

North Dakota CHNA Data Analysis Process

SONJA BAUMAN

RESEARCH SPECIALIST

ND HEALTHCARE WORKFORCE GROUP

Overview

Initial communication

- Obtain signature from administrator of organization on letter of support
- Compile list of services at organization

Develop Steering Committee

Survey development

- Determine dates the survey will be open
- Determine response rate goal (either number or percent)
- Have steering committee, public health, and CAH admin sign off on survey
- Develop a distribution plan (usually includes Qualtrics and paper copies)
- Core set of questions used and communities can customize/add any questions they chose

Media campaign and survey distribution plan

Overview

Key informant interviews & first community meeting

- Ideally 6-10 key informant interviews will be conducted by staff
- Focus group (meeting) in the evening with a meal provided

Gather & analyze data

Second community meeting

- Presentation for the community on findings from the survey and key informant interviews

Final report writing

Implementation plan writing

- When requested

Final community meeting

- When requested

Gather & Analyze Data

Gathering Data

Survey is distributed electronically and in hard copy format

Use Qualtrics (online platform) for electronic distribution

Easy to track progress and response rate in Qualtrics

Paper copies are gathered throughout the time the survey is 'open'

- These are inputted into the online platform for the survey once the survey closes

Close date can be adjusted by community if necessary

Analyze in SAS

Download and clean

The data is then analyzed using the SAS code

Some questions are multi-response (they can select more than one answers) some are single response (can only select one answer)

Check any zeros in the output

- Check using Qualtrics, catch any inaccuracies with the analysis

Fill in Spreadsheet

Input the numbers from the output into the excel spreadsheet with formatted tables

Use excel so that it is accessible to all team members

Depending on the number of total survey participants, either the count (frequency) for each response is used or the percent

- With fewer than 100-150 people responding, percent's could be misleading

In this sheet text responses from open-ended questions are included

Graphics

In same excel workbook create another sheet for graphics

Easy to copy and paste responses with corresponding percent's and frequencies from the formatted tables into graphics sheets

Tables are sorted smallest to largest

Create bar charts or pie charts

Percent and frequencies are included in the labels for the graphics along with proper color scheme

'Other' response always stays at the bottom of the graph

Try to shorten wording for longer response options

Converting Graphics

Once all graphs are complete they are reviewed for resizing needs, correct colors, correct labels, and any spelling errors

Graphs are then converted into .png files

- Fastest way is to save excel workbook as a web document
- Automatically converts all images in the excel file to .png images and saves them to a folder
- There are duplicates, one is higher resolution the other lower resolution
- Rename and save the higher resolution images into a separate folder that is then sent to team along with the spreadsheet of formatted tables and original graphics

Qualitative Coding

Copy responses from open-ended questions in separate excel workbook

In second column, code each response

- If a response has more than one topic present, copy the response, insert it below, and code for second topic
- Do this for however many topics are present in a response

In third column group codes by theme

There may be some responses that you can not code and/or codes that do not fit into major themes

Write up short summary on major themes, sub-themes, and include an example or two

Links

Center for Rural Health – Community Health Needs Assessments:

<https://ruralhealth.und.edu/projects/community-health-needs-assessment>

Healthcare Workforce Group: <https://med.und.edu/healthcare-workforce/index.html>

Biennial Report: <https://med.und.edu/publications/biennial-report/index.html>