Qualitative Data Blob Overview:

The CCA uses qualitative methods to collect data, including interviews, focus groups, and mapping. Qualitative data can fill gaps in quantitative data, add nuance and depth to knowledge, bring quantitative data to life, lift voices, and strengthen relationships. Qualitative data help us dig into why conditions exist and how different communities experience those conditions. Stories from qualitative data collection provide critical insight into subjective meaning and context and help us understand how and where to intervene.

The Qualitative Data Blob is intended to collect partner data that can help us better understand strengths, assets, lived experiences, and forces of change in your community. We are asking that partners provide any data including interviews, focus groups, or mapping data into a form. This data can be on Word or PDF. If there are other formats, please contact staff on how to submit. Our staff will work towards organizing the partner data and providing relevant information through our website so it can be used by the community. When determining what data to provide, please review the following guidance below. These are questions that we wish to answer throughout the MiThrive Community Health Needs Assessment.

The MiThrive Community Health Assessment Guiding Questions:

- What does health equity look like in our community?

- How equitable are the health outcomes in our community?

- What are the sub-populations within our community that have higher health risks or poor health outcomes?

- What are the contributing structural and social factors that lead to higher health risks or poorer health outcomes of certain populations within our community?

The Community Context Assessment seeks to understand the following:

- What strengths and resources does the community have that support health and well-being?
- What current and historical forces of change locally, regionally, and globally shape political, economic, and social conditions for community members?
- What physical and cultural assets are in the built environment? How do those vary neighborhood?
- What is the community doing to improve health outcomes? What solutions has the community identified to improve community health?

Additionally, review some potential qualitative data collection methods and think back to what information your organization has collected. Below are some examples of qualitative data collection methods.

Type	Method	Description
Group-based	Focus Groups*	A small group of participants (generally 8–10) that responds to a set number of questions. Useful for providing specific direction or reactions to concepts from targeted groups (i.e., identified subpopulations).
Group-based	Community Meetings/ Town Halls*	Broad, inclusive community meeting (60–100 people)— often called a "town hall" meeting. Open discussion among a large group of participants. Can be done multiple times in larger communities.
Group-based	Community Dialogues*	Smaller (20–35 people) gatherings where all/many sectors of the community are represented. May be done with multiple groups.
Individual-based	Interview/ Discussions*	Individual discussions— through informal conversations or formal interviews—can solicit in-depth feedback from representative community members. One-to-one interviews. Can be done with key community leaders or community members representing specific subpopulations.
Mapping/ Visualization	Community Asset Meeting	Asset mapping provides information about the strengths and resources of a community and can help uncover solutions. A community asset or resource is anything that improves the quality of community life (e.g., abilities of community members, physical structure or place, businesses, associations, institutions, or organizations).
Observational	Photovoice	Photovoice is a process in which people— usually those with limited power due to poverty, language barriers, race, class, ethnicity, gender, culture, or other circumstances— use videos or photos to capture their environment and experiences and share them with others. The pictures can then be used, usually with captions composed by the photographers, to show the realities of the

		photographers' lives to the public and policymakers and to spur change.
Observational	Walking/ Windshield Survey	Done by driving (windshield) or walking around the community and noting observable aspects. Helps to identify assets (e.g., a small pond where children swim for recreation) or unrecognized issues (e.g., potholes).

*Our staff are interested in collecting the key takeaways, themed highlights, or notes from the Focus Groups, Community Meetings/Town Halls, Community Dialogues, Interviews/Discussions.

Data will be managed by MiThrive core team. After reviewing the submission, data will be integrated onto the MiThrive Community Dashboard. Questions can be directed to mithrive@northernmichiganchir.org.