

A Participatory Group Process within a Health Collaborative to Collect and Analyze Needs Assessment Data

Elizabeth C. Prom-Wormley, MPH, PhD¹, Faisal Ilyas, BS¹, De’Nisha Wilson, BA², Danita Gregory², Aquanetta Scott², Patricia Willaford², Laleta Fritz², Joanne Towles², Dyanne Broidy², Helen Frye², Stephanie Carrington, AAS³, Brenda Kenney³, Shikita Taylor, AAS³, Bukola Usidame, PhD¹, Richard Seeley, DBA², Amy Popovich, RN, MSN³, and Cynthia Newbille, PhD⁴

(1) Division of Epidemiology, Department of Family Medicine and Population Health, Virginia Commonwealth University; (2) Richmond Promise Neighborhood, Peter Paul Development Center; (3) Virginia Department of Health, Richmond City Health District; and (4) Richmond City Council

What Is the Purpose of This Study?

- The Seventh District Health and Wellness Initiative (HWI) is a partnership between multiple community organizations, residents and an academic partner, Virginia Commonwealth University, that implements intentional and strategic health strategies in the East End of Richmond, Virginia.
- The Seventh District Health and Wellness Survey (HWS) was administered to provide baseline information for HWI partners on current health conditions and health care in high-risk residents.

What Is the Problem?

- Creating the appropriate setting for using research-generated results in a community-based partnership to support and plan collaborative activities and to develop resident awareness of these results was unclear.

What Are the Findings?

- Data were collected from 1,048 participants aged 18 to 90 years. The majority of participants were women (67.6%). Most participants indicated Black or African American race/ethnicity (90%).
- Approximately 400 community residents participated in community-wide results dissemination activities at six HWI partner events. Internet-based dissemination of results also supported community-wide efforts.
- Dissemination of HWS results in a small group of 30 participants identified three priority areas (mental health, medical conditions, and lifestyle behaviors) and additional collaborative-level action steps to address these areas.
- Results and experiences from the HWS as shared by HWI partners have informed other community-focused health and wellness activities in the city.

Who Should Care Most?

- Partners in community health improvement partnerships.
- Researchers engaged in community-based participatory research practices.

Recommendations for Action

- Use of community-based participatory research approach alongside data collection and analysis can result in effective dissemination of results and application in a health collaborative comprising multiple partners.
- Multiple dissemination approaches improve the likelihood of widespread sharing across several different groups of community stakeholders.