

CHNA SECTOR ENGAGEMENT TALKING POINTS TEMPLATE



This is a scripted talking point sheet to use when contacting organizations or individuals to help explain the purpose of the CHNA and arrange for the assessment.

Sector: _____ Date: _____

Site name: _____

Hi _____. This is _____ from the _____ coalition. We are preparing to do a Community Health Needs Assessment in our community. The tool we are using is the South Dakota Good & Healthy Community Checklist, a data collection tool that includes assessing multiple sectors within our community, including healthcare, worksites, schools, and the community. When the assessment is completed, the Checklist is a “snapshot” of the community’s health status.

1. Completing sector assessments involves answering questions about our community. For example, this may include:
 - Talking with a community leader from this sector to gather additional information.
 - Walking or driving through the community.
 - Calling people we know in the setting who could answer the questions for us.
 - Other methods.
 - We can also answer questions by reviewing results from other community assessments we, or other community members, have conducted here.
2. Multiple methods may be required to complete the tool and gain an accurate picture of our community. Having broad participation from the community is important. We hope to include key persons from the community — school superintendents and principals, school board members, business leaders, mayors, city council members, department of health directors, city planners, departments of park and recreation, police chiefs, hospital administrators, medical staff chiefs, faith leaders, daycare owners, YMCA directors, and others — who have access to the information we need or can point us in the right direction.
3. As we identify problem areas, implement policies, and put strategies into place, we can use the data we collect in the CHNA to document this work within our community. The tool can be utilized annually to review past efforts and offer ideas for the year ahead. This will become an important record about our community’s assets, needs, and priorities.
4. This tool is not used to compare sectors, to compare one community to another, or to find fault in our community for our weaknesses. Instead, it is used by us to identify areas in our own community to highlight our strengths and identify our needs. It is up to us to decide if sharing this data with the public or outside of the community team is warranted in order to rally attention or public support for our efforts. Confidentiality is always an important element of data-collection; thus, we will not list who we talked with or provide specific details about data that could be specifically linked to an individual, community organization, or institution.
5. Similar tools have been used by communities like ours. Users have noted how helpful the tool is for identifying possible policy, systems, and environmental change strategies; guiding conversations and generating ideas for community change; providing a systematic way for communities to assess and plan for change; reviewing numerous sectors of their community, including schools, businesses, work sites, and healthcare settings; and promoting collaboration among community members.