

Abstract

The community needs assessment is a diagnostic study made to be a tool to relieve the apparent needs of the Kichwa communities that Runa works with in Napo, Ecuador. The results of the questionnaire will allow the Producer Executive Board of Guayusa with to be well informed when trying to improve their community using the Fair Trade Social Premium Fund.

The principal themes that are analyzed and addressed by the need assessment include: health, sanitation, education, financial security, women's rights, and youth matters. The evaluation, composed of 80 questions, used in this needs assessment is based of the community needs assessment developed by the Peace Corps. The study was revised you our Kichwa facilitator and our team of farm technicians, in order to assure that the questions are culturally sensitive as well as pertinent. An expert of questioning was also consulted; this edition of the assessment needs to acknowledge the need to manage data in a objective manner in order to have proper qualitative data. It is this learning process that allowed the assessment to develop in a manner that would guarantee precise and quick data. Two questionnaires have been developed, on designed specifically for the president of the community (in order to obtain data of general relations with the community) and one specifically for the individuals of the community.

The study has taken in account 54 communities in the counties of Archidona, Tena, and Arosemena Tola during the year: August 2011 till August 2012. There were 309 participants in the study, 85 percent of them were guayusa farmers. The community development team of Runa was formed by Lindsay McGeehon, Peace Corps Volunteer, volunteers, and interns of both local Kichwa and outside descent. The methodology that was employed took advantage of meetings between community members so that a more accurate picture of each community could be drawn.

One or two members of the community development team as a scribe and conductor of the questionnaire carried out each individual questionnaire. When a Kichwa person spoke to the conductor, the scribe in Spanish would take down the response. When other members of the community development team were note takers, the questionnaire was put down in Spanish. For each input, the proper analyses of the community necessities were explained, as such people questioned could choose not to answer whatever question.

When the questionnaire was completed, the responses were put into use with a database in order to analyze the tendencies of the sample group as well as possible projects that could be effective means in aiding the community to grow.