

ORGANIZATION AND DISSEMINATION OF CHNA RESULTS

Organization and dissemination of the interpreted and analyzed CHNA data results is a critical step in addressing your community's health status. Disseminating the CHNA results to the community provides an opportunity to discuss the information and identify strategies to improve your community's health status. In addition, communicating the CHNA results provides an opportunity for the community workgroup and residents to collaborate on taking action to address the community's health based on the data.

Communicating CHNA Results

"Your message must be clear and easy to understand, and your audience should remember it."

(Urban Institute, 2007)¹

Depending on the type of data collection methods for the CHNA process, a large quantity of data is often gathered. Organizing the data is crucial and includes identifying key themes and priority community health issues identified by the community workgroup, CHNA Team, and stakeholders.

As the CHNA data is organized, a question to keep in mind as you are sifting through your data is, **"What story can I tell from this information?"** Additional key points to discuss¹:

- Are there any patterns or trends in the data? Consider patterns in the data, trends over time, and variations in the information across geographic areas or population groups.
- Are the patterns or trends what you would expect?
- How do the data vary across different places? Across different types of populations?
- Can the differences in data be explained?

There are different methods that can be used to communicate the CHNA data results to the community and stakeholders, including through various media outlets (paper, online) and public forum. Once the data has been organized to identify key results, the CHNA Team should develop a communication plan to discuss what key data should be shared, in what format the data should be displayed, how the results should be presented and disseminated. One common method that is used to communicate and disseminate the CHNA process and results is a written, narrative report.

A report is an effective method to educating and informing the community about its' health and priority health issues. Some other benefits of the CHNA report include:

- Developing and implementing community action plans to address priority health issues.
- Promoting collaboration and partnerships within your community.
- Strengthens community advocacy or policy development to address community health.
- Established baseline data for collecting trend data and measuring community progress over time.

In order to communicate the CHNA data results, it is important that the report is developed in an easy to understand and effective format, as well as content appropriate for your audience. Consider the following as you prepare your report:

- Avoid the use of jargon or technical terms that the reader may not understand.
- Do not report all of the CHNA data results; only the key and relevant information to the purpose of the CHNA and audience.
- Organize the report by issue areas that people will readily understand (e.g., chronic disease, substance abuse) and include relevant supporting data, rather than organizing by data type or indicators (e.g., birth and death data).
- Summarize the data by various community demographics and discuss the correlation to the social determinants of health.
- Avoid exaggerating or minimizing results to support particular issues, programs, or assumptions.

- Note and interpret discrepancies and weaknesses in the data.
- Review external factors that support or are a barrier to address specific community health issues (e.g., public policies, funding).
- Use a variety of formats to report information, including visually appealing charts, graphs, and tables to explain figure or numbers, in addition to narrative.

A professional data analyst can provide support to help organize and disseminate the data results, including develop the written report. Utilize a professional if resources permit, or identify a data specialist to review the report prior to dissemination. If resources do not permit to utilize a data professional, refer to the Tools and Templates in this section for a [Sample CHNA Data Results Report Outline](#) to assist with organizing and writing a report.

DISSEMINATING THE RESULTS

Disseminating the CHNA results to your community is an integral component to encourage community collaboration. As you develop your communication plan, there are a variety of additional methods to disseminate the CHNA data results which provide opportunities to reach out to different segments of the community. Some common methods used to share the results include local newspaper, brochures, press release, and online. Due to the size of the written report, developing a brief Executive Summary document about the CHNA project is a low-cost, effective way to share information. Communicating the CHNA results through presentations to community leaders or a community forum are methods to reach community residents who may not have access to the internet or have low literacy levels.

Utilize a variety of dissemination and communication methods to inform the community about the CHNA results. Keep in mind you are targeting all segments of the community. It is important to keep the community informed as new data becomes available and identify how the community can get involved with addressing its' health status.

Tools & Templates

Sample CHNA Data Results Report Outline – Serves as a template to guide and assist communities with developing a CHNA Data Results Report. The resources included in this section provide additional detail regarding the contents of the outline and what kind of information should be included in a report.

Resources

Refer to the following resources for further information about organizing and disseminating CHNA data results, including specific detail on the contents a written report.

Organizing and Disseminating CHNA Data Results

Healthy Carolinians Community Assessment Guide Book. North Carolina Department of Health and Human Services.

- Phase 6: Create the CHA Document
- Phase 7: Disseminate the CHA Document

A Handbook for Participatory Community Assessments. Experiences from Alameda County.

Alameda County Public Health Department.

- Step 7: Sharing the Results

Developing a Plan for Communication. The Community Toolbox, University of Kansas.

Tips for Presenting Data. New York State Department of Health.

Indispensable Information—Data Collection and Information Management for Healthier Communities. The Urban Institute.

Media Access Guide: A Resource for Community Health Promotion. Healthy Communities Program, Centers for Disease Control and Prevention.

Report Example: A Community Health Needs Assessment. Hartford Department of Health and Human Services.

Report Example: Community Health Needs Assessment. Tippecanoe County Health Department, December 2011.

References

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