Community Checklist for Reaching Underserved Communities

Assessing Your Community

✓ SERVICE AREA: ________________________________________________________
   (complete worksheet for each county served)

✓ POPULATION:
   County: ________________________________________________________________
   Major City: _____________________________________________________________
   Major City: _____________________________________________________________
   Major City: _____________________________________________________________

✓ ETHNICITY:
   ___% African American
   ___% Anglo
   ___% Asian/Pacific Islander
   ___% Hispanic/Latin American
   ___% Native American
   ___% Other
   ___% Other
   ___% Other

✓ GENDER: ___% Female ___% Male ___% Transgender

✓ SEXUAL ORIENTATION:
   ___% Lesbians
   ___% Gay Men
   ___% Heterosexual
   ___% Bisexual/Transgender

✓ AGE:
   F_%/M_% Over 65 years
   F_%/M_% 50-64 years
   F_%/M_% 35-49 years
   F_%/M_% 20-34 years
   F_%/M_% 13-19 years
   F_%/M_% Under 12 years
HOUSEHOLD INCOME:
__% Less than $4,999
__% $5,000-$9,999
__% $10,000-$24,999
__% $25,000-$49,999
__% $50,000-$99,999
__% $100,000+

EDUCATION LEVEL:
__% Some elem./middle school
__% Finished 8th grade
__% Some high school
__% High school or GED
__% Some college
__% Associate's degree(s)
__% Bachelor's degree(s)
__% Some graduate work
__% Advanced degree(s)

RELIGION/FAITH:
__% Buddhism
__% Christian
__% Islam
__% Jewish
__% Muslim
__% Non-denominational
__% Orthodox
__% Taoism
__% Other

OTHER INFORMATION THAT IMPACTS THE DELIVERY OF SERVICES:

Demographics

Physical Challenges:
__% Hearing
__% Mobility
__% Visual
__% Other

Mental Challenges:
__% Mental Illness
__% Substance abuse
__% Other

Literacy Level:
__% Literate
__% Functionally Illiterate

County Crime Statistics/Law Enforcement Reports (#)
____ Assault (domestic violence)
____ Aggravated assaults
____ Sexual assault/rape
____ Stalking
____ Incest
____ Child abuse
____ Homicide
____ Elder abuse
Assessing Your Program
(This should be a compilation of all the services your program provides in the service area.)

✔ POPULATION SERVED (#):
   _____ Women
   _____ Men
   _____ Children

✔ ETHNICITY OF PEOPLE (WOMEN AND CHILDREN) SERVED:
   W__%/C__% African American
   W__%/C__% Anglo
   W__%/C__% Asian/Pacific Islander
   W__%/C__% Hispanic/Latin Amer.
   W__%/C__% Native American
   W__%/C__% Other
   W__%/C__% Other
   W__%/C__% Other

✔ ETHNICITY OF PEOPLE (WOMEN AND CHILDREN) SERVED:
   W__%/C__% African American
   W__%/C__% Anglo
   W__%/C__% Asian/Pacific Islander
   W__%/C__% Hispanic/Latin Amer.
   W__%/C__% Native American
   W__%/C__% Other
   W__%/C__% Other
   W__%/C__% Other

✔ GENDER OF PEOPLE SERVED:
   A__%/C__% Female
   A__%/C__% Male

✔ SEXUAL ORIENTATION OF PEOPLE SERVED:
   ___% Lesbians
   ___% Gay Men
   ___% Bisexual/Transgender
   ___% Heterosexual

✔ AGE OF WOMEN SERVED:
   ___% Over 65 years
   ___% 50-64 years
   ___% 35-49 years
   ___% 20-34 years
   ___% 13-19 years
   ___% Under 12 years

✔ AGE OF CHILDREN SERVED:
   ___% Newborn
   ___% 6 months – 2 years
   ___% 2+ – 5 years
   ___% 6-10 years
   ___% 11-12 years
   ___% 13-18 years

✔ ANNUAL HOUSEHOLD INCOME OF PEOPLE SERVED:
   ___% Less than $4,999
   ___% $5,000-$9,999
   ___% $10,000-$24,999 per year
   ___% $25,000-$49,999 per year
   ___% $50,000-$99,999 per year
   ___% $100,000+ per year

✔ EDUCATION LEVEL OF PEOPLE SERVED:
   ___% Some elem./middle school
   ___% Some high school
   ___% High school or GED
   ___% Associate’s degree(s)
   ___% Bachelor’s degree(s)
   ___% Some graduate work
   ___% Advanced degree(s)
   ___% Some college
RELIGION/FAITH OF PEOPLE SERVED:
___% Buddhism  ___% Non-denominational
___% Christian  ___% Orthodox
___% Islam  ___% Taoism
___% Jewish  ___% Other _________
___% Muslim  ___% Other _________

OTHER INFORMATION THAT IMPACTS THE DELIVERY OF SERVICES:

Demographics

Physical Challenges:
___% Hearing  ___% Visual
___% Mobility  ___% Other _________

Mental Challenges:
___% Mental Illness  ___% Substance abuse  ___% Other _________

Literacy Level:  ___% Literate  ___% Functionally Illiterate

Community vs. Program Comparison

Conduct a side-by-side comparison of the statistics of your community and the service levels of your program. Ideally, your service levels will approximately reflect the statistics of your community.

1. Where are the strengths?
2. Where are gaps?
3. What are the priority areas for outreach activities?

Identify Partners for Collaboration

Based on Step #3, identify groups, agencies, and other organizations with which your program can collaborate to reach the priority communities. Some of these groups may include: law enforcement, criminal justice system, corporations, schools / universities, churches, media, health groups, immigration organizations, social services, etc.
Based on Step #3, identify nontraditional groups, agencies, and other organizations with which your program can collaborate to reach the priority communities. Some of these groups may include: court stenographers, beauticians, pest control organizations, neighborhood centers, civic clubs, etc.

Community: __________________________________________
Potential Partners: ________________________________
__________________________
__________________________
__________________________
__________________________
__________________________

Community: __________________________________________
Potential Partners: ________________________________
__________________________
__________________________
__________________________
__________________________
__________________________

Community: __________________________________________
Potential Partners: ________________________________
__________________________
__________________________
__________________________
__________________________
__________________________
Recruit Partners for Collaboration

✔ Based on Step #4 for the priority communities, contact the potential partners.

✔ Explain your program’s desire to ensure the delivery of services to battered women in the community they are from, and may already provide assistance for within the community.

✔ Explain the initial assessment and the gaps that have been identified in your services.

✔ Explain that you need their help and support for assessing the services actually being provided and improving your outreach efforts and services as needed.

✔ Invite them to a meeting to brainstorm and assess the needs to develop strategies for augmenting their or your services.

✔ Ask their recommendations for others who may be able to help with such a task.

Repeat this until you have enough representatives from the community you want to reach to participate in the meeting who will provide a good cross-section of views and experiences.

Planning and Brainstorming Collaboration Meeting

✔ At least one formerly battered woman from each priority community needs to participate in these meetings.

✔ There should be separate meetings for each priority community.

✔ Solicit information from your state coalition and follow up with any local models available in your state.

✔ Some of the participants will just come to participate in the first meeting; others will come and want to participate over a longer term. There needs to be room for a variety of levels of participation.
The purpose of the meeting is to bring people together to learn what each other is doing, to more clearly understand the unmet needs and to identify ways we can help better reach victims of domestic violence in this particular community.

Participants and the groups/agencies they represent may have to ascertain their own level of service better to ensure needed information is on the table. Share the results of your assessment with them before the meeting and encourage a similar analysis of their own.

Outcomes will vary and may include the recognition that service provision by others in the community is meeting much of the need or the disturbing realization that battered women in the identified community are not receiving services from anyone.

Ask for a commitment to work through the developments of an agreed plan. Allow for intense collaboration, reasonable coordination or effective cooperation in both the development and implementation of the plan.

Encourage cross training as a basis for discussion and further collaborative work. We all have much to learn from one another. At a minimum, share your mission statement, a description of your current services and explain the philosophy of this movement, “But for the grace of God go I”, as a fundamental principle for ending violence against women.