

## PARTNERSHIPS

### Resource List 2 - Building an evidence base to support your vision

#### Writing a research brief

- BPRI Group. *How to Write a Research Brief*. [Accessed 25/01/2010]. Available: <http://www.bpri.co.uk/uploadedFiles/Writing%20a%20research%20brief%20-%20Dec%2006.pdf>

This site aims to bring business intelligence to research and provides a PowerPoint presentation on how to write a research brief including target audience, approach and budgetary issues.

- Research Wise. *How to write a brief*. [Accessed 25/01/2010]. Available: [http://www.researchwise.com.au/resources\\_brief.html](http://www.researchwise.com.au/resources_brief.html)

#### Collecting data

- Wecredible (June 2006) *Focus groups - how to run them*. [Accessed 5/01/2010]. Available: <http://www.webcredible.co.uk/user-friendly-resources/web-usability/focus-groups.shtml>

This article discusses how to run focus groups.

- McNamara, C (1996) Authenticity Consulting, *Basics of Conducting Focus Groups*. . [Accessed 05/01/2010]. Available: <http://managementhelp.org/evaluatn/focusgrp.htm>

This article provides a step-by-step guide to conducting a focus group.

- Niles, R. (1999). *Statistics Every Writer Should Know*. [Accessed 10/09/2009]. Available: <http://www.robertniles.com/stats/>

This article provides a simple guide to understanding statistics.

- Centre for Addiction and Mental Health. *Culture Counts: a roadmap to health promotion*, [Accessed 25/08/2009]. Available: [http://www.camh.net/About\\_CAMH/Health\\_Promotion/Community\\_Health\\_Promotion/Best\\_Practice\\_MHYouth/Culture\\_Counts/index.html](http://www.camh.net/About_CAMH/Health_Promotion/Community_Health_Promotion/Best_Practice_MHYouth/Culture_Counts/index.html)

This Canadian mental health and addiction centre presents an on-line guide (also in pdf version) intended for organisations undertaking a health promotion initiative with ethno cultural communities. The information is broad and sections are applicable to partnership development. Chapter 3 focuses on gathering and analysing information and provides detailed guidelines on tools and methods for building an evidence base.

- Center for Education Integrating Science, Mathematics and Computing (CEISMC) *Analysis Tools*, [Accessed 24/08/2009]. Available: [http://www.ceismc.gatech.edu/MM\\_tools/analysis.html](http://www.ceismc.gatech.edu/MM_tools/analysis.html)

This site provides an overview of, and links to analysis tools.

- University of Kansas. (2010). *The Community Toolbox*. [Accessed 28/08/2009]. Available: <http://ctb.ku.edu/en/tablecontents/>

This site provides a wide range of information and toolkits in community-building skills, many of which can be applied to the stages of partnership development. Chapter 3 - Assessing Community Needs and Resources provides step-by-step guidance on gathering data including conducting surveys, focus groups and needs assessments.

## **Sector/environmental analysis**

- Hill, CWL & Jones, GR & Galvin, P (2004) *Strategic Management: an integrated approach*, Wiley & Sons, Australia

This textbook on strategic management reflects current thinking in the field and presents a complete and up to date account of strategic management practices. Part 1 explains external analysis, a process that will help to highlight issues that can significantly influence project operations.

## **Needs analysis**

- Beadle de Palomo, F & Luna, E (2009) *The Needs Assessment. The community-based health program tip sheet*, AED Center for Community-Based Health Strategies. [Accessed 28/08/2009]. Available: [http://www.campuskitchens.org/kellogg/images/ves/aec\\_needs\\_assessment.pdf](http://www.campuskitchens.org/kellogg/images/ves/aec_needs_assessment.pdf)

This site provides guidance and information on conducting a needs assessment.

- Rouda, R Kusy M (1995) *Development of Human Resources. Chapter 2: Needs Assessment the first step*. [Accessed 08/09/2009]. Available: [http://alumnus.caltech.edu/~rouda/T2\\_NA.html](http://alumnus.caltech.edu/~rouda/T2_NA.html)

This article provides information and steps to conducting a needs assessment.

## **Gap analysis**

- Cramer, M. *How to Use Gap Analysis*. eHow How To Do Just About Everything. . [Accessed 10/09/2009]. Available: [http://www.ehow.com/how\\_5220497\\_use-gap-analysis.html](http://www.ehow.com/how_5220497_use-gap-analysis.html)

This article explains how to use gap analysis.

- Marketing Teacher. *Gap Analysis*. [Accessed 04/09/2009]. Available: [http://www.marketingteacher.com/Lessons/lesson\\_gap\\_analysis.htm](http://www.marketingteacher.com/Lessons/lesson_gap_analysis.htm)

This site provides a visual explanation of a gap analysis.

## **Setting partnership priorities**

- Public Health Foundation (2006) *Choosing a Priority Setting Method*. adapted by PHF from the forthcoming NPHPSP Users' Guide to be released in April 2006. [Accessed 17/01/2010]. Available: <http://www.phf.org/infrastructure/resources/NPHPSP2.pdf>