

NEEDS ASSESSMENT

The purpose of a Needs Assessment is to identify the educational needs of the target audience.

Whenever content is developed for an event or session, it is essential to determine who the target audience is. What is even more critical is determining the target audience's educational needs. Uncovering these needs can be done using needs assessments.

Needs assessment consists of identifying perceived and unperceived needs, which can be discovered by collecting data from a number of sources. The methods used to gather data is often dependent on the target audience and subject matter. Below are suggested sources that can be used or developed to assess the target audience's perceived and unperceived needs.

Needs Assessment Sources

Perceived

- Planning committee members
- Surveys
- Questionnaires
- Focus Groups
- Requests from the target audience

Unperceived

- Self – assessment tests
- Chart audits
- Chart stimulated recall interviews
- Direct observation of practice performance
- Quality assurance data from hospitals, regions
- Standardized patients
- Provincial databases
- Incident reports
- Published literature (RCT, cohort studies)