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OCTOBER 2024

Communication and Dissemination Plan



Greater Cleveland
LGBTQ+
Community Needs Assessment





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Communication and Dissemination Plan for the Greater Cleveland LGBTQ+ Community Needs Assessment

The overarching goal of the communication and dissemination plan is to disseminate information and findings, engage diverse stakeholders, and encourage operationalization of the findings from the Greater Cleveland LGBTQ+ Community Needs Assessment effectively and equitably.

Audience Segmentation: The purpose of this audience segmentation is to identify and categorize different groups or individuals who will be the recipients of communication efforts related to the Greater Cleveland LGBTQ+ Community Needs Assessment. By segmenting the audience into distinct categories, the communication plan can tailor messaging, communication channels, and dissemination strategies to effectively reach each group based on their specific needs, interests, and communication preferences. This approach recognizes that different stakeholders may have unique perspectives, priorities, and levels of engagement with the assessment process, and seeks to engage them in ways that are meaningful and relevant to their roles and interests.

LGBTQ+ Community Members (CM): Individuals who identify as LGBTQ+ residing in Greater Cleveland defined as Cuyahoga, Geauga, Lake, and Lorain counties.

Community Organizations (CO): Nonprofits, advocacy groups, healthcare providers, educational institutions, and other organizations serving the LGBTQ+ community.

Local Government Officials (LGO): Elected officials, policymakers, and government agencies involved in LGBTQ+ issues, public health, and community development.

Funders and Grantmakers (FGM): Foundations, corporations, and philanthropic organizations interested in supporting LGBTQ+ initiatives.

Academic and Research Communities (ARC): Scholars, researchers, and students interested in LGBTQ+ public health, social issues, and community development.

Media Outlets (MO): Print, broadcast, and online media organizations interested in covering LGBTQ+ issues and community initiatives.

Throughout this communication and dissemination plan, intended audiences will be annotated with these acronyms (CM, CO, LGO, FGM, ARC, and MO) to suggest intended audiences for each part of the plan.



Key Messaging: (suggested audience segmentation: CM, CO, LGBO, FGM, ARC, MO): The purpose of these key messages is to outline core themes, ideas, language, and information that the communication plan aims to convey to its target audience. These key messages serve as the foundation for all communication efforts, providing a clear and consistent framework for sharing information about the Greater Cleveland LGBTQ+ Community Needs Assessment. By identifying these key messages, the communication plan ensures that stakeholders receive relevant and cohesive information that aligns with the goals and objectives of the assessment's communication and dissemination plan. Additionally, these key messages help establish a unified narrative and brand identity for the needs assessment, reinforcing key points and priorities across various communication channels.

- **Project Timeline:** January 2023-December 2024
- **Greater Cleveland LGBTQ+ Community Needs Assessment Goals:** The Greater Cleveland LGBTQ+ Community Needs Assessment aims to increase awareness about public health issues affecting the LGBTQ+ community in Greater Cleveland. One of our primary objectives is to describe the local LGBTQ+ population demographically, moving beyond current reliance on estimates to provide a clearer, data-driven picture. We aim to detail the status and resources available to the local LGBTQ+ community across various domains, identifying both strengths and achievements as well as weaknesses and unmet or latent needs. Through this comprehensive assessment, we will develop recommendations that inform future investments, health policies, and decision-making for the local LGBTQ+ community. Additionally, we seek to strengthen partnerships within the local public health system, fostering a more integrated and supportive environment for addressing the community's needs.
- **Community Engagement:** Throughout the project, community partnership and engagement remained a priority. During the pre-planning phase of the project, we engaged with over 180 community members and leaders from 120 organizations in Greater Cleveland, ensuring broad and inclusive stakeholder engagement and feedback in developing the project workplan and data collection. We attended over 31 recruitment events and utilized 91 recruitment sites through Cuyahoga, Geauga, Lake, and Lorain counties totaling over 120 combined community events and venues of significance to the LGBTQ+ community during our data collection phase.
- **Data Collection Highlights:** The data collection phase yielded significant insights, with 2,006 unique survey responses. Of these, 1,653 respondents identified as LGBTQ+ (82.5%), including 1,594 adults and 59 youth under the age of 18. The remaining 353 respondents (17.5%) identified as LGBTQ+ allies, with 350 adults and 3 youth under the age of 18. The overall survey completion rate was 75%, with LGBTQ+ respondents at 74% and LGBTQ+ allies at 78% completion. Additionally, the survey instrument was translated into Spanish, six surveys were completed in Spanish. In total, we collected over 360,000 unique data points through the community survey. We conducted 26 focus group sessions with 178 participants, providing a



platform for in-dept discussion and qualitative insights. Our stakeholder interviews included 23 stakeholders, in 19 interviews conducted. These interviews were crucial for gathering expert opinions and identifying key issues within the community.

- **Deliverables Available to the Public:** The full community report and recommendations, racial equity report, and interactive self-reported health and sociodemographic dashboard will be available to the public beginning October 20, 2024, at www.lgbtqohio.org.
- **Community Celebration and Dissemination Event:** We invite the LGBTQ+ community and LGBTQ+ allies to join us at “The Results Are In” Community Celebration Event, where we will share the findings and implications of the assessment on Saturday, October 19, 2024, from 1-3:30 PM EST at Studio West 117 on Hird Ave. Registration required at www.lgbtqohio.org.
- **De-identified Data Requests:** De-identified data requests can be made starting October 20, 2024, allowing researchers and community organizations to access the valuable de-identified data collected during this assessment. For More information about de-identified data requests, see page 11 of this document.
- **Community Presentations:** Starting October 20, 2024, the research team will also be accepting requests for no-cost community presentations to share the results and insights from the assessment with various community groups and stakeholders through December 20, 2024. Presentation requests can be made at www.lgbtqohio.org on the “contact us” tab.
- **Thank You to Our Generous Funders:** We extend our deepest gratitude to our generous funders: the Cleveland Foundation, the George Gund Foundation, the Mt Sinai Health Foundation, the Kent State University College of Public Health, the LGBT Center of Greater Cleveland, the Brennan Family Foundation, University Hospital, Cleveland Clinic, and Planned Parenthood. We also appreciate the in-kind contributions from NG Photography, Night Sweats and T Cells, Howling Print Co, Beachland Ballroom, STEM Handmade Soaps, Near West Theater, Hope Soap, Dean Rufus House of Fun, and Studio West 117. These contributions have been invaluable in supporting the project's success.



Communication Channels:

Website: (audience segmentation: CM, CO, LGBO, FGM, ARC, MO): We maintain a dedicated website (www.lgbtqohio.org) as the central hub for information, resources, and updates related to the needs assessment projects, including access to the final community report and recommendations, de-identified data request forms, and community presentation requests.

Social media: (audience segmentation: CM, CO, LGBO, FGM, ARC, MO): We utilize social media and professional networking platforms such as Facebook, Instagram, and LinkedIn to share announcements, event invitations, project updates and findings with the public. A social media campaign featuring community partners and interesting findings of the Greater Cleveland LGBTQ+ Community Needs Assessment will launch on November 1, 2024. You can like and follow the project on social media by locating our pages at:

Facebook: <https://www.facebook.com/CNACleveland>

Instagram: <https://www.instagram.com/lgbtqclevelandcna/>

LinkedIn: <https://www.linkedin.com/in/greater-cleveland-778388291/>

Email Newsletters: (audience segmentation: CM, CO, LGBO, FGM, ARC, MO): We distribute periodic project updates to subscribers, providing highlights from the assessment process, upcoming events, and opportunities for involvement. To be added to the email newsletter visit www.lgbtqohio.org and navigate to the 'contact us' tab in the upper right-hand corner of the screen. Submit a webform requesting to be added to the project's email newsletter, selecting 'get involved' under the submit a request drop down box.

Press Release: (audience segmentation: CO, MO): Included in this communication and dissemination plan is a press release to local media outlets, community newsletters, and online platforms to announce project milestones, key findings, and community events.

Funders Presentation: (audience segmentation: FGM, LGO, ARC): A first deep dive presentation into the data collected and results will be provided to key stakeholders hosted by the visionary foundations funding the work in late September 2024. Contact Andrew Katusin, Grant Making Officer at The Cleveland Foundation to RSVP in advance. Akatusin@clevelandn.org or (216) 615-7146.

Community Dissemination Event: (audience segmentation: CM, CO, FGM): Join us at the "Results Are In" event, where we will share with the public the findings of the Greater Cleveland LGBTQ+ Community Needs Assessment firsthand. This event serves as a pivotal moment for community members, organizations, and stakeholders to convene and engage in discussions on addressing the most pressing needs of the LGBTQ+ community in Greater Cleveland. Attendees will have the opportunity to network with peers, discuss collaboration opportunities, and explore ways to leverage assessment results for community initiatives. Moreover, the "Results Are In" event offers a platform to connect with others committed to supporting and advocating for the LGBTQ+ community in our region. By participating, you will gain valuable insights into assessment outcomes, understand their implications for policy and advocacy, and explore avenues for supporting LGBTQ+ individuals and communities in



Greater Cleveland. Additionally, discover how assessment findings can inform strategic investments, discuss funding opportunities, and explore partnerships aligned with the identified needs of the LGBTQ+ community. Do not miss this chance to be part of an important conversation and contribute to positive change in Greater Cleveland. Registration is required at www.lgbtqohio.org.

Community Presentations: (audience segmentation: CM, CO, LGO, FGM): Our team will deliver no-cost presentations and workshops at community meetings, conferences, and academic forums beginning October 20, 2024, through December 20, 2024, to raise awareness about the needs assessment process, share insights, and foster collaboration with diverse stakeholders. To request a presentation, visit www.lgbtqohio.org and navigate to the ‘contact us’ tab in the upper right-hand corner of the screen and submit a webform request. Under the ‘submit a request’ drop down select ‘request a presentation.’

Publications: (audience segmentation: ARC, CO, FGM): Our core team works continuously to submit articles, op-eds, and letters to the editor to local and regional publications to raise awareness about the effectiveness of our approach to conducting LGBTQ+ community needs assessments, share insights and findings, and advocate for LGBTQ+ issues and community needs. Accepted publications will be announced on the ‘news’ tab of our website, www.lgbtqohio.org.

De-identified Data Requests and Transparency:

Included in this communication and dissemination plan, on page 11, is a clear process for handling de-identified data requests, including submission guidelines, review procedures, and de-identified data usage agreements to ensure good data stewardship practices, transparency, confidentiality, and compliance with ethical standards.

Maintaining Participant Confidentiality:

The Greater Cleveland LGBTQ+ Community Needs Assessment project prioritizes participant confidentiality throughout the entire process. This includes our community survey, intersectionality listening sessions (focus groups), and stakeholder interviews. All collected information is de-identified, ensuring that no personally identifying details are presented in community presentations or publications. This approach guarantees the privacy and anonymity of all participants while disseminating the findings.

By implementing this comprehensive communication and dissemination plan, the Greater Cleveland LGBTQ+ Community Needs Assessment aims to maximize community engagement, promote transparency, and facilitate meaningful dialogue and action to address the identified needs of the LGBTQ+ community in Greater Cleveland.



Communication and Dissemination Timeline:

Analysis Phase: Core team works to analyze data, compile findings, and prepare summary reports. Share preliminary insights with stakeholders and solicit feedback (June 2024-September 2024).

Dissemination Phase: Publish final reports, host the “Results Are In” community event to share findings, and facilitate discussions on next steps. Continue outreach efforts to ensure broad dissemination of results (October 2024-December 2024).

Evaluation and Reporting: Conduct post-assessment surveys, gather feedback on the needs assessment project, and assess the impact of the needs assessment on community engagement and action (November 2024-December 2024).

Month	Project Phase		
	Analysis Phase (June-Sept 2024)	Dissemination Phase (Oct-Dec 2024)	Evaluation and Reporting (Nov-Dec 2024)
June 2024	Deliverables Due by 10/1/2024: <ul style="list-style-type: none"> Develop Executive Summary Develop Full Community Report and Recommendations Develop Racial Equity Report Develop Social Media Campaign Build Self-reported Health Dashboard Website Updates Plan “Results Are In” Event & Funders Presentation 		
July 2024			
August 2024			
September 2024			
October 2024		Deliverables by 12/20/2024: <ul style="list-style-type: none"> Write and Submit Publications Beginning 10/1 Host funders data presentation at the Cleveland Foundation in late September Host “Results Are In” Event on 10/19 Website Update to Include on 10/19: <ul style="list-style-type: none"> Final Community Report Racial Equity Report Self-reported Health Dashboard Executive Summary Execute de-identified data requests beginning 10/20 Deliver community presentations beginning 10/20 Launch Social Media Campaign 11/1 	Deliverables by 12/20/2024: <ul style="list-style-type: none"> Conduct Full Project Self-Evaluation Write and submit grant funder final reports
November 2024			
December 2024			



De-identified Data Request Process for the Greater Cleveland LGBTQ+ Community Needs Assessment

As part of our commitment to impactful data stewardship, community transparency, maintaining participant confidentiality, and impact tracking, the Greater Cleveland LGBTQ+ Community Needs Assessment welcomes de-identified data requests from individuals, organizations, and stakeholders interested in accessing specific information or insights gathered during the assessment process beginning October 20, 2024. To facilitate this process, we have outlined the following steps for submitting a de-identified data request.

De-identified data requests from the Greater Cleveland LGBTQ+ Community Needs Assessment can be utilized to support a variety of initiatives and endeavors aimed at advancing the health, well-being, and inclusivity of LGBTQ+ individuals and communities. These de-identified data can be instrumental in informing evidence-based decision-making, policy development, program planning, advocacy efforts, and academic research focused on addressing the unique needs and challenges faced by LGBTQ+ individuals in Greater Cleveland. Specific examples of how de-identified data requests can be used as support or leverage community benefit include:

Policy Development: (audience segmentation: LGO, CO, FGM, ARC): De-identified data can inform the development of policies and initiatives at local, regional, and state levels aimed at promoting LGBTQ+ rights, reducing discrimination, and improving access to healthcare, education, housing, employment, and other essential services.

Program Planning and Implementation: (audience segmentation: CO, FGM, ARC): Organizations and service providers can use de-identified data to design and implement targeted programs and interventions that address specific needs identified within the LGBTQ+ community, such as mental health support services, youth outreach programs, cultural competency training for healthcare providers, and employment assistance initiatives.

Advocacy Efforts: (audience segmentation: CO, FGM, CM, MO): Advocacy organizations and activists can leverage de-identified data to advocate for systemic changes, raise awareness about issues affecting LGBTQ+ individuals, and mobilize support for policy reforms, funding allocations, and community-driven initiatives aimed at advancing LGBTQ+ rights and social justice.

Community Engagement and Empowerment: (audience segmentation: CM, CO): De-identified data can facilitate community engagement and empowerment by providing community members with valuable insights into their own needs, strengths, and priorities. Community-based organizations can use de-identified data to foster dialogue, build coalitions, and empower LGBTQ+ individuals to actively participate in decision-making processes that affect their lives.

Research and Academic Scholarship: (audience segmentation: ARC, CO): Researchers and academics can utilize de-identified data from the needs assessment to conduct studies, publish scholarly articles, and generate new knowledge aimed at understanding the



experiences, disparities, and resilience factors among LGBTQ+ populations. This research can contribute to the growing body of evidence supporting LGBTQ+ health equity and social inclusion.

Grant Funding and Grant Applications: (audience segmentation: CO, FGM, ARC): De-identified data from the needs assessment can play a crucial role in securing grant funding to support initiatives and programs aimed at addressing the identified needs of the LGBTQ+ community in Greater Cleveland. Grantmakers often require evidence-based data to support funding decisions, and the comprehensive insights provided by the needs assessment can strengthen grant applications by demonstrating a clear understanding of community needs, priorities, and potential impact. Organizations and agencies seeking grant funding can use the de-identified data to align their proposals with identified community needs, develop tailored strategies for intervention, and articulate the expected outcomes and benefits for LGBTQ+ individuals and communities. Additionally, grant funding can be utilized to further research efforts, expand community outreach initiatives, and implement evidence-based interventions aimed at improving the health, well-being, and social inclusion of LGBTQ+ populations. By leveraging de-identified data from the needs assessment in grant applications, organizations can enhance their competitiveness and increase their chances of securing resources to support meaningful and sustainable initiatives that benefit the LGBTQ+ community.

There are two types of de-identified data requests that can be made to support policy development, program planning and implementation, advocacy efforts, community engagement and empowerment, research and academic scholarship, and grant funding.

Filtered Down Aggregate De-identified Data: This type of de-identified data request involves receiving aggregated survey de-identified data from the final community report that has been filtered down based on specific criteria or variables of interest. Filtered down aggregate de-identified data provides summarized insights while preserving the confidentiality and privacy of individual responses. This type of de-identified data request **does not** require a De-Identified Data Use Agreement for External Use form.

Raw De-identified Data: For more in-depth analysis or research purposes, you may request raw de-identified data in an Excel sheet format. Raw de-identified data includes individual-level responses to survey questions and provides maximum flexibility for analysis and exploration. It is essential to emphasize that only de-identified data serving the intended purpose of the analysis or exploration included in the de-identified data use agreement for external use form will be provided. Each individual de-identified data request must be obtained, and requests are subject to approval by the Dean of Research at Kent State University College of Public Health. To provide a This type of de-identified data request **does** require a De-Identified Data Use Agreement for External Use form.

Process to request de-identified data:

1. **Review the Available Information:** Before submitting a de-identified data request, please review the publicly available community reports and findings published on our website at www.lgbtqohio.org. These reports provide comprehensive insights into the



assessment findings. If the published reports and findings do not meet your needs proceed to the next step.

2. **Contact Us to Set Up an Appointment:** For inquiries or to submit a de-identified data request, please visit our website at www.lgbtqohio.org and navigate to the 'contact us' tab in the top right-hand corner of the homepage. Submit a webform, selecting 'data request' under 'submit request.' A team member will contact you to schedule an initial appointment to discuss the intended use of the de-identified data, review the terms of the de-identified data usage agreement, and address any questions or concerns you may have.
 - a. If filtered down aggregate de-identified data is determined to meet the needs of the scope of your intended use of the de-identified data, proceed to step 5 of the de-identified data request process.
 - b. If it is determined that a raw de-identified dataset is required to meet the needs of the scope of your intended use of the de-identified data, proceed to step 3.
3. **Complete the De-identified Data Request Form:** To initiate a raw de-identified dataset request, please complete the De-identified Data Request Form available on pages 15/16 of this document. Provide detailed information about the requested de-identified data, including the purpose of the request, intended use, and any relevant deadlines or specifications.
4. **Submit the Request:** Once the De-identified Data Request Form is completed, submit it electronically by emailing the completed form to asnyde20@kent.edu.
5. **Review and Processing:** Upon receiving your de-identified data request, our team will review the submission and assess the feasibility of fulfilling the request based on the available de-identified data and resources. We may reach out to you for clarification or additional information if needed. Please allow 1-2 weeks' time for review and processing.
6. **Confirmation and Response:** Once the de-identified data request is reviewed and processed, you will receive confirmation of receipt and an estimated timeline for response at which time we will sign the De-Identified Data Use Agreement for External Use form, returning a final signed copy as a .pdf.
7. **De-identified Data Delivery:** Upon approval, we strive to fulfill de-identified data requests in a timely manner, considering the complexity and scope of the request. The requested de-identified data will be delivered to you in the agreed-upon format and specifications. Depending on the nature of the request, de-identified data may be provided in raw or aggregated form, accompanied by any relevant documentation or metadata.



De-Identified Data Use Agreement for External Use

This data use agreement (the "Agreement") is by and between Kent State University ("KSU"), and WHO THE DATA IS BEING SENT TO ("User") and is effective as of November 20, 2023 for _____ days.

WHEREAS, KSU maintains certain information that User wishes to use and/or disclose for research, public health, or other purposes permitted under 45 C.F.R. § 164.514:

NOW, THEREFORE, the parties, in consideration of the mutual promises and obligations set forth herein, the sufficiency of which is hereby acknowledged, and intending to be legally bound, agree as follows:

1. KSU shall provide User with access to certain data (the "De-identified Data Set") in accordance with the terms and conditions of this Agreement. Under no circumstances shall KSU be required under this Agreement to provide the User with any information that does not qualify as part of a "De-identified data set" under 45 C.F.R. § 164.514(a).
2. The following individuals (the "Authorized Parties") are authorized to use the De-identified Data Set or any part of it on behalf of User and agree to abide by the terms of this Agreement:

Name: NAME OF THE PERSON RECEIVING DATA Signature: _____

Name: ADD LINES IF MORE USERS Signature: _____

Use an attachment to list any additional individuals. The attachment must be signed by authorized representatives of User and KSU.

3. User, and any Authorized Party on User's behalf, may use the De-identified Data Set only for the purpose identified below: The response should be specific. For example, "Data collected from XXXXXXXX for the purpose of analysis (elaborate as necessary)"

Use an attachment to list any additional permitted uses. The attachment must be signed by authorized representatives of User and KSU.

4. User and each Authorized Party agrees as follows:
 - ✓ Not to use or further disclose the De-identified Data Set or any information contained therein other than as permitted by this Agreement or required by applicable law.
 - ✓ To use appropriate safeguards to prevent use or disclosure of the information other than as provided for by this Agreement.
 - ✓ To report to KSU, any use or disclosure of the De-identified Data Set or any part of it not provided for by this Agreement of which User or any Authorized Party becomes aware.
 - ✓ To ensure that any User employees, agents, or subcontractors, to whom User or an Authorized Party provides the De-identified Data Set or any part of it to agree to the same restrictions and conditions that apply to the User and Authorized Parties under this Agreement.
 - ✓ Not to use the information contained in the De-identified Data Set to identify the individuals whose information is contained in the De-identified Data Set, nor to contact them under any circumstances.
 - ✓ To destroy or return the De-identified Data Set at the direction of KSU at the completion of the purpose identified above in Section 3.
5. In the event KSU becomes aware of any use of the De-identified Data Set or any part of it that is not authorized under this Agreement or required by applicable law, KSU may (i) terminate this Agreement upon notice; (ii) disqualify (in whole or in part) the User and/or any Authorized Parties from receiving de-identified data in the future; and/or (iii) report the inappropriate use or disclosure as appropriate under applicable law.
6. The parties do not intend to create, and nothing contained in this Agreement shall be construed as creating, a joint venture or partnership between parties. This Agreement contains all of the terms and conditions agreed upon by the parties, and no other agreements, oral or otherwise, regarding the subject matter of this Agreement shall be deemed to exist or to bind either party or to vary the terms of this Agreement. This Agreement shall be governed construed and interpreted in accordance with the laws of the State of Ohio, and Ohio courts shall have exclusive jurisdiction over any action or proceeding concerning this Agreement.
7. To the extent permitted by Ohio law, each party agrees only to be liable for the acts and omissions of its own officers, employees and agents engaged in the scope of their employment arising under this Agreement, and each party hereby agrees to be responsible for any and all liability from a claim with respect to that party's role in connection with this

Agreement. It is specifically understood that neither party will indemnify the other party. The parties agree that nothing in this provision shall be construed as a waiver of the sovereign immunity of the University and/or the State of Ohio beyond the waiver provided in Ohio Revised Code Section 2743.02.

WHEREFORE, the parties, through their authorized representatives, hereby accept and agree to the terms and conditions of this Agreement.

Kent State University

USER

Authorized Signature: _____ Authorized Signature: _____

Name (Printed): _____ Name (Printed): _____

Title: _____ Title: _____

Date: _____ Date: _____



Greater Cleveland
LGBTQ+
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