

Data Collection Training Community Strengthening Efforts (Aggregate Data)

Statewide Data Collection
and Evaluation of First 5
California Funded
Programs



Goals of Training

- To define “community strengthening efforts aggregate data” and provide examples of data collection.
- To learn what kinds of questions can be answered from the data.
- To learn how to use the Community Strengthening Efforts data collection tool.

Community Strengthening Efforts

Definition

Activities and information aimed at large groups of children, parents, and families for which the exact number and audiences type are not known.

The **Community Strengthening** data collection tool collects information about:

- **When** services were delivered.
- **How** and **what** activities were provided (activity and topic).
- **Who** and **how many** were the intended audience members.

The Community Strengthening tool records estimated audience size and characteristics.

What questions can community strengthening efforts data answer?

- How many people were informed about tobacco cessation through media campaigns?
- How many community events provided information to parents about school readiness?
- How did most people receive information about services for children with disabilities and other special needs?
- What type of community strengthening method reached the most people?
- How many community events, celebrations, or fairs were focused on reaching audiences whose primary languages were other than English?

Community Strengthening Efforts

Example

To increase immunization rates, Ms. Kim holds a yearly health fair to reach families of children attending the district's preschools. At the event, 900 immunizations were given. All of the children are Spanish-speaking Latinos.

Community Strengthening Efforts

Data collection tool example

Choose the appropriate **activity** and enter the affiliated code into the box.

Enter ONE Activity Code:	Topic Codes	
<input type="text" value="2"/> <input type="text" value="0"/> <input type="text" value="2"/>	Mark (X) ALL that apply:	
201 Organizing community associations/networks	<input type="checkbox"/> Tobacco cessation	<input type="checkbox"/> Breastfeeding
202 Community events, celebrations, or fairs	<input type="checkbox"/> School readiness	<input type="checkbox"/> Nutrition
203 Information dissemination (e.g., brochures, newsletters, resource directories)	<input type="checkbox"/> Identification of and services for children with disabilities and other special needs	<input checked="" type="checkbox"/> Preventive health care for children (including oral health)
204 Media Campaigns (e.g. radio, television, web, newspapers, magazines)	<input type="checkbox"/> Community resource awareness	<input type="checkbox"/> Positive parenting practices
205 Public speaking	<input type="checkbox"/> Safety education violence prevention	<input type="checkbox"/> Peer support networks
206 Other community strengthening effort	<input type="checkbox"/> Prenatal care	<input type="checkbox"/> Other community strengthening topic
		<input type="checkbox"/> Not applicable

Mark **all** topics delivered under the specified activity.

Community Strengthening Efforts

Target Audience Definition

The type of audience to which the community strengthening event or service is directed.

There are four types of audiences.

- Parents/guardians
- Children (ages 0-5) served directly
- Other family members
- Community at large

Community Strengthening Efforts

Target Audience Definitions

PARENTS/ GUARDIANS

Parents or guardians who have legal guardianship of children ages 0 to 5.

CHILDREN (0-5)

Children ages 0 to 5 who have not yet had their sixth birthday.

OTHER FAMILY MEMBERS

Siblings age 6 or older, caregivers who do not have legal guardianship, nonparental relatives, or others (such as neighbors or babysitters) who participate with children in First 5 activities.

COMMUNITY AT LARGE

All or any members of a community (i.e., not a specific group or subgroup of community members).

Community Strengthening Efforts

Data collection tool example

Enter the estimated audience **size**
(total number of people served).

Estimated size of target audience:

, , 9 0 0

Type of audience(s) that activity is directed at:

Mark one:

Community-at-large

OR mark (X) ALL that apply:

- Parents/guardians
- Children (0 to 5) served directly
- Other family members

If “**Community-at-large**”
is the audience,
no other audience type
should be selected.

Mark the box(es) for **type of audience**
to which the activity was directed.

Community Strengthening Efforts

Data collection tool example

Mark the box(es) to describe the characteristics of the audience by **ethnicity** and **primary language**.

Characteristics of audience that activity is specifically directed at:

Ethnicity Mark one: <input type="checkbox"/> No specific ethnicity <input type="checkbox"/> Unknown	OR mark (X) ALL that apply: <input type="checkbox"/> Alaska Native or American Indian <input type="checkbox"/> Asian <input type="checkbox"/> Black/African American <input checked="" type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Pacific Islander <input type="checkbox"/> White <input type="checkbox"/> Other
Primary language Mark one: <input type="checkbox"/> No specific language <input type="checkbox"/> Unknown	OR mark (X) ALL that apply: <input type="checkbox"/> English <input type="checkbox"/> Cantonese <input type="checkbox"/> Hmong <input type="checkbox"/> Korean <input checked="" type="checkbox"/> Spanish <input type="checkbox"/> Tagalog <input type="checkbox"/> Vietnamese <input type="checkbox"/> Other

Is activity directed at children with disabilities or other special needs or their families?
 Yes No Other

If **"No specific ethnicity/language"** or **"Unknown"** is selected, no other ethnicities or languages should be selected.

Community Strengthening Efforts

Data collection tool example

Characteristics of audience that activity is specifically directed at:

Ethnicity <i>Mark one:</i> <input type="checkbox"/> No specific ethnicity <input type="checkbox"/> Unknown	<i>OR mark (X) ALL that apply:</i> <input type="checkbox"/> Alaska Native or American Indian <input type="checkbox"/> Asian <input type="checkbox"/> Black/African American <input checked="" type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Pacific Islander <input type="checkbox"/> White <input type="checkbox"/> Other
Primary language <i>Mark one:</i> <input type="checkbox"/> No specific language <input type="checkbox"/> Unknown	<i>OR mark (X) ALL that apply:</i> <input type="checkbox"/> English <input type="checkbox"/> Cantonese <input type="checkbox"/> Hmong <input type="checkbox"/> Korean <input checked="" type="checkbox"/> Spanish <input type="checkbox"/> Tagalog <input type="checkbox"/> Vietnamese <input type="checkbox"/> Other

Is activity directed at children (0-5) with disabilities or other special needs or their families?
 Yes No Unknown

Mark the appropriate box to indicate if the activity was directed at children with disabilities or other special needs.

Community Strengthening Efforts

Summary of data collection

- Complete one Community Strengthening Efforts data collection tool per activity.
- Document the estimated size of the target audience.
- Document the number of occurrences or events per activity.
- Document whether the activity was directed at a specific audience by indicating ethnicity, primary language, or children with special needs or their families.