

# Using community-based participatory techniques to develop and disseminate a cross-sectional survey to assess community-specific quality of life

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# Healthy Community Council

## HCC Mission

- Community-based organization composed of representatives from nearly 70 entities
- Enhancing the **quality of life** for the community through **collaborative efforts of individuals, agencies, and institutions.**

# HCC Vision

- Assess community needs
- Identify areas of priority
- Help plan and coordinate initiatives
- Evaluate

# Overview

- Formed HCC Assessment committee
- Established goals and objectives
- Gathered and reviewed community assessments
- Reviewed HCC 2001 Assessment
  - Integrated process (adults and seniors)

# Getting Started...

- Developed assessment categories and indicators
- Obtained feedback on indicators at a HCC quarterly meeting
- Identify indicators as survey items or existing data items
- Generated assessment survey items
- Pilot tested assessment instrument

# Assessment Categories

- Economic Vitality
- Community Infrastructure
- Environmental Quality
- **Health and Wellness**
- Social Welfare
- Education
- Youth

# Methodology

- Obtained Institutional Review Board approval
- JMU Health Science students call potential participants
- Two methods
  - English-speaking population
  - Latino population

# Sampling

- Purchased random sample from Survey Sampling International, Inc. (SSI)
- Used stratified random sampling techniques based on zipcode
  - 1,645 packets mailed
  - 684 returned
  - Sampling error = 3.8% (Dillman)
  - Response rate = 42%



# Data Analysis

- Scanned surveys into SPSS 13.0
- Conducted descriptive analysis
  - Frequencies and cross tabulations
- Disseminated data to action team members to review and interpret
- Hired technical writer to finalize report

# Methodology

## Latino Assessment

- Purchased 1,000 names
- Conducted assessment via telephone
- Utilized Spanish-speaking callers (script)
- Used modified version of English-speaking assessment
- Entered and analyzed data in SPSS 14.0
- N=266 completed surveys

# Demographics

## Adult (64 and younger) English

- Age
  - $\leq 24$  years = 1%
  - 25-44 = 23%
  - 45-64 = 46%
- 46% are male
- 78% are married
- 11% incomes below \$25,000
- 17% incomes between \$35,000-50,000

# Demographics

## Senior (65+) English

- Age 65+ = 29% of all survey participants
- 41% are male
- 59% are married
- 36% live alone
- 16% incomes below \$15,000
- 17% incomes between \$15,000-25,000

# Demographics Latino Population

- Age
  - $\leq 24$  years = 15%
  - 25-44 years = 68%
  - 45-64 = 15%
  - 65+ = 2%
- 38% are male
- 59% are married
- 34% had incomes below \$15,000
- 36% had incomes between \$15,000 and \$25,000

# General Health Status

- Excellent, Very good, or good
  - Adults = 93% (91% in 2001)
  - Seniors = 79% (65% in 2001)
  - Latinos = 86% (67% in 2001)
- Comparative data
  - Aging Stats 2003-04 = 76%
  - Virginia 2005 = 87%

# Health Conditions

Health Condition	Adults	Seniors	Latino
High blood cholesterol HP 2010 goal = 17%	35%	63%	9%
High blood pressure HP 2010 goal = 16%	28%	60%	12%
Arthritis	24%	56%	9%
Diabetes HP2010 goal = 3%	8%	19%	7%
Hearing impairment	7%	28%	3%
Heart problem	4%	23%	4%

# Physical Activity

Five or more days/week for at least 30 minutes

## ➤ Adults

- 2006 = 18%
- 2001 = 13%

## ➤ Seniors

- 2006 = 20% (Aging Stats 2003-04 = 22%)
- 2001 = 18%

## ➤ Latinos

- 2006 = 19%

## ➤ HP2010 goal = 30%



# Nutrition

Five or more servings of fruits/vegetables five or more days/week  
2006 only

- Adults
  - 19%
- Seniors
  - 39%
- Latinos
  - 34%
- Virginia CDC BRFSS survey = 26%
- HP2010 goal = 50%

# Preventive Services

Within the past **12 months**

Screening	Adults	Seniors	Latinos	HP2010
Blood pressure	<b>86%</b>	97%	<b>57%</b>	95%
Pap tests	<b>71%</b>	<b>38%</b>	<b>83%</b>	90%
Blood cholesterol	<b>59%</b>	87%	<b>38%</b>	80%
Mammogram	<b>49%</b>	<b>63%</b>	<b>20%</b>	70%
Flu shot	<b>32%</b>	78%	<b>24%</b>	60%
Blood stool	<b>21%</b>	<b>36%</b>	<b>12%</b>	50%
Health exam	68%	90%	43%	----
Dental exam	80%	85%	38%	----
MD – breast exam	73%	72%	63%	----
Self breast exam	39%	30%	40%	----

# Preventive Services

Within the past five years

Screening	Adults	Seniors	Latinos
Hearing test	29%	35%	54%
Glaucoma	74%	92%	32%
Diabetes (blood)	60%	73%	55%
Skin cancer check	18%	30%	5%
<b>Pneumonia shot</b>	8%	60%	8%
Digital rectal (40+)	38%	51%	16%
<b>Colonoscopy (50+)</b>	50%	64%	5%
PSA	52%	83%	19%
Tetanus	70%	63%	75%

## HP2010

- **Pneumonia = 90%**
- **Colonoscopy = 50%**

# Prenatal Care

- Seen by MD during first trimester
  - Adults = 95%
  - **Latinos = 83%**
  - HP 2010 goal = 90%

# Low Birth Weight

## Health Department Data

HP 2010 goal = 0.9%

	2004	2001
Harrisonburg	1.4%	0.8%
Rockingham	1.1%	1.2%
Virginia	1.6%	1.7%

# Conclusions

## ➤ Adults and Seniors

- More emphasis on health behaviors to reduce chronic health conditions such as high blood pressure, high cholesterol and diabetes

## ➤ Latinos

- More education on preventive services
- Outreach to women on preventive services to include mammograms and prenatal care

# Limitations

- Use of landlines (cellular telephones)
- Access to those with low literacy levels, mobility issues, and vision problems
- Longitudinal limitations
  - Changed wording of certain survey assessment questions

# Outcomes

- Grant dollars brought into the community:  
**\$8,754,660**
- Grant dollars from local sources:  
**\$2,631,177**
- Total of combined dollars:  
**\$11,385,837**
- Community Resource Center
- Generations Crossing



# Outcomes

- Community Health Center
  - January 2008
- Track grants/contracts from 2006 data

# HCC Assessment Committee

- Andree Gitchell
- Betsy Hay
- Todd Hedinger
- Jane Hubbell
- Nancy Lantz
- Susannah Lepley
- Kristi Lewis
- Stacey Morris
- Ann Myers
- Elizabeth Phelps
- David Sallee
- John Taylor
- Judith Trumbo
- Marilyn Turner
- John Whitfield

# Questions?

Please visit our web site at  
[www.healthycommunitycouncil.org](http://www.healthycommunitycouncil.org)

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