

APPENDIX E: RESOURCES

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The following are some resources you can refer to for additional information to help you plan and conduct a community assessment.

CONDUCTING A COMMUNITY ASSESSMENT

1. Association of State and Territorial Public Health Nutrition Directors. **Moving to the Future: Developing Community-Based Nutrition Services.** <http://www.vahealth.org/wic/session1.pdf>
2. Community Partnerships for Older Adults. **Study Circles Lead to Action on Aging.** <http://www.partnershipsforolderadults.org/resources/resource.aspx?resourceGUID=6267c16a-9acd-473a-87c6-73d70bd9616a§ionGUID=753922c9-ded1-4921-82cc-b087db71bc8c>
3. The International Development Research Centre. **Designing and Conducting Health Systems Research Projects: Volume 2.** http://web.idrc.ca/en/ev-33010-201-1-DO_TOPIC.html
4. The International Development Research Centre. **Designing and Conducting Health Systems Research Projects: Volume 1, Proposal Development and Fieldwork.** http://web.idrc.ca/en/ev-33012-201-1-DO_TOPIC.html
5. Iowa State University. **Preparing for a Collaborative Community Assessment.** <http://www.extension.iastate.edu/Publications/CRD334.pdf>
6. New York State Department of Health. **Community Health Assessment Clearinghouse.** <http://www.health.state.ny.us/nysdoh/chac/>
7. North Carolina Department of Health and Human Services. **Community Assessment Guide Book.** <http://www.schs.state.nc.us/SCHS/data/databook/2002/GuideBook2002.pdf>

FINISHED OR ON-GOING ASSESSMENT DATA/REPORTS

1. Annie E. Casey Foundation. **Kids Count Data Book.** <http://www.aecf.org/kidscount/>
2. Berkeley-Charleston-Dorchester Council of Governments and Trident United Way. **Measuring for Success 2004 Report.** <http://www.charlestonchamber.net/content.asp?name=Site&catID=2774>

3. Children NOW. **California Data Book.** <http://www.childrennow.org/california/rc-2003/county-profiles.cfm>
4. Children NOW. **Children's Report Card.** <http://www.childrennow.org/california/rc-2001/reportcard-2001.cfm>
5. Health Canada. **Community Health Needs Assessment: A Guide for First Nations and Inuit Health Authorities.** http://www.hc-sc.gc.ca/fnihb-dgspni/fnihb/bpm/hfa/transfer_publications/community_needs_assessment.htm
6. Healthcare Association of Southern California and the County of Orange Health Care Agency. **Orange County Health Needs Assessment.** <http://www.ochna.org>
7. University of Missouri – Office of Social and Economic Data Analysis. **Boone County Health and Human Services Needs Assessment.** <http://www.oseda.missouri.edu/special/booneco/>
8. The National Alliance for Hispanic Health. **Hispanic Health Needs Assessment.** http://www.hispanichealth.org/hhna2001_1.pdf
9. Twin Cities Metro Health Planners Group. **Twin Cities Metropolitan Area Minority Health Needs Assessment Project.** <http://www.mncounties2.org/metroplan/MinHealth.htm>

GRANT WRITING/ SEEKING FUNDING

1. Community Partnerships for Older Adults. **Budgeting Within a Partnership.** <http://www.partnershipsforolderadults.org/resources/resource.aspx?resourceGUID=4dae8611-08ee-449a-ba2a-b9e813adb93a§ionGUID=753922c9-ded1-4921-82cc-b087db71bc8c>
2. **The Foundation Center: Helping grantseekers succeed, helping grantmakers make a difference.** <http://fdncenter.org/>
3. The Foundation Center. **Orientation to the Grantseeking Process.** <http://fdncenter.org/learn/orient/intro1.html>
4. The Foundation Center. **Proposal Writing Short Course.** <http://fdncenter.org/learn/shortcourse/prop1.html>
5. The Foundation Center. **Glossary of Philanthropy-Related Terms.** http://fdncenter.org/learn/ufg/ufg_gloss1.html

6. Michelle K. Carter. **Organizing the Grant Writing Process: 7 Things to Do Before Writing (in English and Spanish).**
<http://www.scn.org/ip/cds/cmp/modules/res-grn.htm>
7. North Central Regional Educational Laboratory. **Finding and Developing Resources for Comprehensive School-Linked Strategies for Children and Families.** <http://www.ncrel.org/sdrs/areas/issues/envrnmnt/css/ppt/chap3.htm>
8. Partners in Information Access for the Public Health Workforce. **Links to Grants and Funding Opportunities.** <http://phpartners.org/grants.html>
9. Phil Bartle. **Community Project Resources (in English and Spanish).**
<http://www.scn.org/ip/cds/cmp/modules/res-int.htm>

BUILDING A COMMUNITY PARTNERSHIP

1. Community Partnerships for Older Adults. **Inclusion and Diversity Resources.**
<http://www.partnershipsforolderadults.org/resources/topicresources.aspx?sectionGUID=8da7bbe9-2d4b-4c2e-8a49-ff12b211ae54>
2. Community Partnerships for Older Adults. **Partnership Evolution.**
<http://www.partnershipsforolderadults.org/resources/levelone.aspx?sectionGUID=685aac05-0054-4c97-a59d-bbc828357000>
3. Community Partnerships for Older Adults. **Tools for Strategic Planning.**
<http://www.partnershipsforolderadults.org/resources/topicresources.aspx?sectionGUID=753922c9-ded1-4921-82cc-b087db71bc8c>
4. The Foundation Center. **Voluntarism: A Resource List.**
<http://fdncenter.org/learn/topical/voluntarism.html>
5. Kathryn Johnson (Editor), Wynne Grossman (Editor), Anne Cassidy (Editor). **Collaborating to Improve Community Health: Workbook and Guide to Best Practices in Creating Healthier Communities and Populations.** July 1997, Jossey-Bass. Available at:
<http://www.josseybass.com/WileyCDA/WileyTitle/productCd-0787910791.html>
6. **National Community Building Network.** <http://www.ncbn.org/>
7. North Central Regional Educational Laboratory. **Building Collaborative Partnerships.**
<http://www.ncrel.org/sdrs/areas/issues/envrnmnt/css/ppt/chap1.htm>
8. Phil Bartle. **Methods to Strengthen Communities: Raising Capacity in Low-Income Neighbourhoods (in English and Spanish).** <http://www.scn.org/cmp/>

9. Phil Bartle. **Community Empowerment: Some Key Words for Mobilizers.**
<http://www.scn.org/cmp/key/key0.htm>
10. University of Kansas. **Community ToolBox: Bringing Solutions to Light.**
<http://ctb.ukans.edu/>. (A comprehensive, hands-on community capacity building site).

LEADERSHIP/FACILITATION

1. Center for Collaborative Planning. **The Consensus Process.**
<http://www.connectccp.org/resources/14consensus.pdf>
2. Center for Collaborative Planning. **Coping with Conflict.**
<http://www.connectccp.org/resources/15conflict.pdf>
3. Center for Collaborative Planning. **A Gifted Facilitator.**
<http://www.connectccp.org/resources/17gifted.pdf>
4. Center for Collaborative Planning. **Facilitating Effective Communication.**
<http://www.connectccp.org/resources/16facilitating.pdf>
5. Center for Collaborative Planning. **Ground Rules and Agreements.**
<http://www.connectccp.org/resources/18groundrules.pdf>
6. **The Community Leadership Association.**
<http://www.communityleadership.org/>
7. The Community Partnership for Older Adults. **Brainstorming Tips and Processes.**
<http://www.partnershipsforolderadults.org/resources/resource.aspx?resourceGUID=5b1c9f3e-50a7-426d-bd72-795803718d77§ionGUID=753922c9-ded1-4921-82cc-b087db71bc8c>
8. Conflict Research Consortium, University of Colorado. **Consensus Building.**
<http://www.colorado.edu/conflict/peace/treatment/consens.htm>
9. The Public Disputes Program: Part of the Inter-University Program on Negotiation at Harvard Law School. **A Short Guide to Consensus Building.**
http://web.mit.edu/publicdisputes/practice/cbh_ch1.html
10. University of Florida, IFAS Extension. **Facilitating and Managing Group Participation: Effective Meetings.**
<http://edis.ifas.ufl.edu/pdf/files/pd/pd05100.pdf>

DATA COLLECTION METHODS

1. Colorado State University. **Quantitative and Qualitative Research Guide.** <http://writing.colostate.edu/references/research.cfm>
2. Professor William M. Trochim, Cornell University. **Research Methods Knowledge Base.** <http://trochim.human.cornell.edu/kb/>
3. The International Consortium for the Advancement of Academic Publication. **Resources for Methods in Evaluation and Social Research.** <http://gsociology.icaap.org/methods/>
4. University of Florida, IFAS Extension. **Questionnaire Design.** http://edis.ifas.ufl.edu/TOPIC_Questionnaire_Design
5. National Science Foundation, Division of Research, Evaluation and Communication. **User-Friendly Handbook for Mixed Methods Evaluations.** <http://www.ehr.nsf.gov/EHR/REC/pubs/NSF97-153/start.htm>. (Great information on many data collection methods).
6. Rob McBride and John Shostak. **Qualitative versus Quantitative Research.** <http://www.uea.ac.uk/care/elu/Issues/Research/Res1Ch2.html>
7. Shippensburg University. **Qualitative Methods Workbook.** <http://www.ship.edu/~cgboeree/qualmeth.html>
8. University of Wisconsin Cooperative Extension. **Qualitative-Quantitative Power Point presentation.** <http://www.uwex.edu/ces/pdande/evaluation/powerpt/QUANQUAL.PPT>

Asset Mapping:

1. Centers for Disease Control and Prevention. **Community Health Worker Program Materials on Breast Cancer and Cervical Cancer, Section on Asset Mapping.** <http://www.cdc.gov/cancer/nbccedp/training/trainpdfs/hb-commassess.pdf>
2. University of Wisconsin-Madison. **Identifying, Mapping and Mobilizing Our Assets.** <http://www.uwex.edu/ces/lmcourse/PDFs/assets.pdf>
3. Northwest Regional Educational Laboratory. **Mapping Community Assets Workbook.** http://www.nwrel.org/ruraled/publications/com_mapping.pdf
4. Environmental Youth Alliance-Youth Community Assets Mapping Initiative. **DRAFT Youth Community Asset Mapping Manual Booklet 3.** http://www.eya.ca/yaec/for_rsrch_story_01.html

5. University of Kansas Community ToolBox. **Chapter 3, Section 1: Developing a Plan for Identifying Local Needs and Resources.**
http://ctb.ku.edu/tools/en/sub_section_main_1043.htm
6. University of Kansas Community ToolBox. **Chapter 3, Section 8: Identifying Community Assets and Resources.**
http://ctb.ku.edu/tools/en/sub_section_main_1043.htm
7. Neighborhood Knowledge California. <http://www.nkca.ucla.edu>
8. Neighborhood Knowledge Los Angeles. <http://nkla.ucla.edu/>
9. Healthy-Children-Healthy-City Asset Mapping Project. <http://www.healthycity.org>
10. Community Building Resources. **Community Capacity Building & Asset Mapping**®. http://www.cbr-aimhigh.com/workshops/asset_maps.htm
11. Youth Community Asset Mapping. **Mapping Gallery.**
<http://www.eya.ca/youthmappers/>

Focus Groups:

1. International Nutrition Foundation for Developing Countries. **A Manual for the Use of Focus Groups.** <http://www.unu.edu/unupress/food2/UIN03E/UIN03E00.HTM>
2. Human Resources Development Canada. **Evaluation Toolkit Focus Groups.**
http://www11.hrdc-drhc.gc.ca/pls/edd/v_report.a?p_site=EDD&sub=ETKFG
3. UNESCO. **Guide to the Preparation and Conducting of Group Interviews.**
http://www.unesco.org/ios/eng/evaluation/tools/outil_05e.html
4. University of Wisconsin Cooperative Extension. **Focus Group Training Handout.**
<http://www.uwex.edu/ces/pdande/evaluation/pdf/FocusWkbk.pdf>
5. University of Wisconsin Cooperative Extension. **Focus Group Power Point Presentation.**
<http://www.uwex.edu/ces/pdande/evaluation/powerpt/FOCUS1002.PPT>
6. USAID Center for Development and Information Evaluation. **Conducting Focus Group Interviews.** http://childrensvaccine.org/files/USAID_FGDs.pdf
7. University of Arizona. **Using Focus Groups for Evaluation.**
<http://ag.arizona.edu/fcs/cyfernet/cyfar/focus.htm>

8. American Statistical Association. **What Are Focus Groups?**
<http://www.amstat.org/sections/srms/brochures/focusgroups.pdf>
9. California Department of Health Services and Northern California Grantmakers AIDS Task Force. **Good Questions/ Better Answers: A Formative Research Handbook for California HIV Prevention Programs. "Focus Groups"**
<http://www.caps.ucsf.edu/capsweb/goodquestions/>
10. University of Sydney. **Focus Group Interviews in Qualitative Research: A Review of the Literature.**
<http://www.scu.edu.au/schools/gcm/ar/arr/arrow/rlewis.html>

Surveys:

1. University of Wisconsin Cooperative Extension. **Collecting Evaluation Data: Surveys.** http://cecommerce.uwex.edu/pdfs/G3658_10.PDF
2. University of Wisconsin Cooperative Extension. **Collecting Evaluation Data: End of Session Questionnaires.** http://cecommerce.uwex.edu/pdfs/G3658_11.PDF
3. Queen Margaret College. **Questionnaire Design and Analysis Workbook.**
<http://www.tardis.ed.ac.uk/~kate/qmcweb/qcont.htm>
4. Queen Margaret College. **Sampling Workbook.**
<http://www.tardis.ed.ac.uk/~kate/qmcweb/scont.htm>
5. Professor **William M. Trochim, Cornell University.** Research Methods Knowledge Base: Surveys. <http://trochim.human.cornell.edu/kb/survey.htm>
6. American Statistical Association. **Resources for Methods in Evaluation and Social Research: Links to Survey Sites.**
<http://gsociology.icaap.org/methods/surveys.htm>
7. UNESCO. **Guide to the Preparation of Questionnaires.**
http://www.unesco.org/ios/eng/evaluation/tools/outil_04e.htm
8. Florida Cooperative Extension Service. **Conducting A Community Needs Assessment: Preliminary Data Collection Techniques.**
<http://edis.ifas.ufl.edu/pdffiles/HE/HE06000.pdf>
9. American Statistical Association. **Brochures about Survey Research.**
<http://www.amstat.org/sections/srms/whatsurvey.html>
9. California Department of Health Services and Northern California Grantmakers AIDS Task Force. **Good Questions/ Better Answers: A Formative Research**

Handbook for California HIV Prevention Programs. "Surveys"

<http://www.caps.ucsf.edu/capsweb/goodquestions/>

Key Informant Interviews:

1. Mountain States Group, Inc. **Community Engagement-Needs Assessment: Conducting Key Informant and Focus Group Interviews.**
<http://deltarhpi.ruralhealth.hrsa.gov/tools2.shtml>
2. The Access Project. **Getting the Lay of the Land on Health: A Guide for Using Interviews to Gather Information.**
www.accessproject.org/downloads/final%20document.pdf
3. University of Illinois Extension—Program Planning and Assessment. **Needs Assessment Techniques: Using Key Informant Interviews.**
<http://www.aces.uiuc.edu/~PPA/NeedsAsmnt.htm>
4. USAID Center for Development and Information Evaluation. **Conducting Key Informant Interviews.** http://www.dec.org/pdf_docs/pnabs541.pdf
5. Florida Cooperative Extension Service. **Conducting A Community Needs Assessment: Preliminary Data Collection Techniques.**
<http://edis.ifas.ufl.edu/pdffiles/HE/HE06000.pdf>
6. University of Kansas Community Tool Box. **Chapter 38, Section 8: Conducting Interviews with Key Participants to Analyze Critical Events.**
http://ctb.ku.edu/tools/en/sub_section_main_1370.htm

Community Forums:

1. University of Illinois Extension—Program Planning and Assessment. **Using Community Meetings.** http://www.aces.uiuc.edu/~PPA/pdf_files/ComMeet1.PDF
2. Kansas University Work Group on Health Promotion and Community Development. **Chapter 3, Section 3: Conducting Public Forums and Listening Sessions.**
http://ctb.ku.edu/tools/en/sub_section_main_1021.htm
3. Minnesota Department of Health. **Community Forums and Public Hearings.**
<http://www.health.state.mn.us/communityeng/needs/needs.html#forum>
4. Cornell Cooperative Extension. **Conducting A Community Forum.**
<http://www.cce.cornell.edu/admin/program/documents/townmtg.htm>

5. Florida Cooperative Extension Service. **Conducting A Community Needs Assessment: Preliminary Data Collection Techniques.**
<http://edis.ifas.ufl.edu/pdffiles/HE/HE06000.pdf>

Rapid Appraisal:

1. University of Wisconsin Cooperative Extension—Program Development and Evaluation. **Collecting Evaluation Data: Direct Observation.**
http://cecommerce.uwex.edu/pdfs/G3658_5.PDF
2. USAID Center for Development and Information Evaluation. **Using Direct Observation Techniques.** http://www.dec.org/pdf_docs/pnaby208.pdf
3. The Audience Dialogue. **Know Your Audience: Chapter 13 Observation.** <http://www.audience dialogue.org/kya13.html>
4. University of Florida-Cooperative Extension Service. **Observation, Records, and Traces as Alternatives to Direct Questioning in Collecting Evaluation Data.**
http://edis.ifas.ufl.edu/BODY_PD015
5. California Department of Health Services and Northern California Grantmakers AIDS Task Force. **Good Questions/Better Answers: A Formative Research Handbook for California HIV Prevention Programs. "Field Notes and Observations".** <http://www.caps.ucsf.edu/capsweb/goodquestions/>
6. National Science Foundation. **The 2002 User-Friendly Handbook for Project Evaluation.** <http://www.nsf.gov/pubs/2002/nsf02057/start.htm>
7. Caroline C. Wang. **Photovoice: Social Change Through Photography.**
<http://www.photovoice.com/>

DATA ANALYSIS

1. Centre for Applied Statistics, Lancaster University. **Statistics Glossary.**
www.stats.gla.ac.uk/steps/glossary/
2. Deakin University. **Introduction to Data Collection and Analysis.**
<http://www.deakin.edu.au/~agoodman/sci101/index.php>
3. Larry Gonick and Woollcott Smith. **Cartoon Guide to Statistics.** 1994; HarperResource. (Available in many bookstores and at Amazon.com).

4. Promoting Excellence in End of Life Care. **Data Glossary/Online Dictionary.**
<http://www.promotingexcellence.org/navigate/frameset60.html>
5. StatSoft. **Electronic Statistics Text Book.**
<http://www.statsoft.com/textbook/stathome.html>
6. University of North Carolina, Chapel Hill; Maternal and Child Health Toolbox. **Data Skills Online.** <http://www.sph.unc.edu/toolbox/> (Free online course).
7. University of Wisconsin Cooperative Extension. **Analyzing Quantitative Data.**
http://cecommerce.uwex.edu/pdfs/G3658_6.PDF
8. University of Wisconsin Cooperative Extension. **Analyzing Qualitative Data.**
http://cecommerce.uwex.edu/pdfs/G3658_12.PDF

DATA PRESENTATION

1. Betty C. Jung. **Charting and Graphing Data: Data Presentation.**
<http://www.bettyjung.net/Graphing.htm>
2. Deakin University. **Graphical Data Presentation.**
<http://www.deakin.edu.au/~agoodman/sci101/chap12.php>
3. Marianne W. Zawitz, Bureau of Justice Statistics, Washington Statistical Society Methodology Seminars. **Data Presentation: A Guide To Good Graphics.**
<http://www.science.gmu.edu/~wss/methods/zawitzg.html>
4. Marianne W. Zawitz, Bureau of Justice Statistics, Washington Statistical Society Methodology Seminars. **Data Presentation: A Guide To Good Tables.**
<http://www.science.gmu.edu/~wss/methods/zawitzt.html>
5. Robert H. Rutchik, National Energy Information Administration. **EIA Guidelines for Statistical Graphs.** <http://www.eia.doe.gov/neic/graphs/preface.htm>
6. Statistical Services Centre, University of Reading. **Informative Presentation of Tables, Graphs and Statistics.**
<http://www.rdg.ac.uk/ssc/develop/dfid/booklets/toptgs.html>

REPORT WRITING

1. Colorado State University. **Writing Processes.**
http://writing.colostate.edu/references/index.cfm?guides_active=processes

2. Colorado State University. **Guide to Writing the Scientific-Format Paper.**
<http://writing.colostate.edu/references/processes/science/pop2a.cfm>
3. Colorado State University. **Guide to Speeches and Presentations.**
http://writing.colostate.edu/references/index.cfm?guides_active=speeches
4. Colorado State University. **Guide to Researching Sources.**
http://writing.colostate.edu/references/index.cfm?guides_active=research
5. Phil Bartle. **Report Writing.** <http://www.scn.org/ip/cds/cmp/modules/rep-int.htm>
6. University of Wisconsin Cooperative Extension. **Communicating Results: Tips and Practices (Power Point presentation).**
<http://www.uwex.edu/ces/pdande/evaluation/powerpt/TipsRS.PPT>

NEXT STEPS

1. Frank Martinelli, The Center for Public Skills Training. **Strategic Planning in Nonprofit and Public Sector Organizations.**
<http://www.uwex.edu/li/learner/spmanual.pdf>
2. Hedy Nai-Lin Chang and Judy Chynoweth. **Inclusive Governance: A Call to Action.** Foundation Consortium.
<http://www.foundationconsortium.org/how/library/policybriefs/policy5.pdf>
3. Jacquelyn McCroskey, **Getting to Results: Data Driven Decision Making for Children, Youth, Families and Communities.** Foundation Consortium.
<http://www.foundationconsortium.org/how/library/policybriefs/policy2.pdf>
4. Phil Bartle. **Preparing a Community Action Plan: The Community Decides its Own Future.** <http://www.scn.org/ip/cds/cmp/modules/org-cap.htm>
5. The Access Project. **Using Data: A Guide for Community Health Activists.**
<http://www.accessproject.org/downloads/data.pdf>
6. University of Wisconsin Cooperative Extension. **Community Group Member Survey: Using the Results.** http://cecommerce.uwex.edu/pdfs/G3658_9.PDF

RECURSOS EN ESPAÑOL

Métodos de colección de datos:

1. University of Kansas-Community Toolbox. **Recolectando Información Sobre el Problema (Collecting Information About the Problem).**

http://ctb.ku.edu/tools/es/sub_section_main_1447.htm

2. The World Bank Group. **Metodos de Recopilación de Datos-Métodos Cualitativos (Data Collection Methods-Qualitative Methods)**. Spanish Link:
<http://www.worldbank.org/poverty/spanish/impact/methods/qualita/htm>
3. University of Kansas-Community Toolbox. **Evaluando la Comunidad-Asesorando las Necesidades y los Recursos de la Comunidad (Assessing Community Needs and Resources)**
http://ctb.ku.edu/tools/es/chapter_1049.htm
4. Project de Asistencia Técnica para la Supervivencia del Infantil. (*Child Survival Technical Support*). **Manual de Evaluación Participativa del Programa: Involucrando a los participantes del programa en el proceso de evaluación** (Participatory Evaluation Manual: Involving program participants in the evaluation process)
http://www.childsurvival.com/documents/manual_span.pdf
5. Programa de Gestión Comunitaria. (*Community Management Programme, Community Self-Management, Empowerment and Development*). **Participación en la Evaluación (Participation in Appraisal)**
<http://www.scn.org/mpfc/modules/par-ints.htm>

Valor de los mapas:

1. University of Kansas-Community Toolbox. **Identificando los Bienes y Recursos de la Comunidad (Identifying Community Assets and Resources)**
http://ctb.ku.edu/tools/es/sub_section_main_1451.htm
2. Programa de Gestión Comunitaria. (*Community Management Programme, Community Self-Management, Empowerment and Development*). **Examen de los recursos internos de una comunidad (Survey of Internal Community Resources)**
<http://www.scn.org/ip/cds/mpfc/modules/rch-irs.htm>

Cómo Involucrar a los Medios:

1. Agencia para Sustancias Tóxicas y el Registro de Enfermedades. (*Agency for Toxic Substances and Disease Registry*). **Fundamentos de Principios y Prácticas para la Comunicación sobre Riesgos para la Salud (Health Risk Communication Principles and Practices)**

http://www.atsdr.cdc.gov/es/HEC/riskprimer/es_medios.html

Para imprimir documento en version PDF:

http://www.atsdr.cdc.gov/es/HEC/riskprimer/es_risk.pdf

2. Administración para Niños y Familia, Departamentos de Salud y Servicios Humanos. (*Administration for Children and Families, U.S. Department of Health and Human Services*). **Cómo Involucrar a los Medios Masivos de Comunicación, Ejemplos de un Anuncio de Servio Público para Radio y Televisión (How to Involve the Media, Sample Press Release)**
http://nccanch.acf.hhs.gov/frames/frameset_c.cfm?url=http%3A%2F%2Fnccanch%2Eacf%2Ehhs%2Egov%2Ftopics%2Fprevention%2Forganizations%2Fmedios%2Ecfm
3. Razón y Palabra: Revista Electronica en America Latina Especializada en Topicos de Medios de Comunicación. (*Razón y Palabra: Electronic Journal in Latin America Specialized in Media Topics*). **Cómo Preparar una Entrevista en los Medios de Comunicación (How to Prepare for and Interview in the Media)**
<http://www.razonypalabra.org.mx/actual/orojas.html>
4. UNICEF-Estado Mundial de La Infancia 2003 (*UNICEF-The State of the World's Children 2003*). **Como Tratar Con Los Medios De Comunicación (Mastering the Media)**
<http://www.unicef.org/spanish/sowc03/childrenskit> (seleccione Como Tratar Con Los Medios De Comunicación-versión PDF)