



KENT STATE  
UNIVERSITY

# Greater Akron LGBTQ+ Community Needs Assessment Project Proposal

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# The Value of Community Needs Assessments (CNA)

**“Community Needs Assessments (CNA) synthesize and disseminate valuable information to support and validate decision making and commitments to implementing community health interventions, resources and investments.**

**Capturing insight about the current health status and potential accomplishments/deficiencies in community services and community resources that would inform key stakeholders (with-in and outside of the healthcare sector) committed to delivering culturally competent services contributing to overall improved health status of the target population.”**

**-Ken Slenkovich**

# Vision for Greater Akron LGBTQ+ CNA

- **Coordinated by Andrew Snyder**
- **Conducted in full collaboration with key community partnership working groups**
  - Full list of key community partnerships to be identified and secured
    - Likely to be a large number (50+)
- **Research Driven Framework & Values**
  - Apply community based participatory research (CBPR) principles
  - Holistic view of health and wellness in the community (8 domains)
  - Intentionally inclusive approach
  - Findings are disseminated in a way that all people can understand, access and utilize
  - Recognizing the need for support of all key community partnership working groups to carry out their responsibilities and contribute to the project
- **Sustainability**
  - Creating a plan to keep the initiative alive and ongoing



# Overarching Goals

- **Increase awareness about public health as it relates to the LGBTQ+ community in Greater Akron**
- **Describe the local LGBTQ+ population demographically**
  - Currently unassessed, relying on estimates
- **Describe current status and resources available to the local LGBTQ+ community by domain**
  - Identify the strengths and achievements
  - Identify weaknesses and unmet needs
- **Develop recommendations that inform future investments and decision-making for the local LGBTQ+ community**
- **Strengthen partnerships within the local public health system**

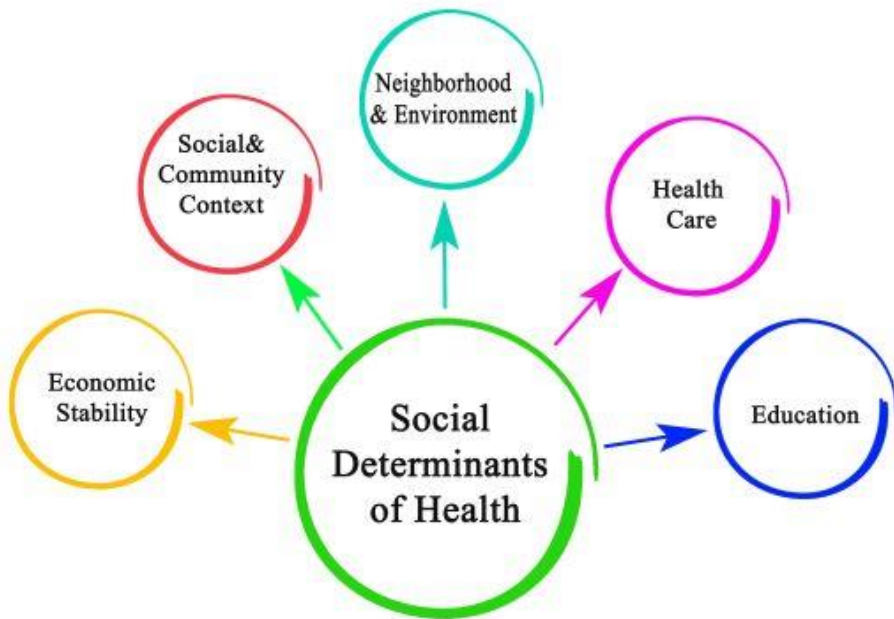
# What Makes Our Community Needs Assessment Special



# Community Based Participatory Research Principles Applied to Community Needs Assessment

CBPR Principle	Community Needs Assessment Application
Community as unit of identity	"Community" of focus is defined in conversation with community members, not by hospital service area or stereotypical demographic categorization
Emphasis on strengths and resources	Deficit-based, top-down approach is replaced with an emphasis on community assets and what is already working
Collaborative involvement	Diverse community members are involved in every phase of the CNA process from design to evaluation
Mutual benefit	Process is designed to benefit all stakeholders, not just help hospital meet their regulatory requirements
Empowering processes	Process focusses on shared power and equity in the process, relinquishing control from the hospital to as many stakeholders as possible
Cyclical, iterative process	Static, linear process is replaced with an on-going cycle of data collection, analysis, planning and evaluation
Positive and ecological perspectives	Overemphasis on deficits and individualized health outcomes is replaced with a contextual focus that assumes potential for progress
Shared knowledge	Findings are disseminated in a way that all people can understand, access and utilize
Long-term commitment	While CNAs are more than a three-year process, hospitals choose a long-term investment beyond the reporting period or the tax year

# Holistic Approach: 8 Domains of Health



Health & Wellness



Religion & Spirituality



Education & Literacy



Housing, Food and Nutrition



Employment & Commerce



Safety & Law Enforcement



Recreation & Leisure



COVID-19 Needs



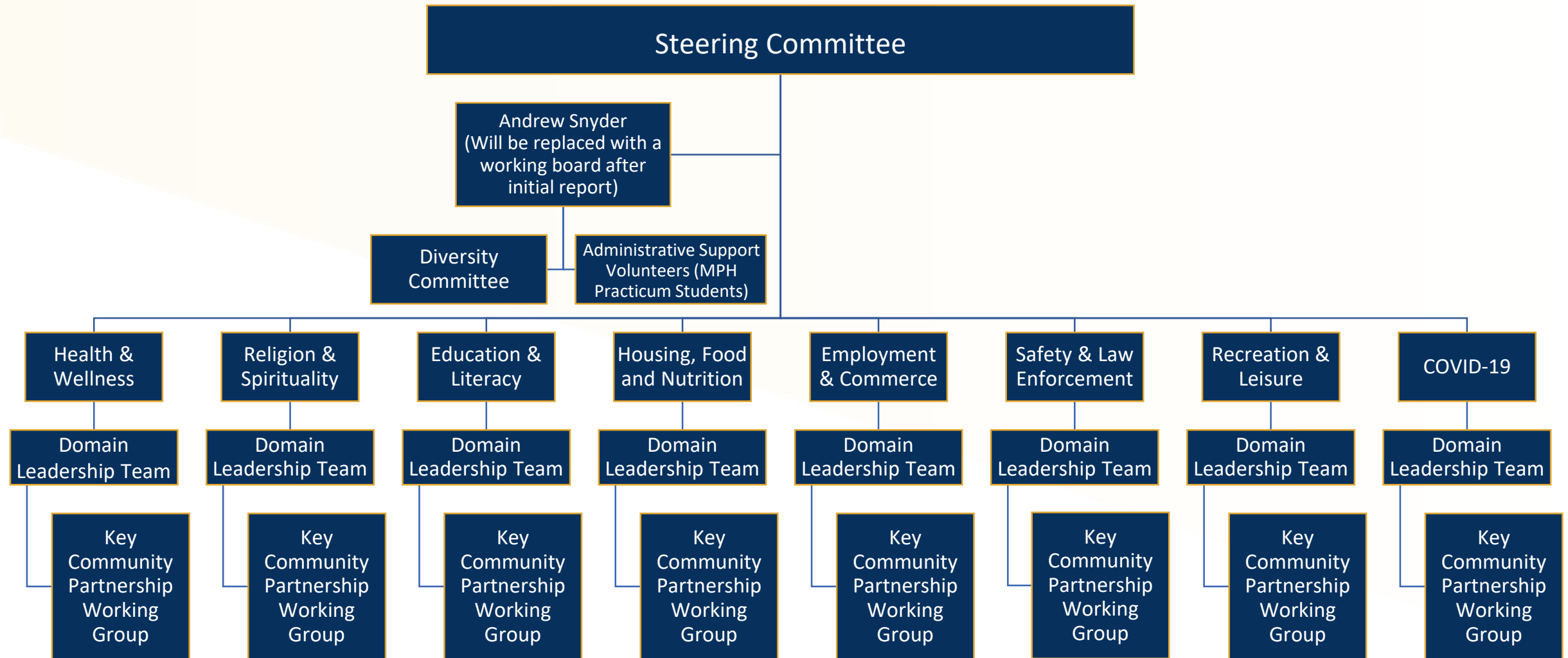
# Intentionally Inclusive

- **LGBTQ+ specific CNA's methodologies which overlook the importance of intentionally capturing inclusive data yield misrepresentation in the actual health status of marginalized populations**
  - Disproportional distribution of resources (specifically for people of color, transgender and low-income communities)
- **Identify and engage community members outside of the 'gayborhood' both geographically and socially**
  - Published literature documents a history of gentrification in gay districts and 'gayborhoods', as well as a painful history of exclusion and discrimination resulting in the diffusion of specific LGBTQ+ sub-groups from built gay communities
- **Avoid geographically binding LGBTQ+ specific CNA's to known gay districts and non-inclusive gay community structures leads to the exclusion of marginalized LGBTQ+ individuals from engaging in the CNA data collection process.**
  - Strive to expanding data collection outside of metronormative gay spaces dominated by white, cisgender men, who populate "gayborhoods", to inclusive queer spaces that encompass diverse members of the LGBTQ+ community who may be underrepresented in traditional CNAs (e.g., transgender and gender expansive communities, people of color, cis-gendered women, low income and rural populations).

# Detailed Methodology



# Organizational Structure



# Key Community Partnerships by Domain (Preliminary)

- **Health & Wellness**

- Cleveland Clinic Akron General
- Summa Health System
- Akron Children's Hospital
- Summit County Public Health
- Equitas Health
- AxBessPointe

- **Religion & Spirituality**

- First Congregational Church of Akron
- Church in Silver Lake

- **Education & Literacy**

- Kent State University LGBTQ Center & College of Public Health
- University of Akron
- Akron Public Schools

- **Housing, Food and Nutrition**

- CANAPI
- Oriana House

- **Employment & Commerce**

- Plexus Chamber of Commerce
- Gay Community Endowment
- Greater Akron Chamber of Commerce
- Gay Owned Businesses

- **Safety & Law Enforcement**

- City of Akron
- City of Akron Police Department
- KSU and UA, Campus Police

- **Recreation & Leisure**

- Akron Pride Festival
- Local Gay Bars and Restaurants



# Methodology (Mixed-Method)

- **Breaking the mold on top-down traditional data collection approach**

- Data collection led by domain leadership teams with guidance from PI and PC
  - 2<sup>o</sup> Data
    - Collection of existing information and datasets by key community partnership working groups
  - 1<sup>o</sup> Data
    - Super Survey - incentivized, digital, intuitive 'super survey' utilizing snowball methods launched at 2021 Akron Pride Festival and identified venues of significance to the community
    - Hosting focus groups – both to inform super survey questions and to capture qualitative data
      - Key community partners
      - Community members
    - Stakeholder interviews
- IRB approval will be secured for all data collected

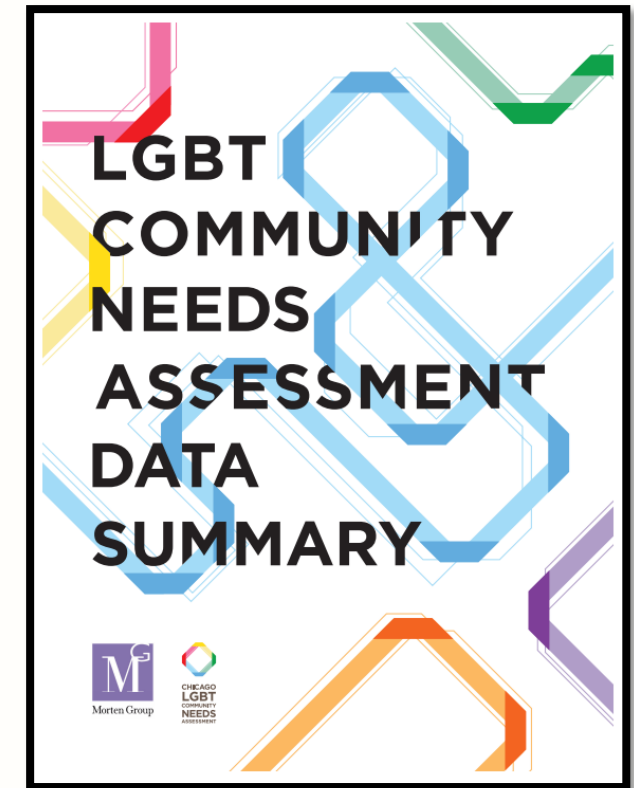
- **Analysis and Evaluation**

- Analysis of data collected from each domain of health will be compiled for dissemination in the final community report
- Project will be evaluated upon completion of first final community report

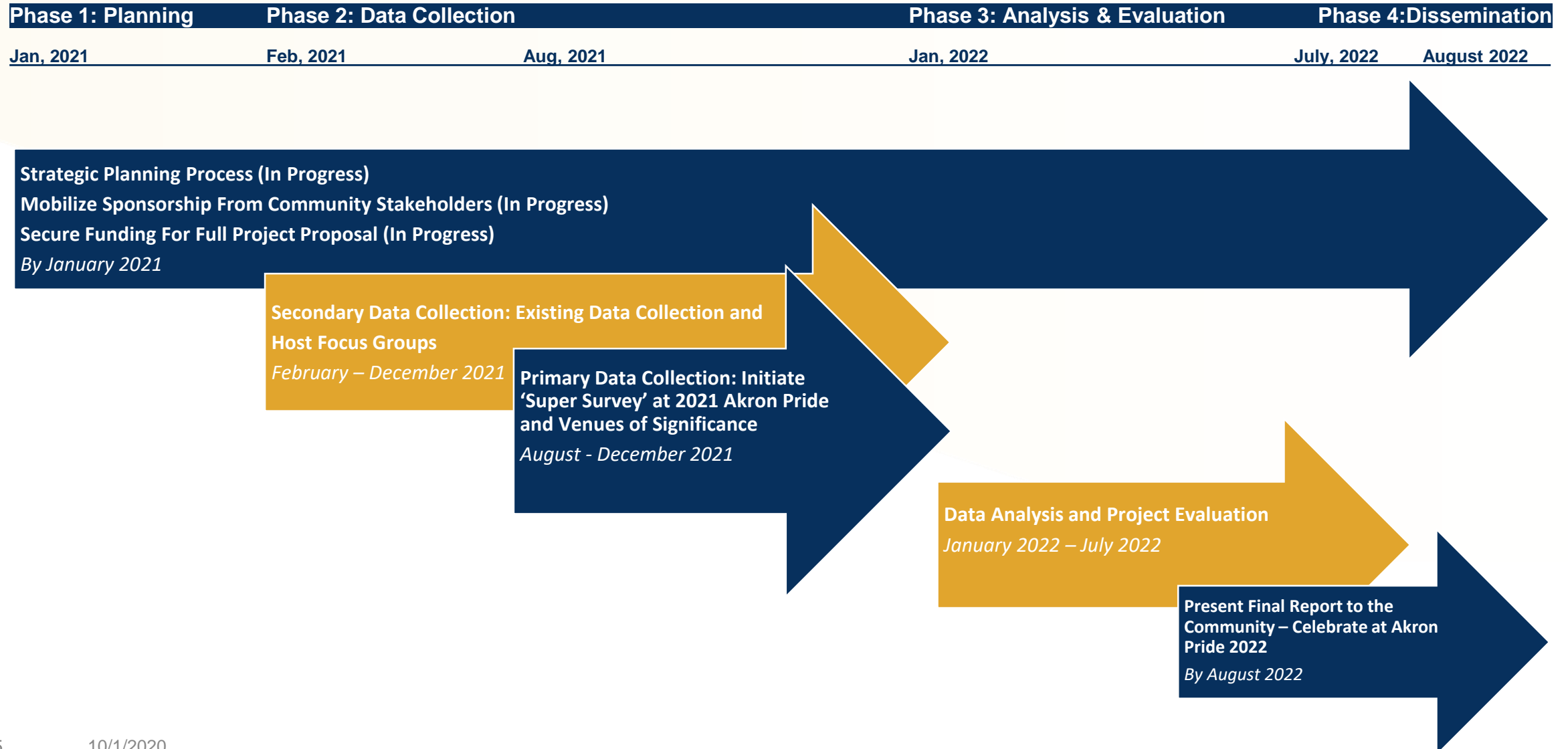
# Dissemination

- **Primary Produce - Final Community Report**

- Create a branded look for the initiative including a logo mark
- Final Needs Assessment Document
  - Organized, digestible, easy to use document
  - Available in print and digital versions
- Social media graphics
  - Up to 10 social media graphics to raise awareness of most important community facts and figures
- Needs Assessment Website
  - Branded site will continue the look and feel of the document
  - Feature key facts and figures
  - Option to e-mail for more information
  - Option to download the full needs assessment
  - Will include custom domain name
  - Includes sponsorship acknowledgements



# Project Timeline



# Sustainability



- **Organizational Sustainability**

- Adopt clearly articulated roles and responsibilities of all working members of the group including formal process for joining and dissolving from the group
- Identify and Install a working Board of Trustees from Domain Leadership Teams to oversee project success past August 2022

- **Community Sustainability (Key Community Partnership Working Groups)**

- Ensure the values of intentional inclusion reflect in future needs assessment activities
- Ensure that community-based participatory research principles are applied to future needs assessment activities
- Ensure continued focus on holistic health
  - 8 domains of health are considered

- **Financial Sustainability**

- Identify appropriate long-term local LGBTQ+ organization to assume financial responsibility
  - Develop the funding to continue the assessment cycle



# From Assessment to Action

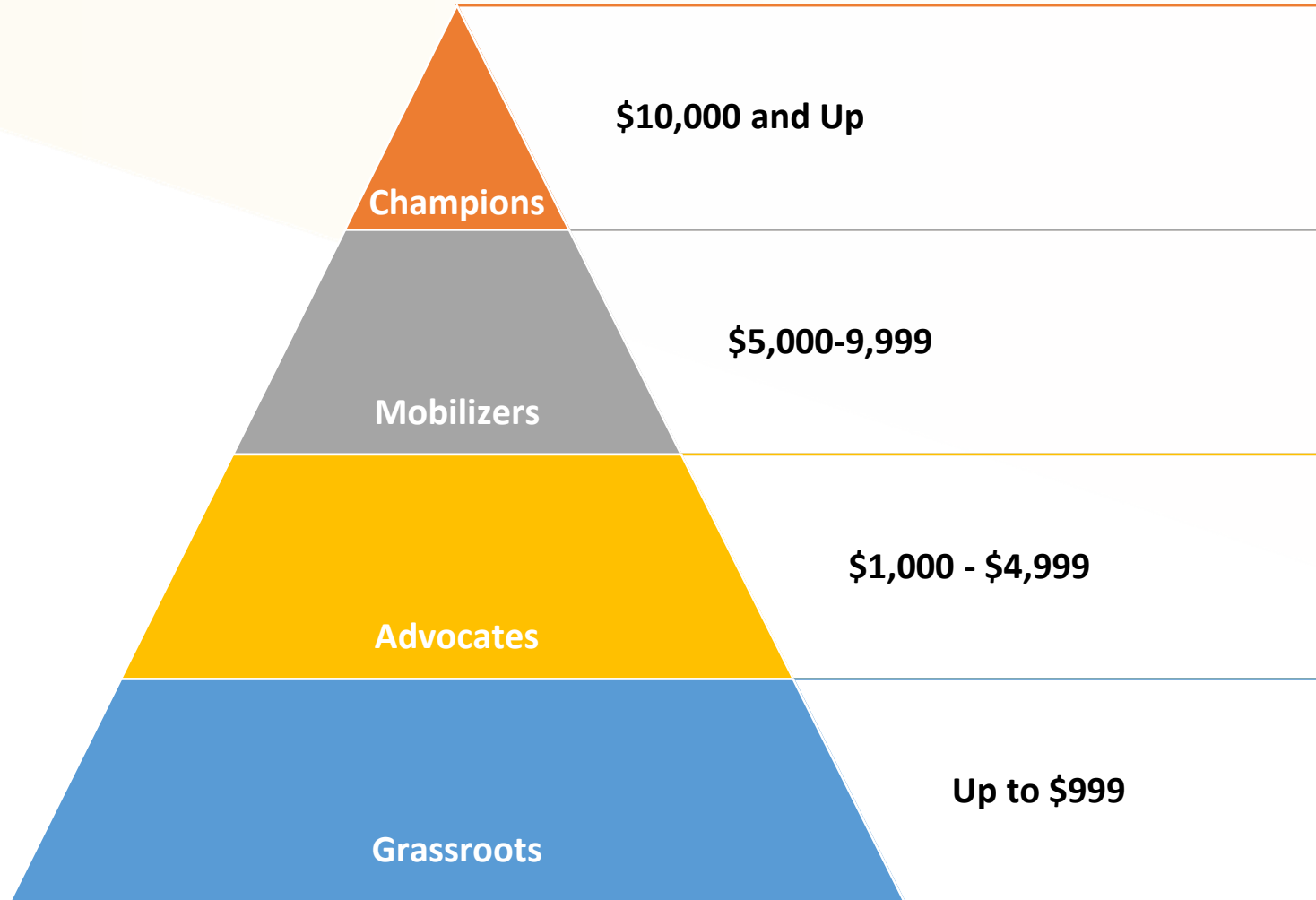
- **Macro Action-Planning**

- Encourage Needs-Based Action Planning
  - Review the information that is now available
    - Carefully take a second look at potential solution strategies
      - Think about how stakeholders and the community can implement the solutions
    - Examine the structure of the community
      - Consider the ability of the community to handle disruptions and changes caused by solution strategies
  - Key stakeholder success mapping
  - Other important activities as needed

- **Micro Action-Planning**

- Present assessment finding in an accessible, easily digestible, report for individual community stakeholders to implement recommendations that address worrisome findings

# Sponsorship: A Giving Level for Everyone



## Never underestimate the heart of a champion

- Includes named 'special' acknowledgement and large photo/logo in final report document (digital and print) and on website
- Custom printed copy of final report
- Acknowledgement in press release

## Those that want to help support the community to mobilize long-term objectives aimed at a sustainable, self-determining community

- Includes named acknowledgement and photo/logo in final draft document and on website
- Custom printed copy of final report

## Community members and small businesses who want to advocate the needs of the local LGBTQ+ community

- Includes named acknowledgement in final draft document and on website

## Grassroots community members who want to support collective action for change at a local level

- Includes named acknowledgement in final draft document

# Funding Update – Jan. 15, 2021

Organization Name	Target Ask Amount	Committed or Received
Cleveland Clinic Akron General	\$10,000	\$10,000
Summa Health	\$10,000	\$10,000
Summit County	\$25,000	\$25,000
Summit County Public Health	\$10,000	\$10,000
Kent State CPH	\$10,000 in kind	\$10,000 in kind
Akron Children's Hospital	\$10,000	\$1,000
Akron Pride	\$5,000	\$5,000
<b>TOTAL SUPPORT</b>		<b>\$71,000</b>

Organization Name	Ask Amount
City of Akron	\$20,000
Goodyear	\$10,000
ACF Gay Endowment Fund	\$20,000
<b>TOTAL PENDING</b>	<b>\$50,000</b>

# Funding Update (Continued)

Total Funding Need	\$148,608
Total Received or pending	\$121,000
Funding Gap	\$27,608

## Future considerations

- Akron Public Schools
- NEOMED
- Equitas
- Greater Akron Chamber
- Knight Foundation
- GAR
- Individual donors
- Akron Community Foundation – Impact Grant

## Companies approached

- Boeing, Johnson & Johnson, General Motors, Wendy's, The Abbott Fund, Starbucks.



# Next Steps

- **Secure Gap Funding - \$28,608+**
  - Piece together funding in collaboration with KSU Advancement Office
- **Identify and Secure Key Community Partners**
  - Obtain letters of support from working group organizations
- **Development of Domain Leadership Teams**
  - Identify and engage with 3-5 leaders for each Domain Leadership Team
  - Establish Weekly Meeting (February-May)
    - Make recruitment plan for each domain's working groups
    - Create input for preliminary definition of target population
    - Provide leadership and assistance for working groups
- **Begin Working Group Meetings**
  - Establish Bi-weekly meeting schedule (February-May)
  - Refine definition of Target Population
  - Develop researchable questions
  - Systematically collect existing information/data
  - Identify and plan focus groups
    - Host community focus group to define target population
  - Plan/Implement Community Activities
- **Develop Sustainability Guidelines**

# References

Kirk CM, Johnson-Hakim S, Anglin A, Connelly C. Putting the Community back into Community Health Needs Assessments: Maximizing Partnerships Via Community-Based Participatory Research. *Prog Community Health Partnership*. 2017;11(2):167-173. doi: 10.1353/cpr.2017.0021. PMID: 28736409.



**Thank You!      Questions?**

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