

MEMORANDUM

To: West Side Healthcare Advisory Task Force

From: Keith D. Boggs
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County of Stanislaus

SUBJECT: COMMUNITY BASELINE SURVEY – HEALTHY CHOICES

Date: November 23, 2009

Hello West Side Healthcare Advisory membership.

I am attaching the summary results of our first effort: Community Baseline Healthy Choices Survey for your review and analysis. Like any analysis worth doing – there are multiple ways to improve upon this impromptu first effort. However, the data from this impressive data pool (1008 total community responses) will be most assistive as we continue to roll out our Healthy Choices campaign.

1008 Total Responses

- 340 Spanish language
- 668 English language

Good work to all. This is a team effort.

SUMMARY REFLECTIONS

- 24% of our respondents eat out 2-3 times weekly. With those stating only once per month near 30%. 1 out of 4 eats out often. There is some potential messaging we can work toward in this finding.
- 55% of respondents are fruit and vegetable conscious. This is a good start – but obviously an area where we can make some significant impact. Heck, we grow this stuff ☺
- Almost 87% think about their health regularly. This is important to know, and probably assists our astonishing exposure numbers for being only several months into the campaign. We have an actively engaged audience to work with.
- 95+% do not smoke. This statistic suggests that “healthy” people completed our survey. May be inconsistent with aggregate data – I will leave that comparison to those of you in the healthcare business to share forward.
- 62% state that they exercise regularly. This is an area that we can drill down in future outreach. We should attempt to gain some insight into youth and younger residents in the future.
- People enjoy walking! That is good to know since we are recommending several very walk-centric activities on our Choices Activities Wheel. Interestingly, almost 20% sited “other” means of getting their exercise which suggests our creative approaches will be well received by the collective.
- Almost half (48%) view their current state of health (well being) as average or below average. This indicator suggests we are putting our energies in the right place!

- Almost 11% of respondents are NOT seeing a doctor (one in ten) when they perceive the need to. In addition, those who replied, 88% state that either lack of insurance (69%) or cost (20%) is the primary reason for this exposure.
- Almost 18% of respondents are NOT seeing a dentist (almost two out of ten) when they perceive the need to. This response reflected an 91% rate combining lack of health insurance (66+%) and cost (24+%) as determinant.
- GOOD NEWS!! Over 25% of those surveyed have heard of the Healthy Choices campaign to date. In just four short months your good works are beginning to resonate within your community. This is a powerful statistic!
- Direct mailing and newspaper outreach top the list of preferred community outreach. Interestingly (in a good way) over 12% recognize and appreciate the e-newsletter mode. (That is over 100 respondents!)

So there you have it, our first (baseline) survey outreach.

There is some very telling information folded into this exercise. I think that we are definitely heading in the right direction. Again, thank you all for your hard work on making all of this a shared reality.

kdb

Total # of surveys: 1008

1. How often do you eat out?

Daily	3.52%
2-3 times week	23.72%
2-3 times month	41.71%
Rarely (less than once monthly)	29.25%
Never	1.81%

2. How often do you include fresh fruits and vegetables in your meals?

Daily	55.1%
2-3 times week	35.51%
Once per week	8.96%
Never	0.43%

3. Do you consider healthy choices (nutrition) when you shop for groceries?

No	11.21%
Yes	88.72%

4. If not, is it because of...

Cost	32.14%
Lack of preparation ideas	56.43%
I don't like these types of foods	11.43%

5. Do you smoke?

No	95.44%
Yes	4.56%

6. How often do you think about your health?

Daily	67.77%
One or more times a week	19.21%
Couple times a month	6.92%
Rarely	5.17%
Never	0.93%

7. How often do you exercise?

Daily	24.81%
2-3 times week	38.94%
Once per week	14.35%
Rarely	18.34%
Never	3.56%

8. If you exercise, how do you get your exercise?

Walk	51.05%
Through my work	11.19%
Running	8.25%
Sports/hobbies	9.79%
Other	19.72%

9. On a scale of 1-5, how healthy would you rate your present state of body? (1 = not healthy and 5 = very healthy)

1	5.18%
2	7.22%
3	35.67%
4	35.16%
5	16.77%

10. Do you or your family members regularly visit a doctor when you needed?

No	10.56%
Yes	89.34%

11. If not, why?

No insurance	68.29%
Cost	20.33%
Can't get appointment	5.69%
No transportation	5.69%

12. Do you or your family members regularly visit a dentist when needed?

No	17.93%
Yes	82.07%

13. If not, why?

No insurance	66.49%
Cost	24.32%
Can't get appointment	4.86%
No transportation	4.33%

14. Have you heard about the Healthy Choices Campaign for the West Side?

No	74.79%
Yes	25.21%

15. What are some ways in which healthy choice messages could be best expressed/exposed to you and your community?

Newspaper	27.82%
Internet letter	12.90%
Radio	16.18%
Billboard ads	9.14%
Direct mailing	33.96%