Checklist

# Step 1 - Get Organized

Identify a team of advisors from stakeholder groups.

Conduct a literature search for articles about outreach project with similar target groups.

Consult a theoretical model of behavior change.

Take an inventory of what you know.

Formulate evaluation questions to focus your community assessment.

Investigate institutional review procedures to determine whether your project will require review.

# Step 2 - Gather Information

Develop a plan to collect data and submit the plan for institutional review if necessary.

Consult secondary data to answer as many evaluation questions as possible.

Gather primary data to complete the picture of your target community.

# Step 3 - Assemble, Interpret, and Act

Summarize your data to identify trends and patterns.

Use the summarized data to present a cohesive description of the community.

Use formats that vary in content and level of detail when presenting to different stakeholder groups.

Use your community assessment data to decide whether to move forward with health information outreach to the target community. If you do decide to plan a project, use your community assessment data as the foundation of your plan.