PHASE 1 DEFINE

Root Cause Analysis

Effort







Objective

To use the data collected during the desk review and immersive research to identify a set of priority challenges that are the root of the problem.



Time needed

3-4 hours



Participants

Design and research team



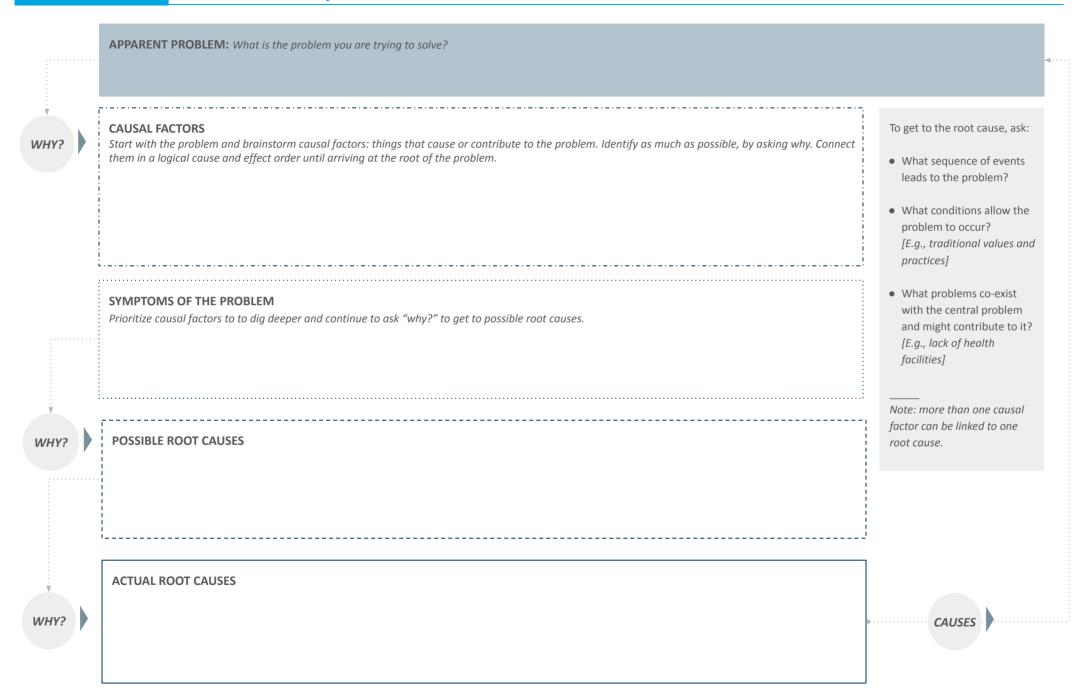


How to use this tool

A root cause analysis is a good way to help you sift through the data and to identify the primary source of a problem. Use this template to think through the problem you are trying to solve.

- **Identify causal factors.** During the desk review, development of the intent statement, and immersive research, you collected a lot of information to better understand the situation. Use this template to help sort through the causal factors: issues that cause or contribute to the health problem. Identify as many causal factors as possible. Start with the problem and brainstorm causal factors for that problem by asking "why?"
- **Identify the root cause.** To find root causes—the primary sources of the challenge—start with the causal factors identified above and continue to ask why. Root causes are seldom found in the most obvious causes. Dig deeper and continue to ask "why?" until nearly all responses have been exhausted or roots that seem important to address are reached.
- **Prioritize the root causes.** Identify challenges from the root causes and rank in order, starting with the main cause. Consider the following:
 - a. The potential impact of addressing the challenge.
 - b. How difficult it will be to reach the audience associated with the challenge.
 - c. Resources available to address the challenge.
 - d. Whether you can identify a logical order in which to address the challenges.

Root Cause Analysis



• If more than one causal factor is linked to the root cause. When a root cause is the source of multiple causal factors, it indicates that addressing the root cause can have

far-reaching effects.

Root Cause #4

PHASE 1: DEFINE Root Cause Analysis

	APPARENT PROBLEM: What is the problem you are trying to solve?	
WHY?	ACTUAL ROOT CAUSES	
	RANKED ROOT CAUSES	
	Root Cause #1	Identify challenges from the root causes and rank in order, starting with the main cause. To determine rank, consider: • The potential impact of addressing the challenge. The
	Root Cause #2	 greater the potential impact, the more reason to address it. How difficult it will be to reach the audience associated with the challenge.
	Root Cause #3	 Other resources available to address the challenge. Other partners may be working on that challenge or additional funding streams available.
	ROOL Cause #3	Whether you can identify a logical order in which to address the challenges.

Citations

Johns Hopkins Center for Communication Programs.(n.d.). *How to Conduct a Root Cause Analysis*. The Compass for SBC. https://thecompassforsbc.org/how-to-guide/how-conduct-root-cause-analysis