

Needs Assessment Step 7 - Decision Making Tools to help you Move from Data to Action

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National **MCH** Workforce
Development Center
Advancing Health Transformation

National MCH Workforce Development Center

The Center delivers training and consultation to teams of Title V professionals and their partners in:

- Change management and adaptive leadership
- Systems integration
- Evidence-based decision making and implementation

Family and community engagement and health equity are embedded in all Center services, reflecting the Center's commitment to inclusion.

Launched in 2013, the National MCH Workforce Development Center advances the skills and capacity of maternal and child health professionals across the nation.

2 opportunities currently open!





Needs Assessment Process – Step 7

1. Engage Stakeholders
2. Assess needs and identify outcomes
3. Examine strengths and capacity
4. Select priorities
5. Set performance objectives
6. Develop action plan
7. **Seek and allocate resources**



Step 7 – Seek and allocate resources

- Focus is on identification and assessment of resources to support **potential and planned activities** to address state priorities
- Inputs include:
 - Needs Assessment data
 - Health Outcome data
 - Input from Title V and other state and local agency staff
 - Input from Community Partners, Family Leaders, and other PWLE
 - Financial data
 - Knowledge of the political and environmental context and priorities
 - Title V staff and partner capacity
- Anticipated outcome is the development of a **Five-Year Action Plan** that directs available resources towards the activities identified as the most important for addressing the state or jurisdiction's priorities.



Why is this step important?

- Maximize the impact of limited resources
- Address the most pressing public health concerns
- Promote equity and reduce disparities
- Enhance accountability and transparency
- Facilitate long-term planning and evaluation



What challenges might you expect at step 7?

- Limited Resources and Capacity
- Data and Information Challenges
- Organizational and Political Factors
 - Competing priorities
 - Balancing political pressure and partner/community interests
 - Legacy programs
 - Leadership and commitment to effective resource allocation



Decision-Making Tools to Support the Process



Impact Matrix

**A tool for strategic
decision-making**



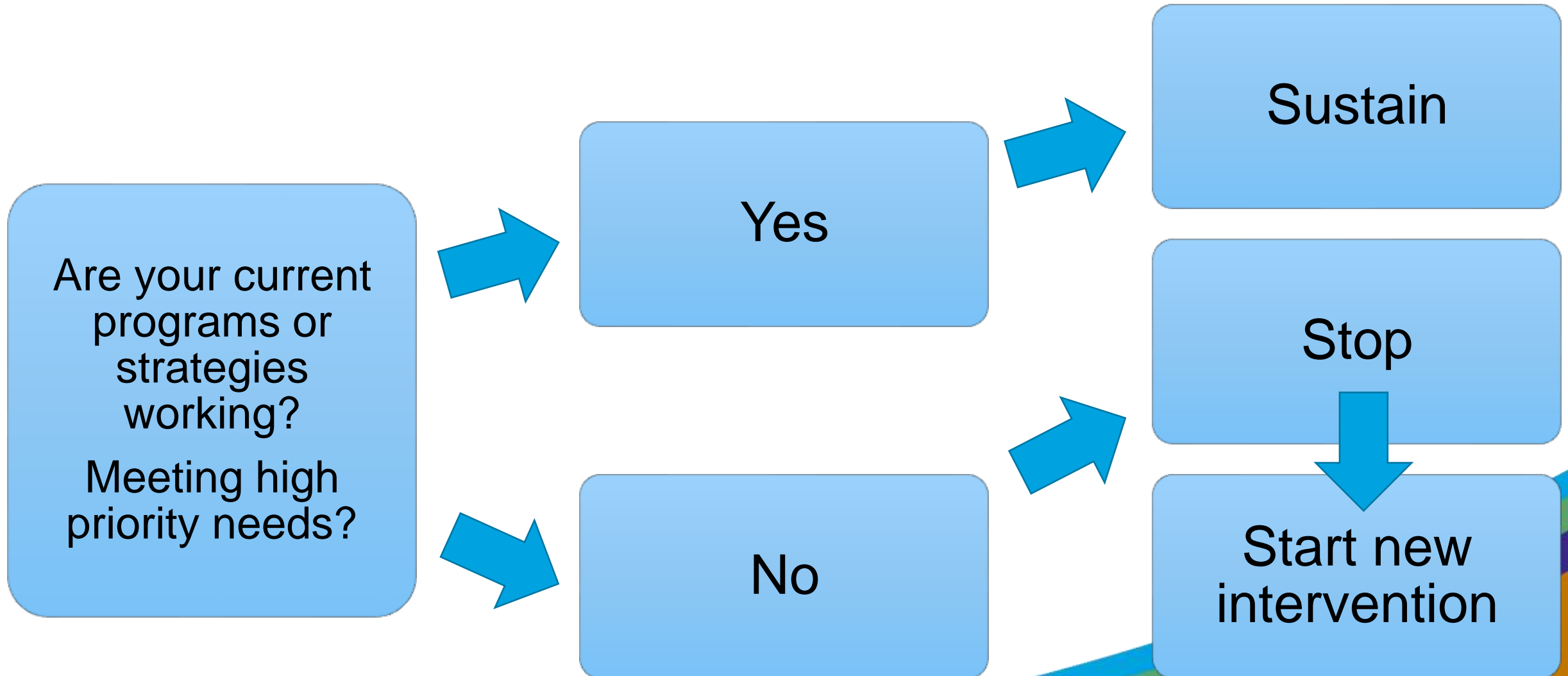
Why use an impact matrix?

- Make **space for a conversation** about the strategies/activities/programs currently in place.
- Consider resources – **both financial and human** – required to support the strategies/activities/programs.
- Consider the **impact** of current resource allocation.
- **Make decisions** and allocate resources via a structured framework for analyzing and comparing options.



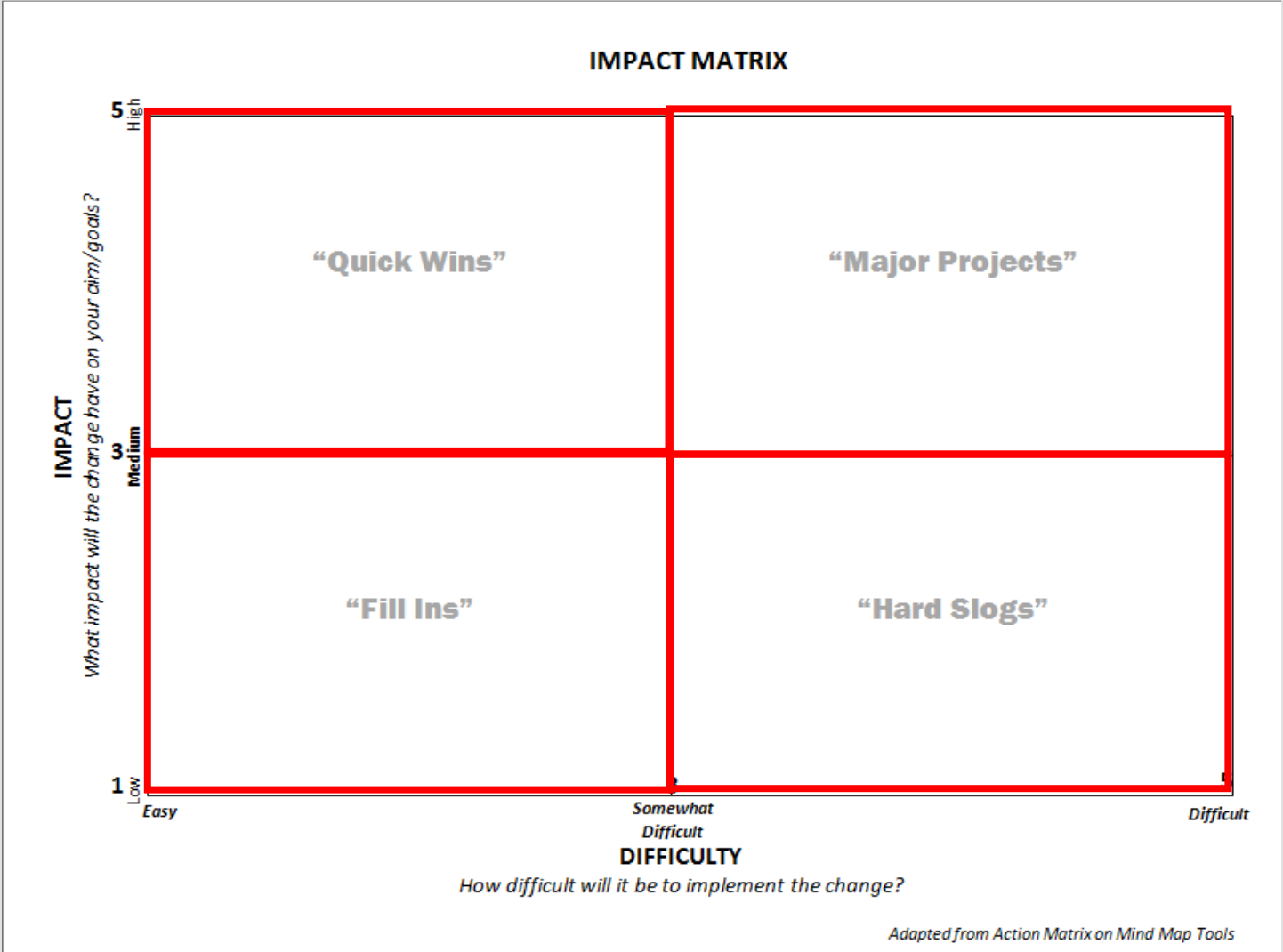


High-level decision aid



Impact Matrix

High Impact ↑
↓
Low Impact



Easy to implement → Difficult to implement

Impact Matrix Process

- Clarify the goal
- Brainstorm individually about ideas, strategies, projects, or activities to achieve the goal
 - Write each idea on a sticky note
 - Discuss each idea and rate it based on:
 - **Impact:** What impact will the change have on the aim/focus?
 - **Difficulty:** How difficult will it be to implement the change?
 - “Graph” the change ideas on the impact matrix
 - Focus on the changes in the top left quadrant
- Discuss!



Example: Impact Matrix

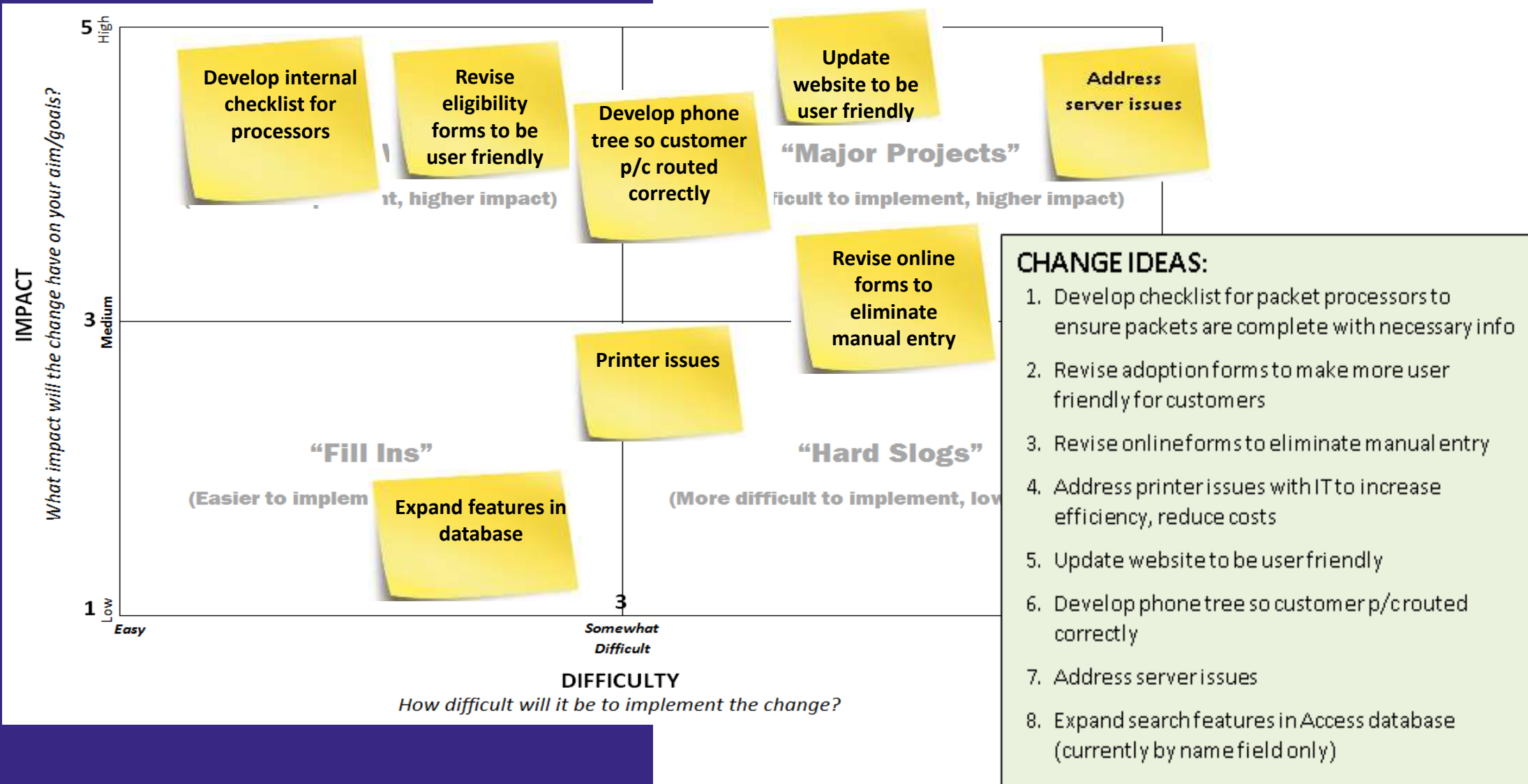
By September 1, 2025, we aim to increase the overall timeliness and efficiency of processing program eligibility packets.

CHANGE IDEAS:

1. Develop checklist for packet processors to ensure packets are complete with necessary info
2. Revise adoption forms to make more user friendly for customers
3. Revise online forms to eliminate manual entry
4. Address printer issues with IT to increase efficiency, reduce costs
5. Update website to be user friendly
6. Develop phone tree so customer p/crouted correctly
7. Address server issues
8. Expand search features in Access database (currently by name field only)



Example: Impact Matrix



Prioritization Matrix

A tool for strategic
decision-making



Why use a prioritization matrix?

- Creating a matrix allows a team to:
 - **See all change ideas** listed in one place
 - Get input from the entire team
 - Decide upon **common criteria**
 - What will have the greatest impact our population?
 - What will best suit the communities we serve?
 - Are some ideas out of the scope for our organization?
 - Create a **visual for** explaining these decisions
 - Useful for presentations
 - Easy/Simple documentation



How to use a Prioritization Matrix

- As a team, decide on rating criteria and scale that make sense for your organization
- List all of your change ideas, areas of focus, or strategies
- Have each team member review and rate each idea
- Total the scores and sort them from highest to lowest
- Discuss results!



Prioritization Matrix Example

	Internal capacity	Current environmental climate	Impact on health disparities	Total
Strategies proposed based on Needs Assessment data	Value assigned to each criteria as agreed upon by the group			
Strategy 1				
Strategy 2				
Strategy 3				

← **Begin with the ideas that accumulate the most points**

4 thoughts for your
consideration...





Trees vs. Forest

1. You are responsible for seeing the forest.

There are many, many needs assessment inputs (trees!)

- Needs Assessment data
- Health Outcome data
- Input from Title V and other state and local agency staff
- Input from Community Partners, Family Leaders, and other PWLE
- Financial data
- Knowledge of the political and environmental context and priorities
- Title V staff and partner capacity



1. You are responsible for seeing the forest.

There is one main output ... State Action Plan

- Only a few people see all the inputs (forest!) together.
- Leverage forest view, the Block Grant Guidance and your public health expertise to build the State Action Plan.
- Lean in to your leadership.



2. You need time to see the forest.



3. The needs assessment is not a decision.

- Or a state action plan.
- Define what it means to be “selected as a priority need” in your state.
 - Additional staffing?
 - Additional funding?
 - Local health department or contractor allocations?
 - Areas of focus for partnership?
 - More reporting requirements?
- Title V priority needs versus state MCH priority needs



4. You are the expert of your context.



Thank
you!!!
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