

STAKEHOLDER ROLE AND RESPONSIBILITIES



Stakeholders are individuals or groups (internal and external) to the organization with an interest in the planning process and its results (such as the creation of a strategic plan, quality improvement plan, or community health improvement plan). Identifying stakeholders helps in determining who could or should be part of your planning team or workgroup, as well as identify who should be kept informed as the process takes place. Identify 10-12 individuals to make up your core assessment team to ensure a manageable size and account for attrition. Solicit individuals who represent multiple community sectors (i.e. worksite, healthcare, school, and/or community), to ensure a comprehensive group.

1. Questions to ask in identifying stakeholders include: *Who is involved with implementing public health-related programs? Who receives or is affected by the programs? Who can affect the outcomes of the plan?* The list of local stakeholders may include community partners (i.e. libraries, county extension, healthcare organizations, healthcare providers, community service providers, youth-serving organizations, faith & religious groups, business & civic groups, government officials, public health officials, school representatives, etc.). Consider those stakeholders whose support you would like to gain or strengthen through the assessment process.
2. Identify each stakeholder’s interests in the process/plan (i.e., what they care about).
3. Identify the planning team’s desired input from each stakeholder who will inform the planning process (e.g., information, knowledge, or data they can offer; or unique perspective they may bring to the team).
4. Identify how you want to involve each of the stakeholders in the needs assessment process. You may want to actively include some stakeholders (e.g., as advisory committee members, participants in focus group sessions, or key informants); or you may want to keep others informed about the planning process (check-ins, FYI communications, etc.).
5. Identify what actions each of the stakeholders will facilitate to support the needs assessment process and what type(s) of data/information resources each stakeholder can provide to support completing the needs assessment.

Stakeholder Name	Organization/ Agency Represents	Stakeholder Interest(s)	Desired Input from Stakeholder	Stakeholder Involvement in Needs Assessment	Actions	Data / Information Resource(s)
e.g. Joe Smith	e.g. Chamber of Commerce	e.g. Community	e.g. Data, Diverse Perspective	e.g. Community Sector	e.g. Provide data regarding local access to fitness facilities	e.g. Internal database of facilities

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