

**PA Youth Survey  
Webinar Series**

Webinar #6  
October 31, 2014

**"IT PAYS TO ASK...IT PAYS TO KNOW"**

# **PAYS for Grant Writing Part 1: Needs Assessment**

Presented by:

- Mary Ann Demi, Prevention Coordinator, EPISCenter
- Roger Spaw, Prevention Coordinator, EPISCenter



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# Presenters



**Mary Ann Demi**  
Prevention Coordinator  
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# Upcoming PAYS Webinar Schedule

- November 7th      PAYS for Grant Writing #2: Program Selection
- December 5th      PAYS Q&A

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# Topics Covered Today

- **11-11:30 am**

- **Needs Assessment:** Learn process steps for community needs assessment
- **Needs Assessment in an RFP:** How to apply your needs assessment information to grant application or request for funds proposal
- **Grant Writing :** Basic Tips and best practices

- **11:30-12:00 pm**

- Questions and Answers
  - Submit questions via the 'Q & A' pod in Adobe Connect

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# Define Needs Assessment

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# Definition of Needs Assessment

- A “**need**” is a discrepancy or gap between “what is” and “what should be.”
- A “**needs assessment**” is a systematic set of procedures that are used to determine needs, examine their nature and causes, and set priorities for future action.

# Why Develop Needs Assessment?

- In the real world, there is never enough money or resources to meet all needs. Needs assessments are conducted to help program planners identify and select the right job before doing the job right. \*
- Needs Assessment important step before development of Strategic Prevention Plan
- We will follow the **Communities That Care** model

\*<https://www2.ed.gov/admins/lead/account/compneedsassessment.pdf>

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# Communities That Care Needs Assessment Process

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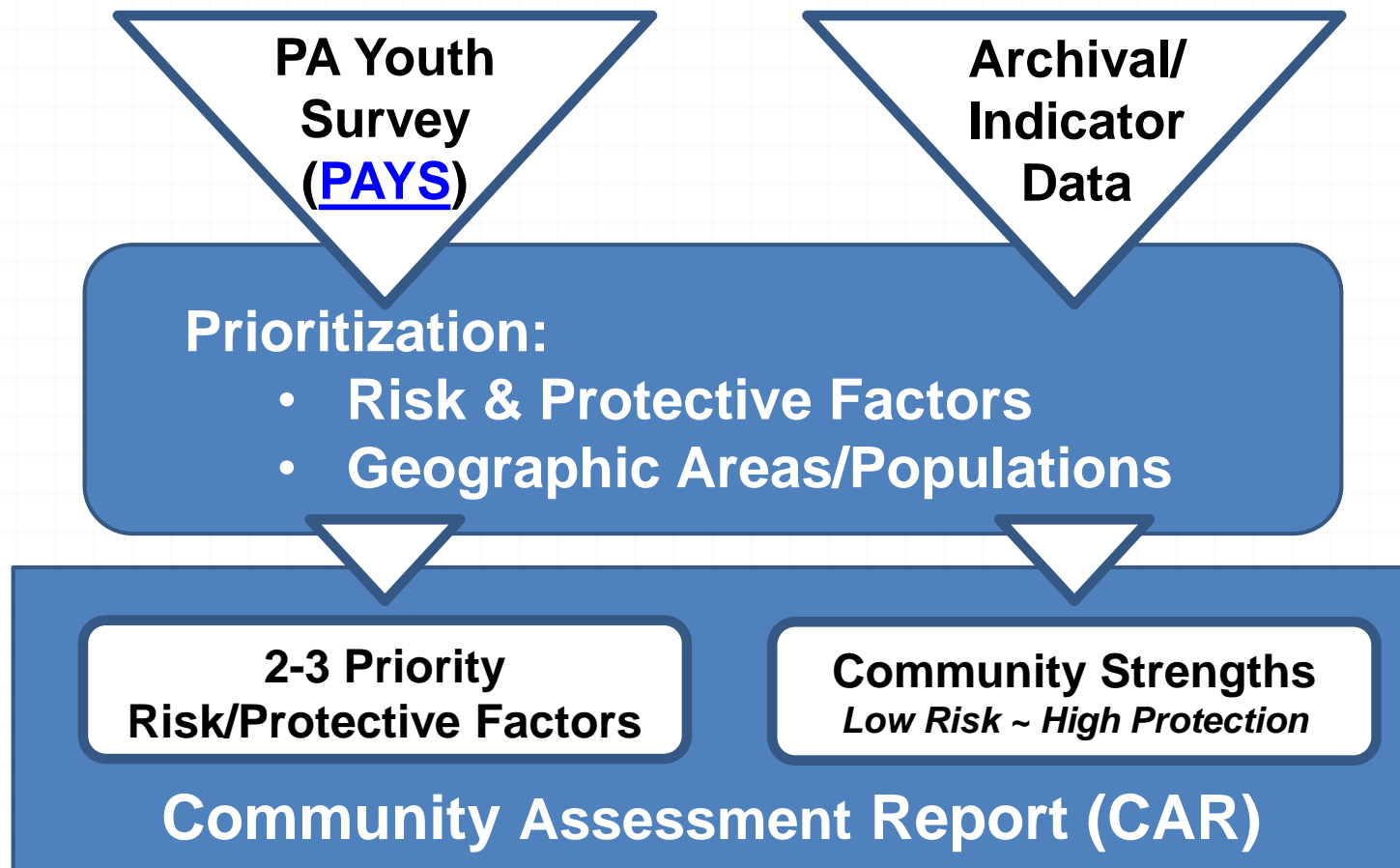
# Needs Assessment Steps

- PA Youth Survey (PAYS) - [www.PAYS.pa.gov](http://www.PAYS.pa.gov)
- Archival Data Sources
- Prioritize Data for Prevention Planning
- Create Community Assessment

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# Process Overview



\* Source: [CTC Needs Assessment Training Module](#)

# Archival Data

- Any data that has already been collected
- Formats
  - Raw numbers or written reports
  - Stored in paper files, computer databases or online
  - Ensure the data is valid and reliable!
- Collect
  - Local data
  - State comparison data
  - National comparison data

*\* Source: CTC Need Assessment Training Module*



# Archival Data Sources

- Identify what archival data should be collected
  - What if you don't have PAYS?
    - Other sources of needs assessment Community Coalitions, United Way, Community Health Care Organizations, County Human Services
  - Quantifiable vs Qualitative
- Where to get the archival data
  - Providers, Monitoring the Future, Census, RWJ, Kids Count, Dept. of ED, DDAP, Juvenile Justice, Youth Risk Behavior Surveillance System (YRBSS)
  - <http://www.episcenter.psu.edu/dataresources>

# Prioritize Data for Prevention Planning

- Paint a picture and then target **Risk and Protective Factors**
- Specific geographic and target populations
- Ability to influence



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# Other Uses for Needs Assessment?

- Create a community-specific profile
- Develop a focus for prevention planning
- Address community misconceptions
- Conduct PR & outreach to mobilize the community
- Establish baseline & expected outcomes for a prevention plan
- Drive the selection of effective prevention programming
- Evaluate progress
- Support fund development

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# How to Use Needs Assessment Data in a Grant Application

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# Initial Steps

- Start Early
- Download RFP and thoroughly read
- Highlight relevant sections
- Understand expectations and time-frames

## Violence Prevention Program (VPP)

Only those applicants that can provide documentation confirming that a Risk and Resource Assessment has been completed in the last 36-months are eligible to apply for this funding.

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# Data Driven Decisions

A good needs and resource assessment will match onto a fundable evidence based program and makes establishing the need in the RFP much easier.

Trying to establish a need to fit the funding source is never a good idea.

Choose funders wisely.



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# Example: PCCD Violence Prevention Program (VPP) Grant Application

- There are many areas in the grant that require reference to your needs assessment and each of these must be addressed
- Make a list of what you are being asked to provide
- Have available resources about the researched outcomes of the program you have in mind ([PA Evidence-Based Programs](#))
- Tell a data story that responds to each section and links data to program

# Statement of Problem

## Identify the problem that exists and how it was identified

- Begin with a summary statement
- Tell the story or make the case of why you need to address this need and link it to the program you are asking funding for
  - Cite research literature linking risk/protective factors to problem behaviors
  - Briefly discuss associated archival data
  - Discuss lack of services to address these issues

# Statement of Problem

## Identify the Risk and Protective Factors that will be addressed

- Be more specific in this section
  - Define and discuss the prioritized risk/protective factors that are addressed by the program
  - Map archival data specific to outcomes addressed by the program
  - Name the program and give a brief description

# Statement of Problem

## Identify the Source and Date of the Needs Assessment

- Provide the **detailed** who, what, where and when of the needs assessment
- If your community does not have pays – what was the process used to identify risk and protective factors

# Statement of Problem

## Provide data to justify the existence of the problem

- Give a demographic picture of the community
- Provide **precise and specific** detail about the data used in the needs assessment
- Provide **detail** about the gaps in resources needed to address the problem

# Statement of Problem

## Risk and resource assessment requirements

- Use this section to summarize
  - When conducted
  - What data sources
  - By whom (demonstrate diverse community representation)
  - Why the program is selected (brief summary)



# Project Design and Implementation

## Describe how the selected program will meet the need of identified population

- Describe the program model
- Provide **detailed** information about the expected outcomes of the program
- Describe how the program addresses the need of the population
  - Program literature
  - Logic Models

# Project Design and Implementation

## Describe how the selected program addresses Risk and Protective Factors

- Maps program to your prioritized risks
  - What are the expected outcomes of the selected program
  - Describe how these map to your identified risks and supporting data

# Project Design and Implementation

## Discuss the goals and objectives in the funding announcement

- IMPORTANT
- Every grant is looking to solve a specific problem
- Link the selected program goals and objectives to the RFP goals and objectives
- Use literature on the program (and cite) to support your narrative

# Impacts, Outcomes, and Performance Measures

Describe the projected impact on reported baseline data

- Using your needs assessment
  - Reasonable and achievable (enough time)
  - Be discerning
  - Short term outcomes (pre-post)
  - Long term outcomes
    - Reduction in risk factors
    - Increase in protective factors
    - Decrease in related problem behaviors

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# Grant Writing Best Practices

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# Best Practices

- **Read the grant request** for proposal and make a checklist of what you need
- Be clear, precise and succinct (more is not necessarily better)
- Answer the questions
- Don't assume that the reader knows about your organization, or about the program you are making a case for
- Don't duplicate be strategic

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# Let's Answer Your Questions

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# Thank you!

- Next webinar:
  - November 7<sup>th</sup>, PAYS for Grant Writing #2: Program Selection
- Don't forget to complete the evaluation of this webinar (available in "web links" pod)

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