NEEDS ASSESSMENT GUIDEBOOK

Interpersonal Level

Overview
Setting the Stage

- Guiding Questions:
  - What are the social and cultural norms surrounding substance abuse in your community?
  - What are the contributing factors related to social norms at work in your community?
    - What are some examples of these contributing factors?
    - How do you know? (i.e., Where did you get your data and/or information?)

How do we get information about social and cultural norms?

- Your Community Readiness Assessment (depending on the instrument/tool you chose) may be helpful. It’s a good place to start.
- Brainstorm: What contributing factors related to social and cultural norms do your SPF SIG coalition members believe to be at work in your community?
- Brainstorm again: What evidence do we have to support our claims?
- Use the table on page 50 to guide your efforts. Friendly Reminder: You must complete this list for each priority substance your community has identified.
  - Contributing factors
  - Example of how the factor presents in your community
  - What evidence do you have to support that factor?

Data Availability Summary (p. 51)

- Friendly Reminder: You must complete this page for each priority substance your community has identified.
- Sometimes, you may not have enough evidence to substantiate your claims.
- If you don’t feel you have enough data or information, strategize on how you are going to collect it.

Needs Assessment Section 4 - Interpersonal Level Section
If we don’t have enough evidence, how can we get it?

- You have to ask!
  - Town Hall Meetings
  - Listening Sessions/Focus Groups/Group Interviews
  - Individual Interviews
  - Surveys
- Interpersonal- and community-level are closely related and questions about both can be asked in the same session.

How do we ask?

- We will have resources available on the SPF SIG website – launching in January 2012.
- Recommended Starting Points:
  - North Carolina (Alcohol-Related Crashes & Fatalities)
  - Community Perception and Social Norms Survey, Focus Group Protocol, Town Hall Meeting Protocol
  - Colorado (Underage Alcohol Consumption)
    - [http://rpscolorado.org/](http://rpscolorado.org/)
    - Sample Focus Group Protocol (Youth – p. 24 and Adult – p. 25)

We asked ... now what?

- Analyze the data and information
  - What is the data and information telling us?
  - Can we triangulate our sources?
  - What is the data telling us over and over again?
- Revisit your list of contributing factors (page 50) and determine if you now have enough evidence. (Note: You will input your final list of contributing factors when you enter your data into the web-based data entry system.)
Bringing It All Together (page 52)

- Friendly Reminder: You will need to complete this page for each priority substance your community has identified.
- After you have completed the interpersonal level assessment, it's time to bring it all together.
  - Identify up to three factors that impact each priority substance.
  - If you have identified more than three – you will need to engage in a prioritization process among your SPF SIG coalition.

Intervening Variable Worksheet (page 53)

- This worksheet will become very familiar to you through the needs assessment process.
- One purpose of the needs assessment is to identify the intervening variables that contribute to consumption of your priority substance(s).
- Social/cultural norms can be intervening variables.
- You will need to identify 1-3 intervening variables related to social and cultural norms for each priority substance. (Note: There is a space for you to list each contributing factor – you should have no more than three intervening variable worksheets per priority substance.)

We are here to help!

- Contact your OSET Evaluator, Global Training, or your ODADAS regional coordinator.
- Training and Technical Assistance:
  - Instrument Design (qualitative and quantitative)
  - Instrument Deployment (data collection)
  - Data Analysis
  - Data Reporting
  - Prioritization
Using the Web Form to Submit Your Needs Assessment to OSET

General Guidance

• E-mail to project director/coordinator contains link to Interpersonal Level web form
• Before entering web form, complete the entire Interpersonal Level section.
• You may cut and paste from the Word version or type your information directly into the web form.
• Once you submit your web form you will NOT be able to reenter that form.

Web Form

Needs Assessment Guidebook – Interpersonal Level
Questions . . .

• About the Needs Assessment Guidebook or the needs assessment process
  — Contact your OSET Evaluator
• About trainings related to needs assessment
  — Contact your OSET Evaluator, Global Insight, and your ODADAS regional coordinator
• About using the web forms to submit your information
  — Contact Nicole Yandell

Thank you