

# Sample Questions for a Needs Assessment

- Which group(s) are you most interested in reaching and why?
- How many SNAP offices are in your area? Where are they located, and does the location pose a potential barrier (e.g., is it accessible by public transportation)?
- Are there any linguistic or cultural barriers that prevent individuals from participating in SNAP?
- What community resources are available to help minimize these barriers?
- What is happening with your outreach efforts vs. what you would like to happen?
- What groups are already successfully reaching the population you want to access?
- Which of their initiatives have been particularly effective and why?
- Where does the majority of the target population live? Are they clustered in one area or spread out?
- What local organizations and individuals have the greatest influence with the population?
- Do the grocers/farmers markets they patronize accept SNAP benefits? Are they served by public transportation?
- Is public transportation easily accessible in their community? Do public transportation routes reach the local SNAP office and grocery stores? If no, how do people access SNAP and grocery stores?
- Are there existing community events and activities that attract the people you're interested in reaching? Is there a Diabetes Support Group meeting nearby? Is there an annual Cinco de Mayo celebration coming up? What events or activities are popular with your target group?
- What media outlets does this group prefer?
- Is the "word on the street" about SNAP positive or negative? What are the positives and negatives?
- What types of partnerships would help achieve the outreach objectives?
- Would these partners be able and willing to provide volunteer outreach workers? If yes, what services will the volunteers provide; what type of training will they need; and how often will be they available?
- What outreach activities might motivate your audiences to seek more information?
- How can media and community channels be used most effectively?
- Are there any other barriers that prevent potentially eligible individuals of this community from enrolling in SNAP? What are the barriers? What can your organization do to help eliminate the barriers?