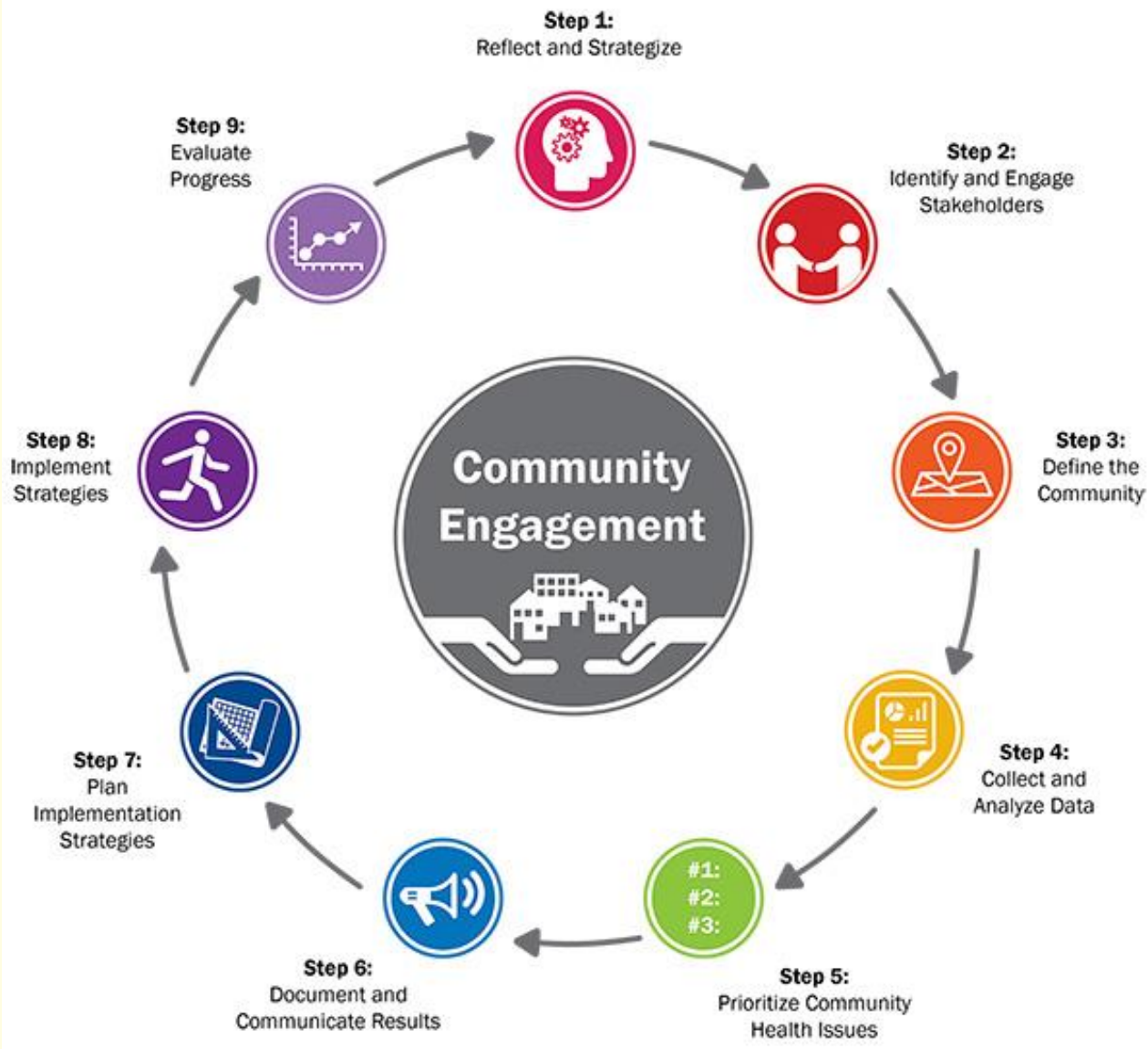
Nothing goes as planned, change as needed

Collect data that is relevant and required

We come at it from a different angle, so talk to us about it

Our requirements don't mean you can't do your own data collection

Needs Assessment



Many, many, many definitions

But it all comes down to two things (at least for me)

- Realistic outcomes
- Data that can guide programmatic changes

We follow medical documentation rules.....

- It didn't happen if there is no documentation....

Data Links

<https://www.cdc.gov/healthyouth/data/yrbs/index.htm>

<http://wvde.state.wv.us/healthyschools/YRBS.htm>

<https://wonder.cdc.gov/>

<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

<https://www.cdc.gov/drugoverdose/index.html>

https://www.cdc.gov/brfss/data_tools.htm

<https://www.countyhealthrankings.org/explore-health-rankings/measures-data-sources/2019-measures>

<https://oeps.wv.gov/hiv-aids/Pages/default.aspx>

https://oeps.wv.gov/ob_hav/pages/default.aspx

<https://www.samhsa.gov/data/report/2014-2016-substate-estimates-substance-use-and-mental-illness>

<https://grants6.tvisdata.hrsa.gov/PrioritiesAndMeasures/NationalPerformanceMeasures>

<https://dhhr.wv.gov/bcf/Reports/Pages/Legislative-Foster-Care-Reports.aspx>

https://www.childtrends.org/wp-content/uploads/2017/09/West-Virginia-Child-Maltreatment-Factsheet_2015.pdf

<https://dhhr.wv.gov/vip/pages/default.aspx>

<https://www.childhealthdata.org/browse/survey>

http://wvrha.org/wp-content/uploads/2019/03/2018-FINAL-WV-Workforce-updated-9_26.pdf

How Am I Using Data

- Big Ask – Do we have enough treatment beds?
- But what does that actually mean?
- Things I keep in mind:
 - Research vs. Emotion
 - What are the data points that I have available?
 - BBH data, Medicaid, Overdoses, etc., Do I know someone?
 - What data am I missing?
 - Can I get it and how?
 - Need vs. services
- Bigger shortage is probably in out-patient treatment and how do I incorporate that?

Progress

<https://www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm>

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