2014

Planning Considerations in Research

A GUIDE FOR COMMUNITY MEMBERS

Planning Considerations in Research

Once a community need has been identified, the community health project planning stages can begin. There are many considerations a community can address before the project begins. Addressing these matters early will allow the project to begin easily and efficiently.

1. **Consider the level of community support available**
   Members of a community need to uncover the level of other members' support in improving health outcomes and addressing the health needs through research. Community support is important to determine and include in all planning stages at appropriate levels of support.

2. **Evaluate the awareness level in a community**
   Researchers will need to know the current level of understanding and concern about a particular topic among the members of a community. New information can be given in appropriate ways and stages based on the awareness that already exists.

3. **Determine the feasibility of the idea of possible project**
   The community should make sure the project will work in the community as a whole and offer a visible benefit in the end. Some projects are big and can either be too inconvenient or cause too much time and effort for minimal benefit seen. Getting a variety of opinions will help determine what is feasible and appropriate for each specific community.

4. **Consider the characteristics of the community they represent**
   These characteristics and traditions are important to include these in the project considerations. This will allow program interest in the community and maintain a level of support. Members need to be aware of any cultural differences that exist in the group, including attitudes, behaviors and backgrounds of the other community members.

5. **Understand the social structure of the community**
   The social structure can help determine members in the community that hold the most trust and leadership. The leadership can often be called on for information about groups of the community. They also provide support for policy change that can provide guidance to the community members and organizations.