

2023 Washtenaw County Health Department (WCHD) Community Health Assessment Primary Data Collection Instruments and Methodology

What/why specific groups were chosen for the interviews, focus groups, and windshield tours

- WCHD staff used four methods for primary data collection: key informant interviews, focus groups, and windshield tours. A community survey was also conducted – please see the CHA appendix documents for the survey instrument and methodology.
- These methods were chosen based on guidance from the Mobilizing for Action through Planning and Partnerships' Community Context Assessment (CCA) framework. The CCA framework is a qualitative tool that focuses on gaining deeper insights and perspectives from people with lived experience and expertise, especially those experiencing health inequities firsthand.
- Questions for data collection instruments were developed based on three primary domains: community strengths and assets, forces of change, and the built environment.
- WCHD staff prioritized populations that experience ongoing health inequities, including identity- and geographic-defined communities, based on current data and information from prior assessments.
- Prioritized populations included racial/ethnic groups (African American, Latinx, Middle Eastern/Arab), rural communities (Whitmore Lake, Manchester), youth (primarily ages 14 – 19 years old), older adults, women of color, people experiencing homelessness, formerly incarcerated people, as well as organizers from grassroots organizations and mutual aid groups.
- Windshield tours were conducted in and around neighborhoods, townships, and cities primarily located on the east side of the county (parts of Ypsilanti city, Ypsilanti Township, and Superior Township).

How people were recruited and incentives

- WCHD collaborated with several community leaders and groups with whom we have established long-standing partnerships, to help facilitate, plan and recruit people for focus groups.
- We also worked with members of the Community Voices for Health Equity team, and staff with the Healthy Neighborhoods team to identify participants for key informant interviews and windshield tours.
- Focus group participants received a \$50 gift card for their participation. Interview participants received a \$25 gift card. Community members involved in windshield tours were provided with compensation (\$25/hour) for their time and expertise.

Length of time for interviews, focus groups, and windshield tours

- Focus groups ranged from 60-90 minutes in length.
- Key informant interviews averaged 30-45 minutes in length.
- Windshield tours averaged 2-3 hours.

Dates

- A total of 4 focus groups, 10 key informant interviews, and 3 windshield tours were conducted in March 2023.

- Focus groups – Latinx community (2) on 3/13 and 3/20; youth (1) on 3/16; women of color (1) on 3/24.
- Windshield tours (3) – MacArthur/Superior Township on 3/9; Ypsilanti Township on 3/15; Ypsilanti city on 3/20.
- Interviews (10) – 3/1 and 3/3 (formerly incarcerated people), 3/1 (Whitmore Lake, older adults), 3/11 (Middle Eastern/Arab), 3/14 (African American, older adults), 3/14 (Latinx), 3/16 (Manchester), 3/16 (grassroots organizer), 3/17 (grassroots organizer, people experiencing homelessness), 3/23 (youth, people experiencing homelessness).

Focus Group Outline

Outline

- Part 1: Welcome, Overview, Consent, Guidelines – 15 minutes
- Part 2: Discussion – 60-70 minutes
- Part 3: Wrap-Up, Reminder – 5 minutes

Roles

- Facilitator(s)
- Note-taker

PART 1 – Welcome, Overview, Consent, Guidelines (15 min)

WELCOME

Greet people as they enter; invite them to get settled, get name tags, drinks/snacks, sign-in and distribute short demographic survey.

SCRIPT: Welcome everyone. Thank you for taking the time to be a part of this focus group for the Washtenaw County Health Department’s Community Health Assessment. Thank [COMMUNITY PARTNER] for partnering with us to hold this session. Thank [HOST] for sharing your space with us.

My name is [FACILITATOR] and I will be facilitating today’s session. My colleague, [NOTE-TAKER], is here to take notes and help the session run smoothly. Our main goal today is to listen and learn from you about strengths that exist in the community, what’s happening in the community that is affecting your health, and what other actions are needed to improve health. We are going to ask a series of questions and hope to hear each of your perspectives. Today’s session is focused on [POPULATION/COMMUNITY/AREA]. When we say “health,” we encourage you to think broadly, not just physical health, but also mental, emotional, and social well-being. Your voices, perspectives and priorities are very important to this process and in taking action to improve the community’s health.

Your decision to participate is completely voluntary. You can leave the discussion at any time for any reason. During the discussion, we invite you to share as much or little as you feel comfortable. We will be recording the discussion and taking notes, but your names will not be associated with any direct quotes. Your identity will be kept confidential, and the information we gather will be kept in a secure location that only WCHD staff can access. We will share a summary of what we hear today back with everyone in this group, and the overall results of the assessment will be shared with the broader community. At the end, we will provide a form for you to complete to receive a \$50 gift card for your participation.

CONSENT: Ask if there are any questions, and if anyone has concerns about recording the session. After answering questions, ask participants to verbally confirm whether they would like to participate by verbally saying “yes” or “no.”

After consent is given, start recording (zoom, teams, phone).

GUIDELINES

We ask everyone to please keep the following guidelines in mind during our discussion:

1. What's shared here, stays here. What's learned here, leaves here.
2. We value all points of view and want everyone to be heard.
3. Move up, move back- if you tend to speak a lot, please make sure there is space for others to be heard. If you tend to speak less in groups, we encourage you to look for opportunities to share more.
4. Please listen to and be respectful of each other's opinions and perspectives.
5. Any others that group members would like to add?

PART II – DISCUSSION (60-70 min)

DISCUSSION

We will have a little over an hour for today's discussion. We want to make sure to we get through all the questions so we may check in with the group and help move us along in our discussion at different times.

PARTICIPANT INTRODUCTIONS

Before we start the discussion, let's do a quick round of introductions. Please share your first name (what you prefer to go by), where you heard about today's focus group, and why you decided to join.

OPENING DISCUSSION

To start us off, we'd like to hear your thoughts about strengths in your community. This can include skills and qualities that individual community members have, as well as resources and programs offered by organizations, and other things that promote health for you, your family and community.

1. What are some examples of strengths and resources that exist in your community?

[Probe: What skills and strengths do you have that you are proud of? What skills and strengths do you admire in your family members? Your friends? Your community? What do you like/enjoy about your community? What resources are in your community that have helped you to stay healthy?]

2. How do these strengths help people in your community?

[Probe: Have you had experiences where you supported someone, or someone helped you access a resource that was needed? Are there organizations or networks that have helped you feel connected to your community?]

TRANSITION: Let's talk more about how these strengths and skills connect to health. Remember, when we talk about "*health*", we're talking about everything in our community that helps us stay healthy. For example, how our schools are doing, the way our neighborhood is built, or how easy it is for people to get to the doctor.

3. What are some important health issue(s) that you or people in your community have experienced?

[Probe: Are some of these issues more urgent or important than others? If so, why?]

[Probe: Are there specific groups of people in your community that are more impacted by the issue(s)? Which groups are these?]

FORCES OF CHANGE

The next question is about forces of change and how they are impacting people's health. These can include trends (patterns over time, e.g., decline in affordable housing), events (one-time occurrences, e.g., closure of a clinic), and factors (specific aspects, e.g., presence of a major university

4. What larger forces of change (i.e. things outside of your control) are happening in the community that is contributing to the health issue(s), particularly among those who are most impacted?

[Probe: What has happened historically that has shaped your community today? How has COVID-19 changed conditions in your community? Have you noticed specific changes or trends (e.g., resulting from the pandemic)?]

5. How can the strengths and resources discussed earlier be used to help improve the health issue(s)?

[Probe: Can you describe an experience you have had with someone or with an organization that helped to improve your health?]

6. What solutions would you have to address some of the barriers that would benefit all groups, particularly those who are most impacted?

7. Are there ways that you want the Washtenaw County Health Department to work with our community's strengths to improve health?

[Probe: For example, WCHD has resources and services that help people access health insurance, healthy food assistance, and preventive health care. How would you want WCHD to use its influence and resources to further support your community's strengths?]

CLOSING QUESTION

7. Can you think of any other ways we can improve the health of our community that we have not already talked about today?

[Probe: Is there anything else you would like to add that we haven't discussed?]

End recording.

PART III -Conclusion

WRAP-UP

Thank everyone again for sharing their time and perspectives. NOTETAKER AND/OR FACILITATOR - provide a short summary of what was heard].

WCHD staff will be taking time to look at the notes and listen carefully to what was shared. This information will be used for our community health assessment report, and to help prioritize health issues and focus on important actions needed to improve health. Please remember, your name will not be connected to any of the comments you made today. Please let us know if you have any questions or concerns about this.

WCHD will also be conducting an online Community Health Survey as part of the Community Health Assessment process. If you would be interested in participating in the survey or willing to help share the link with your organization, community partners, friends, or family who live, work, or play in Washtenaw County, it would be greatly appreciated. Share sign-up sheet [name, phone and/or email] for people who would like to receive more information about the community survey with a link.

[Plans for follow-up discussion/sharing data back with community members].

Provide the incentive and/or gather information needed to mail/distribute gift cards.

Interview Information

- Date:
- Interviewee Name:
- Organizational Affiliation(s):
- Priority Group(s)/Community:
- WCHD Staff:

Opening and Consent (5 min)

SCRIPT: Thank you for taking the time to participate in this interview for the Washtenaw County Health Department's Community Health Assessment. This work is focused on understanding the health issues that are impacting community members and actions needed to improve health and health equity.

When we talk about “*health*”, we’re talking about everything in our community that helps us stay healthy. For example, how our schools are doing, the way our neighborhood is built, or how easy it is for people to get to the doctor. We call these the “social determinants of health,” which are key conditions that influence or “determine” health and well-being, such as education, healthcare, economic stability, neighborhood and built environment, and social context.

We reached out to you because of your experience and expertise working with and supporting [POPULATION/COMMUNITY] through [AFFILIATED ORGANIZATIONS/INITIATIVES]. Our conversation will include questions about community strengths, current and historical forces affecting people’s health, and ideas for action. Insights from this interview will be combined with information from other conversations, focus groups, and health data to inform our community health assessment report, which we anticipate being ready to share back with you and the broader community later this year. This information will also help us prioritize issues and set strategies for the action phase of this work.

Your decision to participate is completely voluntary. You can end the interview at any time for any reason. Please share as much or as little as you feel comfortable. We will be recording the interview and taking notes, but your name will not be associated with any direct quotes. The information we gather will be kept in a secure location that only WCHD staff can access. We will be providing a \$25 gift card for your participation and will ask you to complete a form to receive the card at the end of the interview.

CONSENT: Ask if there are any questions or concerns about recording the session. After answering questions, ask the participant to verbally confirm whether they would like to participate by saying “yes” or “no.”

If “yes,” start recording (zoom, teams, phone).

DISCUSSION (40-45 min)

We have 40-45 for today's conversation. There are a total of 11 questions, and we hope to get through all the questions so I may need to interrupt during a response or check in to help move us along in the conversation.

1. Can you tell me a little about yourself, organizations/groups you are connected with, and work you do in the community?

[Probe: What communities does your organization/group primarily serve? What are some examples of the types of work you do? What aspects of the work are most meaningful to you?]

COMMUNITY STRENGTHS

As part of this process, we want to learn more about the strengths in our community. This can include skills and qualities that individual community members have, as well as collective efforts led by organizers and groups, resources and programs provided by organizations, and other things that promote health.

2. What are some examples of strengths and resources that exist in your community?

[Probe: What skills and strengths do you have that you are proud of? What skills and strengths do you admire in your family members? Your friends? Your community? What do you like/enjoy about your community? What resources are in your community that have helped you to stay healthy?]

TRANSITION (repeat from earlier, if needed): Remember, when we talk about "*health*", we're talking about everything in our community that helps us stay healthy. For example, how our schools are doing, the way our neighborhood is built, or how easy it is for people to get to the doctor.

3. What are some of the most important health issue(s) that must be addressed to improve health in your community?

[Probe: Are some of these issues more urgent or important than others? If so, why?]

4. How can these strengths and resources be used to help improve people’s health?

[Probe: Can you describe an experience you have had with someone or with an organization that helped to improve your health?]

FORCES OF CHANGE

The next set of questions are about forces of change and how they are impacting people’s health. These can include trends (patterns over time, e.g., decline in affordable housing), events (one-time occurrences, e.g., closure of a clinic), and factors (specific aspects, e.g., presence of a major university).

5. What larger forces of change (i.e. things outside of your control) are happening in the community that are contributing to the health issue(s) discussed earlier?

[Probe: What has happened historically that has shaped your community today? How has COVID-19 changed conditions in your community? Have you noticed specific changes or trends (e.g., resulting from the pandemic)?]

6. How do these forces of change impact your community, particularly those who experience oppression?

[Probe: Are there specific forces that are impacting some people more than others? If yes, who is being most impacted? Why?]

7. What solutions would you have to address barriers to health?

8. Who or what institutions have the power to create, enforce, implement, and change these barriers to health?

[Probe: What actions do you want these institutions/people to take to remove barriers?]

9. Are there ways that you want the Washtenaw County Health Department to work with your community to remove barriers and improve health?

[Probe: How would you want WCHD to use its influence and resources to further support your community's strengths?]

CLOSING QUESTION

10. Are there any other ways we can improve the health of our community that we have not already talked about today?

[Probe: Is there anything else you would like to add that we haven't discussed?]

End recording.

CLOSING

WRAP-UP

Thanks again for taking time to share your thoughts and perspectives. NOTETAKER AND/OR INTERVIEWER - provide a quick summary or share back a couple of highlights of what you heard].

The information from our conversation will be shared with WCHD staff involved in the community health assessment who will be analyzing data from this and other conversations. This data will inform our community health assessment report and be used to prioritize health issues and set strategies for the action phase. We anticipate the final CHA report will be available to everyone who participated, and the entire community later this year. If you have any additional comments or thoughts after our conversation, please feel free to reach out to [INTERVIEWER].

Share or collect information needed to distribute the gift card (email or sign paper form).

WCHD Windshield Tour Notes Template 2023

Purpose and Approach

The purpose of the windshield and walking tours are to explore community strengths and assets, and aspects of the built environment in Washtenaw County communities and neighborhoods that experience greater health inequities. Data collected through the tours will help answer these guiding questions:

- What strengths and resources does the community have that support health and well-being?
- What physical and cultural assets and resources exist in the built environment?
- How do these resources differ across neighborhoods?
- How do community members view and interact with their built environment?

In alignment with the Mobilizing for Action through Planning and Partnerships (MAPP) 2.0 framework, our approach will focus on assets and strengths rather than deficits and center the lived experience and expertise of communities experiencing inequities. Each survey will involve at least 1-2 community members who live in and have first-hand knowledge of the community/geographic area(s) of focus, and 1-2 WCHD staff who will provide logistical support (notetaking, navigating).

Data collected from the will be shared with and analyzed by WCHD staff involved in the Community Health Assessment process. This information will be used, along with other data sources, to prioritize issues and help develop the community health improvement plan.

Date Survey Conducted:

City/Township/Neighborhood(s):

Planned Route/Areas of Interest:

For each category, use the questions to focus your observations during the survey. Write notes about what you observe in the corresponding column. We encourage you to take photos of specific spaces, places, and buildings (remember, we can only take photos of

people if we have their permission and they have completed a WCHD media consent and release form).

CATEGORY / QUESTIONS	NOTES / OBSERVATIONS
<p><i>Neighborhood Boundaries</i> - Are there geographic, economic, or other boundaries between neighborhoods? - Does the neighborhood have an identity? Is it displayed?</p>	
<p><i>Housing</i> - What is the age and condition of the housing, yards, and lots? - Do you see differences in types of housing throughout the neighborhood?</p>	
<p><i>Parks and Public Spaces</i> - Are there parks and places for children and adults to play? - Are they well-maintained? - Who is using those spaces?</p>	
<p><i>Streets and Sidewalks</i> - What is the condition of the streets? - Are there sidewalks and safe walking paths? - Do you see people using them?</p>	
<p><i>Transportation</i> - How do people get around? - Is there public transportation available? - What's traffic like in the neighborhood?</p>	

CATEGORY / QUESTIONS	NOTES / OBSERVATIONS
<p><i>Health and Social Services</i></p> <ul style="list-style-type: none"> - Do you see health or social service agencies? - What types? - Are they concentrated in a particular area? - Are they easy to reach? 	
<p><i>Religious / Faith Organizations</i></p> <ul style="list-style-type: none"> - Do you see religious and faith-based organizations (e.g., churches, mosques, etc.)? - What religions/faiths are represented? 	
<p><i>People / Demographics</i></p> <ul style="list-style-type: none"> - Who lives in the community? - Are there identifiable racial/ethnic groups? - Age groups? - Families? 	
<p><i>Schools / Education</i></p> <ul style="list-style-type: none"> - Are there any public or private schools in the area? - Do you notice any differences between schools in different neighborhoods? 	
<p><i>Other</i></p> <p>Any other observations you want to note that are not covered in the above categories.</p>	