

CCH Health & Wellness Needs Assessment
Executive Summary
Greg Smith and Associates
April, 2009

Purpose: To assess what areas of health and wellness residents desire increased focus in

Method: Telephone Survey

Target Population: Elmore County and Bruneau/Grand View area residents age 18 and older

Total Respondents: 400

Questionnaire

CCH worked with Greg Smith & Associates to develop a series of questions that would assess respondent's opinions on what areas of health and wellness need increased focus in our community and provide basic demographic information. The bulk of the questionnaire centered on respondents rating 20 health and wellness topics on a "1 to 5" scale, with "5" meaning that the topic deserves much more focus and "1" meaning that it deserves much less focus. Topics were derived from five broad categories of health and wellness: Maternal Child Health, Chronic Disease, Communicable Disease, Mental Health and Community Health Education.

Results

Survey scores reflected only small statistical differences between the "focus" ratings given to potential health and wellness areas. These minute differences reflect that residents do not feel a dominant, critical need for any one health and wellness area to receive a highly intense level of increased focus. For instance, if "Addictions" scored 20 percentage points higher than the other topics, CCH could potentially be limited to focusing only on that subject during the next 12 months. The close scores will allow CCH greater freedom in choosing what health and wellness activities and education to offer and promote.

Topics rated either a "4" or "5" indicate the respondents feel the area deserves more than normal focus. The "4" or "5" rating is referred to as "Top 2". The following seven health and wellness topics were rated as the leading "Top 2" categories; the percentage following refers to the percentage of total respondents giving that area a "4" or "5" rating.

1. Irresponsible behavior related to illegal drug use, underage drinking and driving while impaired (70.3%)
2. Cancer (66.5%)
3. Insurance awareness and availability of assistance programs, including those related to children's coverage (65.5%)
4. Nutrition (63.5%)
5. Heart Disease (62.5%)
6. Obesity (60.5%)
7. Knowledge and availability of resources for senior citizens (60.3%)

Respondent categories that rated their desire for increased overall health and wellness focus higher than average were those with no health insurance, 36-45 years old or employed full-time.

After respondents completed the rating portion of the survey, they were asked on an open-ended basis where they get their health and wellness information. A variety of sources were cited, ranging from newspapers and television to friends' advice. Because a single source of providing accurate health and wellness information was not identified, CCH will continue to work towards facilitating referrals and promoting existing community resources.