

Handout #9: Needs Assessment Case Study

Scenario #1

You are a State cancer control planner in Texas and you would like to learn about the incidence and mortality of cancer in your State. Where can you look?

Possible Activities

Check out:

- <http://statecancerprofiles.cancer.gov/>
 - **Rate/Trend Comparisons:** Compares State counties' cancer death rates with the overall State or the United States; click on the data table icon for more detailed data.
 - **Death Rates:** Find the number of people who die from cancer in a particular State, by type of cancer, race, and sex
 - **Incidence Rates:** For all cancers, by State, race, and sex
 - **5-Year Rate Changes:** For all cancers according to area, data type (SEER for incidence; other for mortality), race, sex, and age
 - **Historical Trends:** Multi-line graph, each line based on area, cancer, data type, race, sex, and age
 - **Latest Rates, Percent, and Counts**
 - **Screening and Risk Factors:** Select a screening method qualified by age and medical history and select sex where applicable
 - **Peer Counties:** Identifies counties that are comparable based on State, peer basis (race or age), comparison counties, and number of peers.
- <http://www.census.gov>
 - State and county QuickFacts (right column of the home page) provides demographic data for States and counties.
- <http://www.cdc.gov/nchs>
 - Provides information on health indicators such as mortality/morbidity and birth/death rates
 - Information is categorized according to disease type or by State.

Results

- **State Cancer Profiles**—<http://statecancerprofiles.cancer.gov/>

Death Rate

The death rate from cervical cancer through 2001 for Texas is higher than the U.S. rate. Cameron County has one of the highest annual death rates from cervical cancer.

Screening

Texas and Cameron County have not met the Healthy People 2010 objectives for women aged 18+ who have ever received a Pap test.

Texas is also one of the lowest-ranked States for women aged 18+ receiving a Pap test in the past 3 years.

Historical Trends

From 1977 to 2001, the Hispanic population in Texas has seen a slight decrease in mortality from cervical cancer. The incidence rate has remained the same.

- **Census Data**—<http://www.census.gov/>

Cameron County, 2000

Total population: 335,227

Hispanic or Latino population (of any race): 282,736 (84.98 percent)

Ranked 11th in the United States for counties with the greatest Hispanic population

- **National Center for Health Statistics Data**—<http://www.cdc.gov/nchs>

Texas Profile, 2000–2002

Texas has one of the highest rates of diabetes-related death among women in the United States. The State ranks among those with the highest rates of obesity among women. This is a health risk factor associated with diabetes.

Texas has one of the best records on smoking among women. Low percentages of women smoke. High proportions of mothers do not smoke during pregnancy. The State has one of the worst records across measures of preventive care.

It is one of a few States that have not yet met the Healthy People 2010 target for mammography. It ranks near the bottom in the percentage of women who have received a recent Pap smear.

Texas has the lowest levels of health insurance among non-senior women in the United States. This rate is particularly low among Hispanic women in the State.

Preventive Care (Pap test in the last 3 years)

Non-Hispanic white: 82.5 percent

Hispanic: 77.9 percent

State rank: 46

Health Insurance Coverage (ages 18–64)

Non-Hispanic white: 83.3 percent

Hispanic: 51.5 percent

State rank: 52 (*Note: State rank includes the 50 States, District of Columbia, and Puerto Rico.*)

Scenario #2

You have decided to target your cancer control program to Cameron County.

- What sources of information can you use to learn about the community's health beliefs, practices, and concerns?
- How can you find out how and where the community spends most of their time?
- What sort of terms may be useful for conducting an online search?

Possible Activities

- Searched Google using the following terms:
 - Cameron County, Texas
 - Religious center Cameron County Texas
 - Religious center Brownsville, Texas.

Results

- **Handbook of Texas Online**—<http://www.tsha.utexas.edu/handbook>

Cameron County is 905 square miles. It is bordered on the north by Willacy County, on the west by Hidalgo County, on the east by the Gulf of Mexico, and on the south by Mexico.

Cameron County ranks high among U.S. counties in the size of its Hispanic population. The actual percentage is probably higher than the Census figure, since the Census often misses migrant farm workers, undocumented workers, and refugees. Many poor Hispanics, particularly new arrivals from Mexico and Central America, live in the country's numerous colonias, or shantytowns. A sizable number of them have no electricity or running water.

- **Community Resources and Services**

Texas Cooperative Extension is a statewide educational agency. It is a member of the Texas A&M University system. The Extension provides quality, relevant outreach and continuing education programs and services to residents of Cameron County (<http://cameron-tx.tamu.edu>).

- **Higher Education Facilities**—<http://www.collegefortexans.com>

Location	Type	City
Texas State Technical College	Public technical college	Harlingen
The University of Texas at Brownsville	Public university	Brownsville
Texas Southmost College	Public community college	Brownsville
University of Texas Health Science Center— Houston School of Public Health	Public health-related institution	Brownsville
University of Texas Health Science Center— San Antonio Lower Rio Grande Valley Regional Academic Health Center	Public health-related Institution	Harlingen and Brownsville

- **Religious Centers (Search Google for religious centers, Brownsville)**

Name	Location
St. Joseph Church Catechetical Center	Brownsville, TX
Shamma Christian Center	Brownsville, TX
New Life Center United Pentecostal Church	Brownsville, TX
Iglesia Menonita Del Cordero Day Care Center	Brownsville, TX
Central Christian Church	Brownsville, TX
Valley Worship Center	Brownsville, TX
International Seamen's Center	Brownsville, TX
Spirit of Joy Christian Child Care Center	San Benito, TX
Church of Jesus Christ of Latter-Day Saints: Family History Center	Harlingen, TX
First Christian Church	Harlingen, TX
First Christian Life Center	Harlingen, TX
First Baptist Church of Harlingen: Family Life Center	Harlingen, TX
Way of the Cross Ministries: Missionary Training Center	Harlingen, TX
Central Familiar Cristiana Alpha Y Omega	Harlingen, TX
First Church of the Nazarene: Child Care Center	Harlingen, TX
Queen of Peace CCD Center	Harlingen, TX
Rio Hondo Medicine	Rio Hondo, TX
Templo Cristiano	Brownsville, TX
Universal Church Kingdom of God	Brownsville, TX
Immaculate Conception Cathedral	Brownsville, TX
Holy Bible Church	Brownsville, TX
Templo Alianza Cristiana y Misionera	Brownsville, TX
Jehovah's Witnesses—English Unit	Brownsville, TX
First Presbyterian Church	Brownsville, TX

- **Other Civic Associations—**<http://www.harlingenjuniorleague.org/volunteerhgn.htm>

- Boy Scouts of America, RGV Council
- Boys & Girls Club of Harlingen
- Chamber of Commerce Events & Cmts
- Dress for Success
- Easter Seals RGV
- Family Crisis Center
- Feast of Sharing
- Food Bank of the Rio Grande Valley
- H.O.S.T.S. in HCISD schools
- Harlingen Proud
- Harlingen Public Library
- HCISD Parental Involvement
- La Leche League
- Literacy Center of Harlingen
- Loaves & Fishes
- Pregnancy Testing Center
- Rio Grande Valley Museum
- RioFest
- Ronald McDonald House
- Salvation Army
- The Literacy Center
- Tip of Texas Girl Scout Council
- VBMC Children’s Center
- VBMC Volunteer Programs
- World Birding Center
- Youth Leadership Harlingen.

- **Media**

- **Print:**

- *The Brownsville Herald*, published daily in Spanish and English
- *The Rio Grande Valley Business*, published bimonthly
- *The Bargain Book*, all-advertising, free shopper publication delivered weekly.

- **Radio:** KBM-FM Radio

- **TV:**

- KGBT-TV4 (CBS)
- KRGV-TV (ABC)
- KVEO-TV23 (NBC)
- KMBH-TV60 (PBS).

- **Nonprofit Groups and Potential Partners**

- Brownsville Community Foundation Inc.
275 Jose Marti Ste B
Brownsville, TX 78526
- Brownsville Community Health Clinic Corporation
2137 E 22nd ST
Brownsville, TX 78521
- Brownsville Foundation for Health and Education
835 E Levee
Brownsville, TX 78520

- Healthy Communities of Brownsville, Inc.
80 Fort Brown St # SPH
Brownsville, TX 78520
- Valley Primary Care Network Inc.
P.O. Box 4587
Brownsville, TX 78523
- Community Oriented Primary Care Association
302 Kings Hwy Ste 101
Brownsville, TX 78521

Scenario #3

You have decided to interview the leaders in your community.

- How do you define community leader?
- What kinds of questions will you want to ask community leaders in Cameron County?

Possible Activities

- Look for community leaders based on needs assessment findings.
- Develop an open-ended question guide for interviews/focus groups.
 - If you are not able to interview a community leader or a selected group, you may be able to find information from journals in your institution or in a local library.
 - *The Journal of Health Communication*
 - *Health Education Research*
 - *Qualitative Health Research*
 - *Health Education & Behavior*
 - *The American Journal of Public Health.*
 - Useful information may also be found in reports from nonprofit media research or health agencies, like the Kaiser Family Foundation.
- See Handout #8 for examples of questions you can ask a community leader.