

Creative Needs Assessment Form

- the power to visualize change

Concerned Citizens for Humanity (CCfH) is a 501 c(3) non-profit organization that creates compelling, community-derived communications and educational programs that promote personal and public health.

CCfH engages citizens and professionals from many disciplines in a focus group environment where they share their insights and thoughts on social issues impacting their communities. This systematic approach gathers a broad range of concepts and ideas. They are then analyzed and distilled down to basic elements that lead to the production and dissemination of targeted and highly effective communications and educational programs. To do this, the creative professionals at CCfH have refined a five-step development process based on a proven, cost effective, and simple community level intervention model.

The five steps are: 1) listening/distilling 2) concept /creation 3) budgeting/production
4) promotion/dissemination 5) follow up/evaluation

Our experience since 1990 has shown that all steps in this creative development process are fluid. After fund raising, the greatest challenge facing most not-for-profit community based organizations responsible for designing and implementing health education programs is assembling and leveraging the right professional or community resources at each phase of a creative projects development cycle. Understanding and managing each of these five steps well is critical to the overall outcome and success of any community level intervention project.

If your organization's primary objective is advancing and sustaining positive personal and public health behaviors, use the following Creative Needs Assessment Form to analyze your situation and community resources. We hope this brief questionnaire will help you determine how or if CCfH might help you with your community intervention activity.



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 concerned citizens for humanity

Name of Organization _____

Contact Person at your Organization _____

Address _____

Phone _____

Fax _____

e-mail _____

Date Founded/Incorporated _____

Type of Organization (*please check one*):

Community-Based Corporation Limited Liability Corp. Non-profit Foundation Non-profit 501c(3)

Government Agency

City _____

County _____

State

Federal

Faith-based organization

Denominational affiliation _____

Briefly spell out the mission of your organization.

Use this space to describe your specific health communication/intervention needs. Use additional of paper if necessary.

Please check all the budgeted media your organization now uses:

Print Advertising/Public Relations Web Design Video/Animation Billboard/Transit Advertising
 Slides/Power Point Other, please specify _____

Please check all the non budgeted media your organization would like to use on this project:

Print Advertising/Public Relations Web Design Video/Animation Billboard/Transit Advertising
 Slides/Power Point Other, please specify _____

How will you fund the creative development process/media your organization would like to use on this project?

Will write grant Have funding in place Need help to fund and write grant

Org. Resource Analysis

List the collaborators, funders, and community resources which you have worked with in the past:

List the additional people/fiscal/ community resources which you will need for your planned project:

List the names of community organizations, stores, professional people, others that you would like to include in the development process:

List the total number of contacts you have within these groups that you can leverage:

What research and input will your organization be able to provide?

- Edited copy Focus group results Photography Graphics Spread sheet data

In one sentence sum up what the goal of your organization's communications will be:

Thank you for your interest in Concerned Citizens for Humanity (CCfH). If, after thoroughly analyzing your current situation and determining that you need our help, please return your completed assessment form by "snail mail" to Concerned Citizens for Humanity, Ltd. (CCfH). We will contact you to discuss your intervention program.