

Communication Assessment Introduction

Angela Snell

USET Health Communication Specialist



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What is Communication?

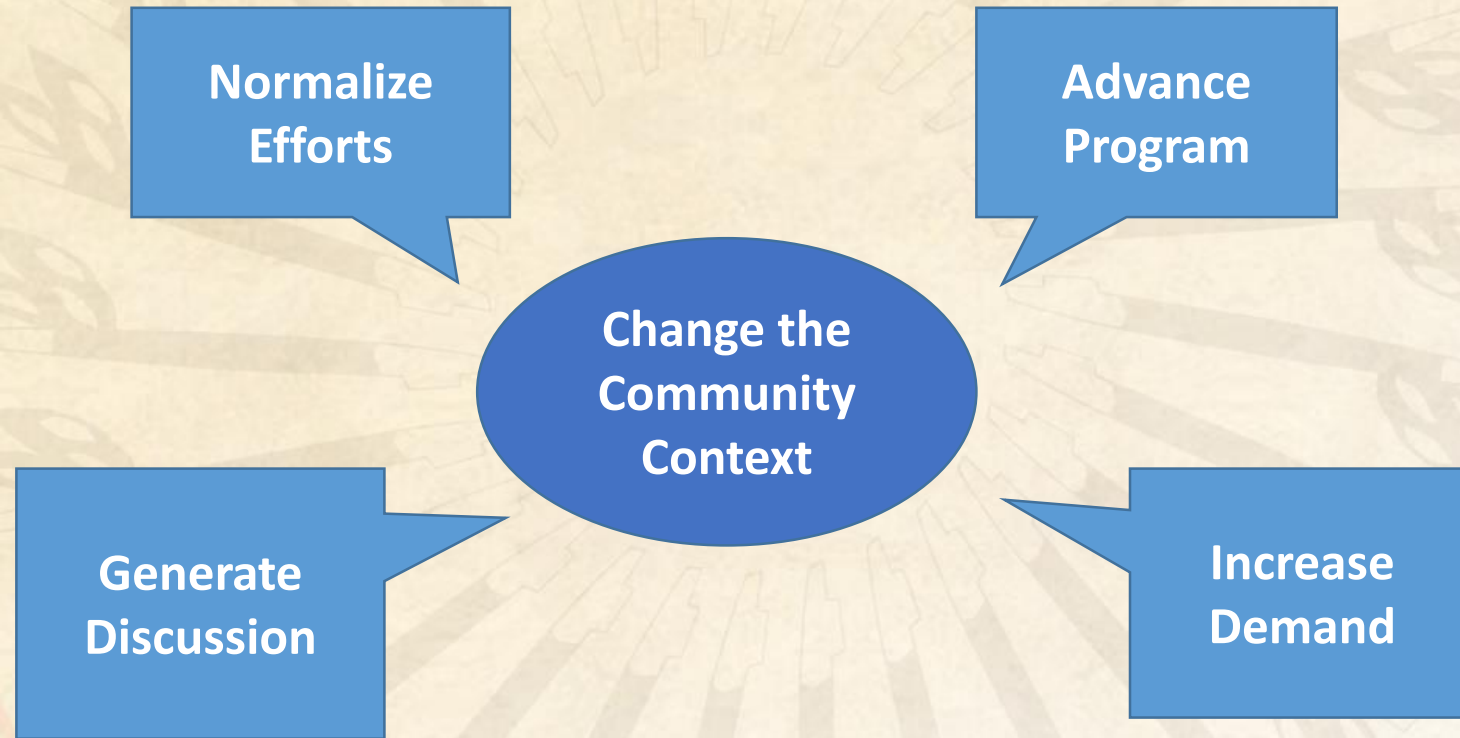
“Information is giving out; communication is getting through.”

- Sydney Harris, American Journalist



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Communication can ...



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Can you hear me now?



- How does your health clinic communicate with the community?
- How does the community provide feedback?
- What is your role in creating behavioral change within the community?



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Is it working for you?

- How do you know your communication methods are getting through?
- What are barriers to communication within your Tribal Nation?
- What can be done differently to be more effective?
- Would you like to know more about what the community needs to communicate in the most effective manner?



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Communication assessment

The goal of a communication assessment is to determine an organization's effectiveness in communicating with internal and external stakeholders



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The assessment will answer questions

- Are we reaching our patients with the information they need, when they need it?
- Are our messages clear and consistent?
- Do we know if past communications have been successful?
- Are we staying current with the communication demands of our audiences?
- What communication opportunities are we missing?



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What is involved?

- Focus Groups
- Key Informant Interviews
- Community Survey
- Analyze existing communication channels, procedures and content



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Focus groups

- Optimal size is 6-12 participants; will last 90 minutes
- Are there any groups that already meet that can be utilized?
 - Men's Group
 - Women's Group
 - Elders' Group
- Need at least two groups



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Key informant interviews

- Interviews will be held with staff
- Minimum of three interviews
- Will last 60 minutes
- Diversity among interviews is important



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Community survey

- Will take data from focus groups and key informant interviews to develop questions
- Plan on an active month in the Tribal Nation to disseminate survey
- Brainstorm on various methods to disseminate survey



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Existing communication methods

- Meet with various departments to discuss current methods
- Perform a communication audit



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Focus group

The main purpose is to provide data to enhance, change or create communication materials that are appropriately targeted for your key audience.

got purpose?



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Focus groups – items needed

- Consent Form
- Incentives
- Staff to assist with registration, recording, delivering incentives, and set-up



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Recruit participants



TRIBAL NATION NAME

FOCUS GROUPS

COMMUNITY HEALTH ASSESSMENT

\$25 gift card per participant

The Tribal Nation Health Clinic would like to hear from the community. If you would like to share your ideas in a focus group session, please sign up for one of the sessions below. Your feedback will be used to help improve communication of health activities and materials to your community.

Men's Group
Ages 19-54

Elder Group
Ages 55 and up

Women's Group
Ages 19-54

The focus group will consist of one meeting that will take place in February or March. The meeting should last no more than 90 minutes. Healthy snacks will be provided during the meeting.

To sign-up, please call contact and phone number. Space is limited, so sign-up soon to ensure your spot and gift card!



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Focus group consent form

USET TECPHI COMMUNICATION ASSESSMENT FOCUS GROUP INFORMED CONSENT FORM

You are being asked to participate in a Focus Group discussion for communication assessment of USET Tribal Nations in USET's Tribal Epidemiology Center Public Health Infrastructure project. Please take your time to review this consent form and discuss any questions you may have with project staff before signing.

Evaluation Team: USET project staff is conducting a focus group. The Focus Groups are under the direction of Angela Snell, Health Communication Specialist.

Purpose: To characterize the successes and challenges that sub-awardees are experiencing in communicating health information to their communities.

Description: This discussion should last about 90 minutes. Your feedback will be recorded through note taking and the use of an audio recorder. Your name and identity will not be associated with the information you give. Only project staff will use the recording. Any recordings and transcriptions that contain references to your name, as well as lists of participants will be stored securely by the project team and will not be shared outside of project staff.

Risk and benefits: There is no risk in participating in this interview. The benefit to you, by participating, is helping to improve the implementation of this and future projects.

Confidentiality: Any information obtained about you as a result of this discussion will be kept confidential. Your identity will not be revealed in any description, publication, or research, nor will any individual Tribal Nation be specifically associated with any individual comments from this focus group discussion.

Right to refuse or to end participation: Your participation is voluntary. You may refuse to participate or may discontinue your participation at any time without penalty and without losing benefits to which you or your Tribal Nation would otherwise be entitled.

Questions and contact information: You are free to ask any questions that you may have about the Focus Group. Please contact Jasmine McClain by email: jmcclain@usetinc.org or by phone: (615) 467-1667.

Voluntary Consent:

Do you voluntarily agree to participate in the focus group discussion? ____ YES ____ NO

Do you consent to having the discussion recorded and transcribed? ____ YES ____ NO

Participant Signature: _____

Participant Name: _____



I certify that I am 18 years of age or older.



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Focus group incentives

Let's brainstorm!



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Focus groups - questions

Focus group questions:

Lead in: Health communication can take many forms. You may have seen/heard ads on TV or radio that provide health information. In some places, they use billboards, signs, posters, or other printed materials to communicate health information. It is also communicated in a clinical setting one-on-one, like when you get aftercare or follow up instructions from the doctor. Sometimes you will see health information in a newsletter, either a hard copy or through email. A lot of people seek health information from websites. A newer way to communicate health information is using social media email such as Facebook, twitter, or Instagram.

Q1. Where do you go for health information?

Q2. Who or where do you go to for health advice?

Q3. How does your Tribal Nation communicate health information?

Q4. Can you describe a time where you received health information that you disregarded?

Q4. Thinking of all these types of health communication methods, can you tell me about a time when you have received health communication information that made an impact on you?

BACKUP QUESTIONS:

Q.5 Describe the best way to get health information directly to you?

Q.6 Describe the worst way to get health information directly to you?



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Key informant interviews

The purpose of the key informant interview is to collect information from a wide range of clinic staff who have first hand knowledge about how communication is performed inside and outside of the clinic.



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Key informant interviews – items needed

- Consent Forms
- Staff
- Incentives
- Time

ITEMS NEEDED



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Key informant interview consent form

USET TECPHI COMMUNICATION ASSESSMENT KEY INFORMANT INTERVIEW INFORMED CONSENT FORM

You are being asked to participate in a Key Informant Interview for a communication assessment of USET Tribal Nations in USET's Tribal Epidemiology Center Public Health Infrastructure project. Please take your time to review this consent form and discuss any questions you may have with project staff before signing.

Evaluation Team: USET project staff is conducting the Key Informant Interview. The Key Informant Interview is under the direction of Angela Snell, Health Communication Specialist.

Purpose: To characterize the successes and challenges that sub-awardees are experiencing in communicating health information to their communities.

Description: This interview should last about 60 minutes. Your feedback will be recorded through note taking and the use of an audio recorder. Your name and identity will not be associated with the information you give. Only project staff will use the recording. Any recordings and transcriptions that contain references to your name, as well as lists of participants will be stored securely by the project team and will not be shared outside of project staff.

Risk and benefits: There is no risk in participating in this interview. The benefit to you, by participating, is helping to improve the implementation of this and future projects.

Confidentiality: Any information obtained about you as a result of this interview will be kept confidential. Your identity will not be revealed in any description, publication, or research, nor will any individual Tribal Nation be specifically associated with any individual comments from this focus group discussion.

Right to refuse or to end participation: Your participation is voluntary. You may refuse to participate or may discontinue your participation at any time without penalty and without losing benefits to which you or your Tribal Nation would otherwise be entitled.

Questions and contact information: You are free to ask any questions that you may have about the Key Informant Interview. Please contact Jasmine Alvarado by email: javarado@usetime.org or by phone: (615) 467-1667.

Voluntary Consent:

Do you voluntarily agree to participate in the Key Informant Interview? ___ YES ___ NO

Do you consent to having the discussion recorded and transcribed? ___ YES ___ NO

Participant Signature: _____

Participant Name: _____

☐ I certify that I am 18 years of age or older.



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Key informant interviews – questions

Key Informant Interview Questions:

Lead in: Health communication is a very broad subject. It encompasses public health campaigns (like 'back to sleep' or seatbelt use for example), patient education materials, as well as advertising services and programs. These materials may take different forms, such as newsletters, billboards, signs and posters, handouts, as well as TV or radio spots. Nowadays, it includes social/electronic media, such as Facebook, Instagram, twitter and text messaging. Keeping all those things in mind:

Q1. Describe the types of health communication tools and how you utilize them in your day to day job function?

- Which of these do you think are most effective?
- Which of these do you think are least effective?
- Are there any tools that you are not currently utilizing that you would like to?

Q2. What barriers do you face in communicating health information to your patients?

Q3. What barriers do your patients have in receiving health information?

Q3. Do you think Tribal citizens are aware of the services your clinic provides?

Q4. How do community members provide feedback to the health clinic?

Q5. What role do you play in creating behavioral change within the Tribal Nation?



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What we've learned so far

- Don't underestimate your older adults
- Don't assume
- Be prepared to be surprised
- Be ready to make changes



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Don't be afraid to change

- A successful program will have to evolve over time to continue to meet the needs of the community
- Evaluation is key to knowing when and how to pivot as needed
- Continue to engage community members and change up leadership and volunteers to avoid burn-out
- Communication is important – share successes, advertise in advance, allow for feedback, listen to the community



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Questions???

Angela Snell

asnell@usetinc.org

(615) 467-1599



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