

Your Community. Your Health. Your Voice.



Community Health Assessment Key Informant Survey Report, 2012



Table of Contents

Executive Summary	2	A Healthy Place	25
Survey Introduction, Purpose, & Methods	3	Conclusion	27
Survey Design	4	Appendix	28
Participant Selection	5	Key Informant Survey	
Survey Distribution	6		
Survey Analysis	7		
Demographics	8		
Adult Health Concerns	11		
Teen Health Concerns	12		
Child Health Concerns	13		
Diseases	14		
Mental & Emotional Health	15		
Environmental Health	16		
Clinical Services	17		
Barriers to Healthcare	18		
Forces Against Health	19		
Issues Needing Attention	20		
Health Partners	21		
Needed Resources	22		
Community Contributions	23		



Davis County Health Department
22 South State Street
Clearfield, Utah 84015
801-525-5000

www.daviscountyutah.gov/health
www.facebook.com/DavisCountyHealth

Executive Summary

The Davis County Health Department (DCHD) conducted an online key informant survey during November and December of 2012 as part of a comprehensive community health assessment. Key informant survey results are an important part of assessment efforts in Davis County. It is qualitative data that gives context to health indicators and provides understanding about the health culture in the community. It is a survey of informed opinions about the health needs and resources in the county. Its purpose is to help identify areas for health improvement, determine factors that contribute to health issues, and identify assets and resources that can be mobilized to improve population health.

Engaging with the community in this way provides valuable information about the perceptions and priorities of the population. It provides information about community strengths and unique issues in the county. It contributes a "community voice" to assessment efforts.

Invitations were emailed to 43 different agencies and groups that are considered public health partners and community leaders. We received 340 finished surveys from residents in every city and across many professional sectors. Sixty-seven

percent of respondents have lived in the county for 15 years or more. Those who participated were eligible to win a \$50 gift card.

Most agree that Davis County is a healthy place to live because of many outdoor activities; access to medical care; walking, biking, and hiking trails; it's a clean environment; safe neighborhoods; and residents who are well educated, health conscious, and caring.

Survey participants repeatedly mentioned air quality and obesity as primary health concerns. Main concerns were identified for specific age groups and topics as follows:

Adults

1. Obesity/Healthy Weight
2. Cancer
3. Diabetes

Young Adults/Teens

1. Drug Use/Abuse
2. Sexually Transmitted Diseases
3. Obesity/Healthy Weight

Children

1. Obesity/Healthy Weight
2. Immunizations
3. Influenza

Diseases

1. Influenza
2. Cancer
3. Pertussis

Mental/Emotional Health

1. Depression
2. Anxiety
3. Suicide

Environmental Health

1. Air

Other community themes from the survey include a lack of mental health services; expense of healthcare and health insurance; need for more education, prevention and collaboration; concern about vaccine preventable diseases and an under-immunized population; and additional services needed for low income families and individuals.

This information will be evaluated in combination with the County Health Status Indicator Report to see how community perceptions of priorities and needs compare to the data. Results will be used to educate, mobilize community around health issues, and establish new collaborations. Information from this report and other assessments will inform a community health improvement process and plan and the DCHD Strategic Plan.

Introduction

The key informant survey is an important part of the Davis County Community Health Assessment. It is a qualitative research method to give context to health indicators and to better understand the health culture in our community. It is a survey of informed opinions about the health needs and resources in the county.

A key public health informant in Davis County is defined as someone knowledgeable about public health, serves as a community leader, serves disparate populations, works to keep citizens healthy, takes care of those who are sick, partners with the health department in some capacity, or volunteers time for health related issues. In a sense, the key informant is a proxy for their organization, group, or the population they serve.

Purpose

The key informant survey is another tool for community engagement and a way to capture the "Community Voice" regarding health issues in Davis County. The key informant survey collected information about health needs and priorities from community members and will add understanding to factors that affect the health of the community. The information will be used to assess health needs, gain understanding of community values, identify unique issues, and guide future planning efforts.

Methods

An online survey was selected as the simplest and most cost-effective way to reach community leaders and public health partners. Several online survey products were reviewed.

SurveyMonkey Platinum Package was chosen for several reasons: unlimited questions/responses, text analysis, 24 hour access to the SurveyMonkey Help Center, and the white label feature.

The text analysis tool allowed for quantitative research on open-ended questions through categorizing and filtering individual responses. The white label feature was used to brand the survey to look like it came from our organization with the Davis County logo and colors. The survey URL was www.research.net instead of the usual URL www.surveymonkey.com. White label and research URL provided added level of professionalism and credibility to the survey.

Survey Design

Qualitative research sources were consulted to help guide question development. The Community Tool Box: Assessing Community Needs and Resources, University of Kansas (<http://ctb.ku.edu>), was a helpful resource. In addition, many sample survey instruments were reviewed. While multiple choice questions are easiest to analyze and many surveys are set up in that way, most questions in this survey were asked in an open-ended format so responses were not restricted to a simplified or exhaustive list of some kind. It was important to allow any type of health concern, need, or resource to be included in responses.

A draft of the survey was developed. Questions were divided into four areas: health concerns, community needs, community resources, and demographics. Once approved by administration, the survey was designed in SurveyMonkey. Some questions were set up to require a response. They included: gender, age, city of residence, employment type, and zip code of workplace.

Demographics were placed at the end of the survey which was recommended by SurveyMonkey as a best practice. This was an anonymous survey. SurveyMonkey did not collect IP addresses from survey participants.

A health department test group of 20 staff were selected to take the survey. Piloting the survey helped determine if the link worked, if the questions made sense, if the questions were in the right order, the approximate time needed to complete the survey, and how sample responses could be analyzed. It was important that most individuals be able to complete the survey in 10 minutes or less.

Participant Incentive

Those who participated were eligible to win a \$50 gift card. Gift cards were for Big 5 Sporting Goods, Target, Lowe's Home Improvement, and Amazon. The retailers were identified because of their broad appeal for a diverse group of participants and with the goal in mind of supporting health behaviors. Participants had the choice to enter an email address to be put into a prize drawing for completing the survey. The emails were exported from SurveyMonkey so they were not tied to individual responses. It was determined prior to the survey distribution that County employees would not be eligible. Eligible emails were submitted by 270 respondents. Twenty-four participants were randomly selected in the prize drawing. Funding for participant incentives was provided through the Community Transformation Grant.

A broad approach was used to identify public health partners and community leaders to be invited to participate in the survey. The goal was to make the questionnaire available to the widest possible audience of key informants. A department document listing all the associations, coalitions, advisory boards, and work groups staff are involved with, was available as a starting point. The list was scaled down to county level groups only. Bureau Managers were asked to review the list and suggest any other groups or contacts that should receive the survey. At least 44 groups were identified. It was important that respondents had to live or work in Davis County and that responses were spread between; males and females; government and private sector; and that residents from every city in Davis County were included.

List of groups/agencies identified to receive survey:

- Bountiful Communities that Care (CTC)
- Charter/Private Schools
- Childcare Providers
- City Drinking Water Reps
- Community of Promise
- Council on Aging Advisory Board
- Davis Applied Technology College (DATC)
- Davis Behavioral Health
- Davis County Alzheimer's Group
- Davis County Breastfeeding Coalition
- Davis County Caregiver Advisory Council
- Davis County Citizen Corps Council
- Davis County Farms & Produce Contacts
- Davis County Healthcare Providers (Influenza Report Distribution List)
- Davis County Public Information Officers
- Davis County Safe Kids Coalition
- Davis County Storm Water Coalition
- Davis County Trails Committee
- Davis County Wellness Committee
- DCHD Bureau Managers & Division Directors
- DCHD Facebook Page
- Davis Head Start/Early Head Start Health Advisory Board
- Davis Health Education & Law Enforcement Programs (HELPS)
- Davis School District (school nurses, food services, principals, counselors, health teachers, PTA presidents, & community council presidents)
- Emergency Managers
- Emergency Medical Services (EMS) Council
- Freeport Center
- Fire Chiefs
- Gold Medal Schools
- Hazmat Taskforce
- Infection Control Practitioners
- Job Corps
- Landfills
- Layton Communities that Care (CTC)
- Local Emergency Planning Committee (LEPC)
- Long-Term Care Facilities
- Mayors & City Managers
- Medical Reserve Corps (MRC)
- Mosquito Abatement
- Northern Utah Healthcare Coalition
- Police Chiefs
- Sewer Districts
- Weber State University, Davis Campus
- Wetland Community

Survey Distribution

Beginning on November 14, 2012, the survey was emailed by staff to identified partners. The most appropriate staff person was asked to send the survey by email to the groups they have relationships with so the survey would come from a recognized email sender in most cases. The Health Officer approved contact with certain groups such as Board of Health, elected officials, and the school district liaison.

The exact number of individuals receiving the survey email invitation was not tracked but is estimated to be over 1,000. Because our agency had not conducted an online key informant survey before, or reached out to so many groups, or asked questions across such a broad range of health topics, there was not a good sense of how many responses to expect. For these reasons, a conservative goal of at

least 100 completed surveys was set.

Once all partners had been contacted and given adequate time to respond, the survey link was closed on December 17, 2012.

Below is a copy of the email invitation.

Subject: Community Health Survey Invitation –Your Community. Your Voice. Your Health.

The Davis County Health Department is conducting a community health assessment. Because you serve the residents of the county, we request your participation in a survey to find out your OPINIONS about the health priorities, needs, and resources in Davis County.

Your voice is valuable. Those who participate are eligible to win a \$50 gift card. Feel free to forward this survey link to others in your agency/community who might be interested.

<https://www.research.net/s/daviscountyutah>

Thanks!

Text Analysis

The SurveyMonkey text analysis tool, similar to word cloud applications, was not as useful as anticipated. The design of the tool is intended to track uniqueness of responses and important responses, rather than most common or repeated words. The analysis tool smartly ignored words such as "health" and "the." Responses such as heart disease and depression were also ignored because they were listed too often. Spelling was not accounted for in SurveyMonkey, therefore; words such as pollution & polution were represented twice in the produced word cloud. For these reasons the text analysis feature was not used.

Word Clouds

Custom word clouds were created as a visual representation of the data to show the breadth and volume of responses. Each word cloud was uniquely created based on survey responses. Leading responses for each question, regardless of frequency mentioned, was assigned the font size of 72. Each response after that was lowered in font size to show a decrease in frequency. In most cases, responses

mentioned only one time were not included in word clouds. While free word cloud applications are available online, none of them met the needs of consistency, font size emphasis based on frequency, color scheme, size, etc. Therefore word clouds were each custom created in Publisher.

Categories

SurveyMonkey had a category feature which was used to organize similar answers. Categories were determined after reviewing the survey responses. This tool was helpful because many responses contained multiple answers. One response could be placed correctly in multiple categories.

Graphs

The graphs included in the report represent the most frequent responses to a question. In most cases, the graph displays the most commonly mentioned responses. Depending on the question, the graph may display 3-7 of the top responses. When there was a significant gap between top tier answers and others, the other answers were not included in the graph.

Themes

Some responses to the survey were not easily put into categories, and some answers didn't rise to the top in any one question but were mentioned repeatedly throughout the survey. Themes and lists were used to summarize some question responses so all concerns reported could be represented in this report in some way.

Response Totals

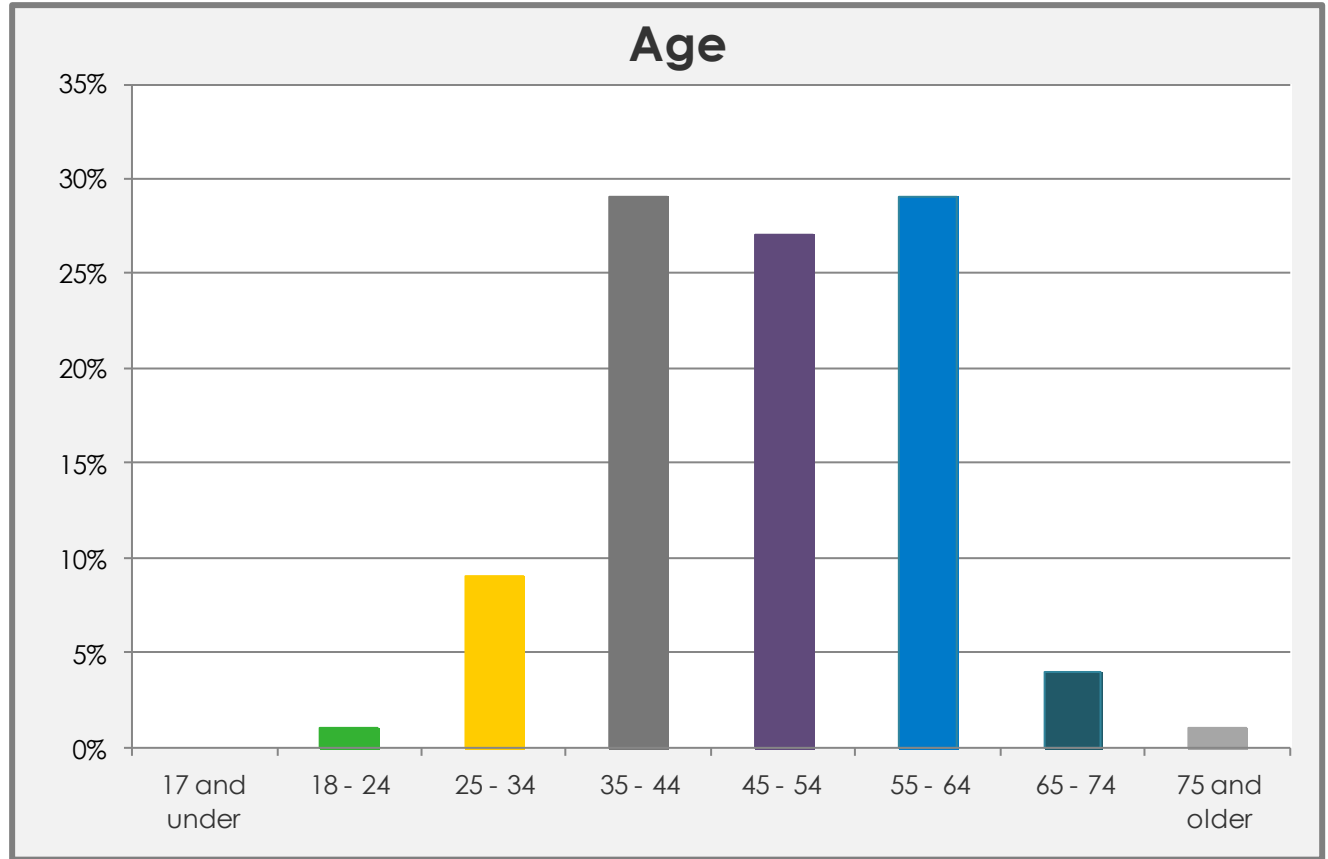
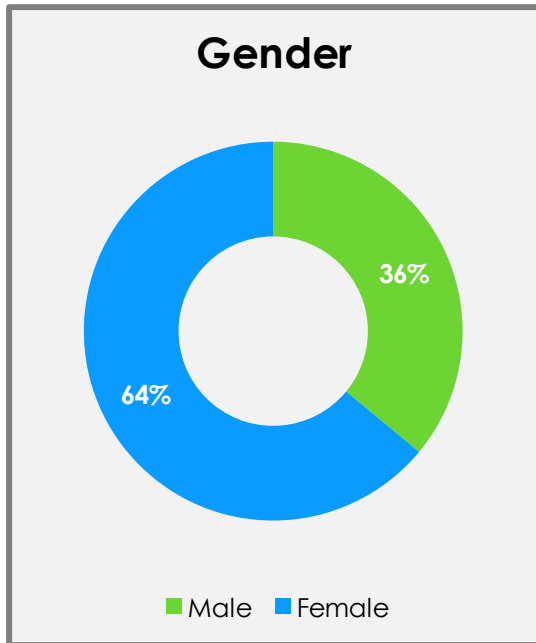
A total of 391 participants accessed the survey. Of 391 surveys analyzed, 340 (87%) finished the survey. Finished surveys are those in which the respondent moved through all pages using the navigation buttons, clicked the next button on every page, answered at least one question and clicked done. To be considered "finished" in SurveyMonkey, every question does not have to be answered.

Only four responses came through the Davis County Health Department Facebook link. The other 387 accessed the survey through an emailed link.

Demographics

What is your gender?

This question was answered by 346 respondents. The gender breakdown for the survey was 64% female and 36% male. Up until the last week of the survey the gender ratio was 50/50. The last group to receive the email link and respond was Davis School District employees and volunteers, where more respondents were women.

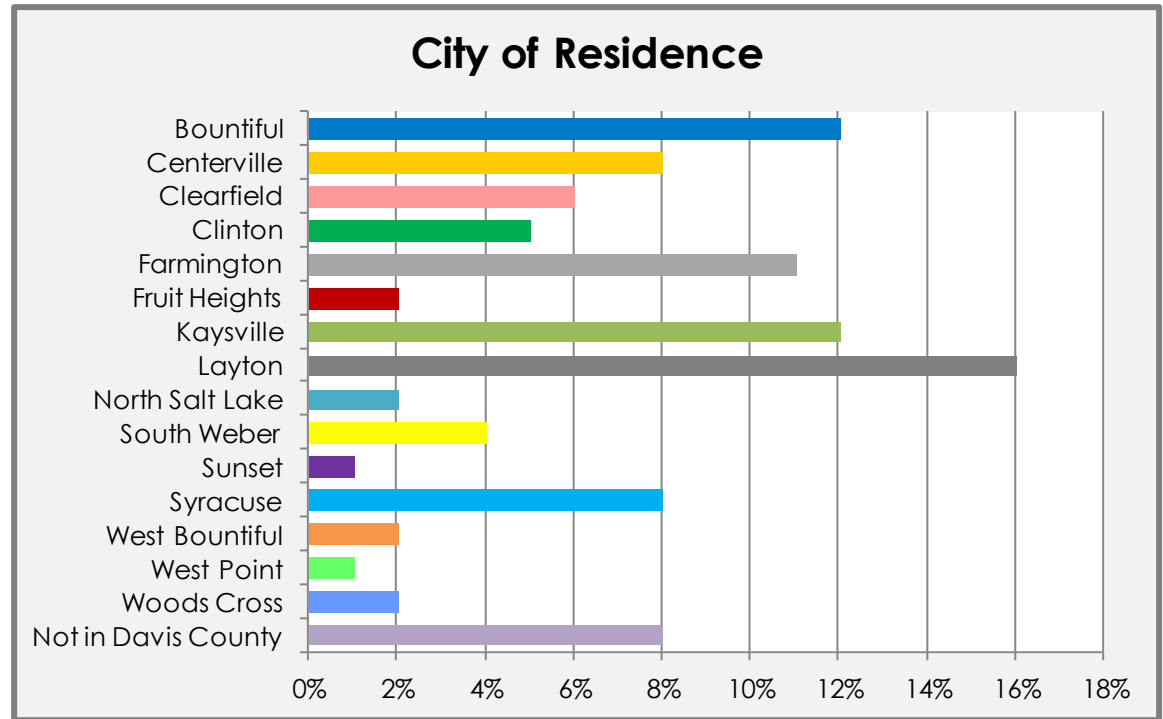


What is your age?

This question was answered by 346 respondents. Participants were concentrated between the ages of 35-64, with 85% in this middle age range. The responses by age are as follows: 55-64: 29.48%, 35-44: 29.19%, 45-54: 26.88%, 25-34: 8.96%, 65-74: 4.34%, 75 or older: 0.58%, 18-24: 0.58%, and 17 and under: 0. The survey did not reach teens/young adults or seniors.

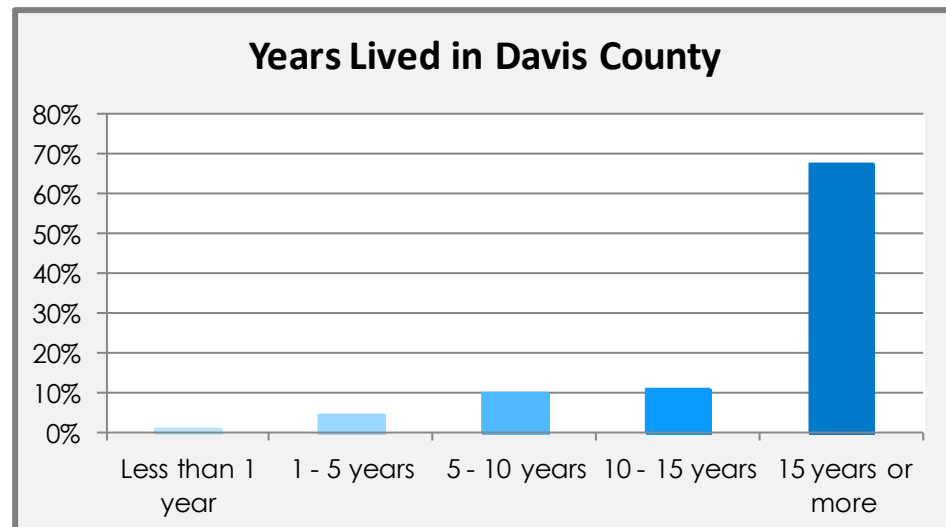
In what city do you live?

This question was answered by 346 respondents. Every one of Davis County's 15 cities was represented in the survey responses. Layton, the largest city in the county, contributed the most responses at 16%, Bountiful, the second largest city, represented 12% of responses. Other cities responses didn't follow in exact order of population size but no one city was significantly over-represented. Some respondents, 7.8%, did not live in Davis County but work here.



Amount of time you have lived in Davis County?

This question was answered by 343 respondents. A majority of survey participants, 232 or 67.64% have lived in the county for 15 or more years. This is a fantastic statistic showing survey results are from those who are very familiar with the county and have a vested interest in it. Only 1% of respondents have lived here less than a year.



Demographics

Industry/Employment Type? (Check all that apply)

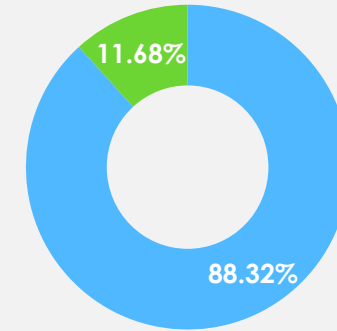
This question was answered by 343 respondents. Twenty-four of the most common industries/employers were provided to choose from.

Education was by far the most common field reported by 45% of respondents. There are more than 100 schools in the Davis School District. They are throughout every community in Davis County. School district administration was very supportive of the survey and encouraged the principal, counselor, health teachers, PTA president, and community council president from each school to participate. Healthcare, homemaker, volunteer and city government were the other most common employment types. Respondents could also choose "other" as an answer. Some "other" answers included: retired, accounting/financial, engineering, and childcare.

Zip code of your workplace?

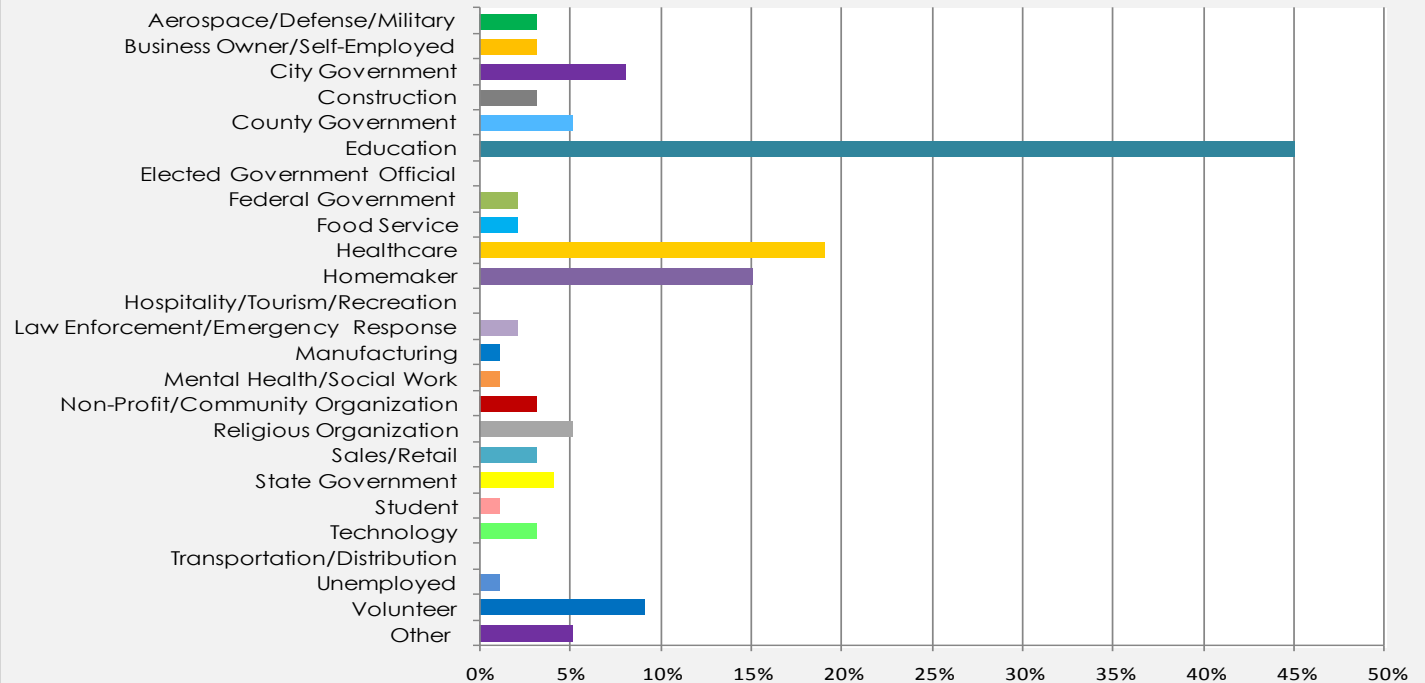
This question was answered by 299 respondents. The reason for the question was to account for service providers and other partners who work in Davis County and serve the residents but do not live here. Participants worked in 22 different zip codes across Utah. The majority, 88.32% did work in Davis County, 11.68% worked outside the county.

Zip Code of Workplace



■ In Davis County ■ Not In Davis County

Employment Type

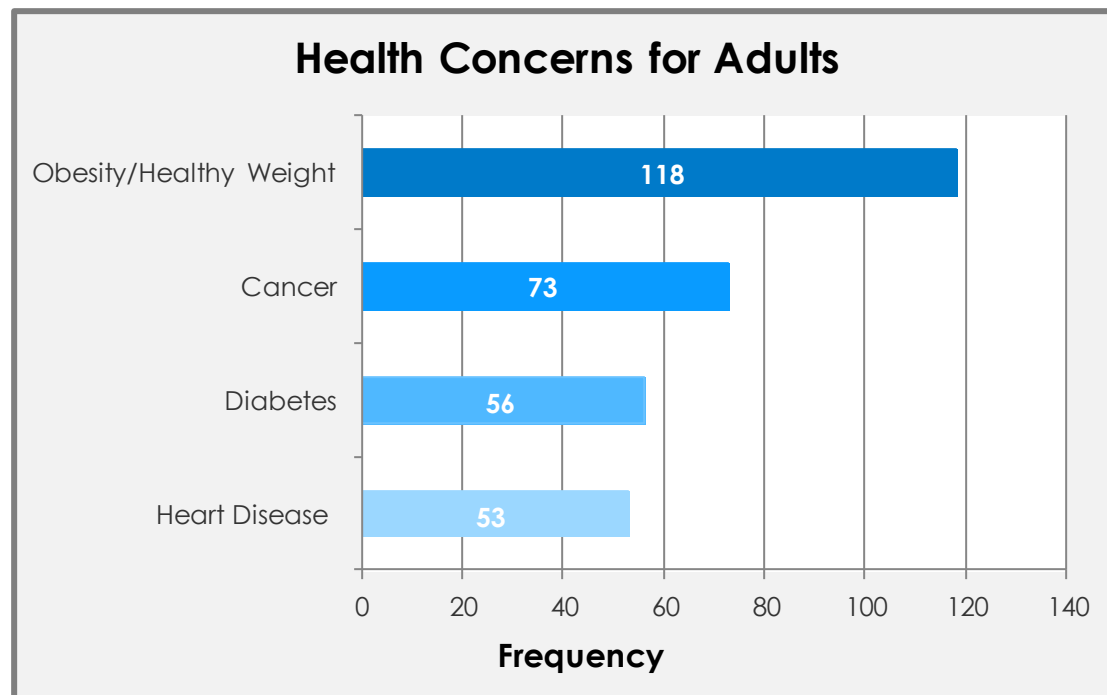


In your opinion, what are the main health concerns for ADULTS in Davis County?

This question was answered by 340 respondents.

A word cloud is used to show the breadth and volume of unique responses about health concerns for adults. The bar chart graphs the top four concerns for adults, which are obesity/healthy weight, cancer, diabetes, and heart disease.

Other concerns of note are those which rank high in other questions or appear as underlying themes throughout the survey, such as: access to quality and affordable healthcare and insurance; aging; air quality; depression; drug use and abuse; influenza; mental health; nutrition; physical activity; vaccine preventable diseases; asthma; and stress.



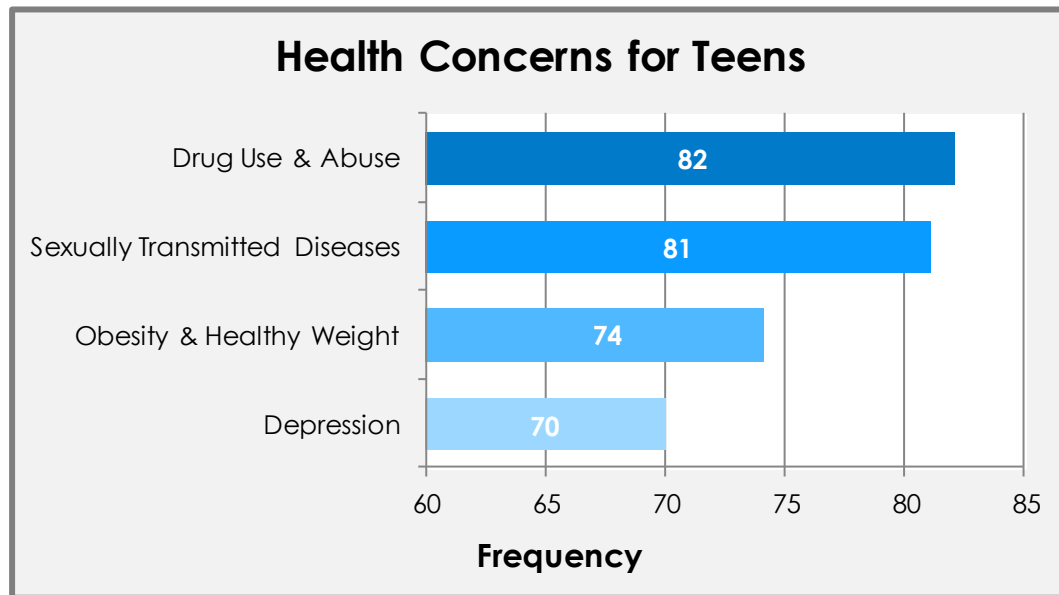
Teens & Young Adults

In your opinion, what are the main health concerns for TEENAGERS and YOUNG ADULTS in Davis County?

This question was answered by 341 respondents.

A word cloud is used to show the breadth and volume of unique responses about health concerns for teens/young adults. The bar chart graphs the top four concerns for this age category, which are substance use and abuse, sexually transmitted diseases, obesity/healthy weight, and depression.

Other concerns of note are those which rank high in other questions or appear as underlying themes throughout the survey, such as: communicable diseases, mental/emotional health, suicide, nutrition, physical activity, stress, and air quality.

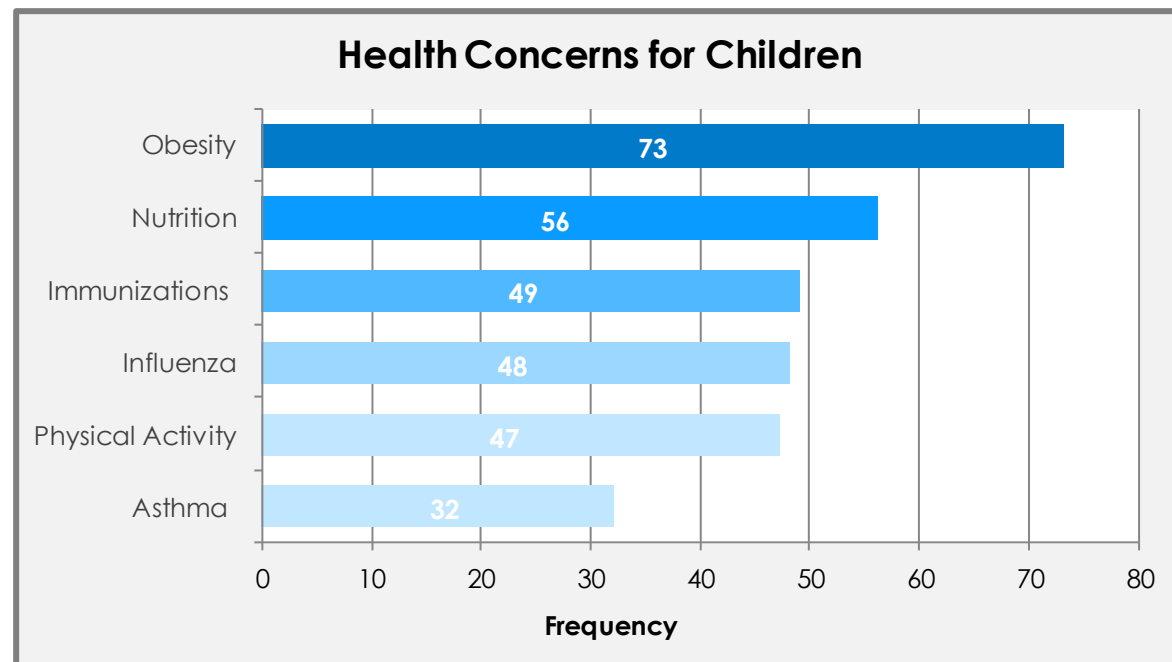


In your opinion, what are the main health concerns for CHILDREN in Davis County?

This question was answered by 338 respondents.

A word cloud is used to show the breadth and volume of unique responses about health concerns for children. The bar chart graphs the top six concerns for this age category, which are: obesity/healthy weight, nutrition, immunizations, influenza, physical activity, and asthma.

Other concerns of note are those which rank high in other questions or appear as an underlying theme throughout the survey, such as: other communicable diseases; mental and emotional health issues; dental and vision care; diabetes; air quality; breakdown of the family; poor school lunches; and autism.



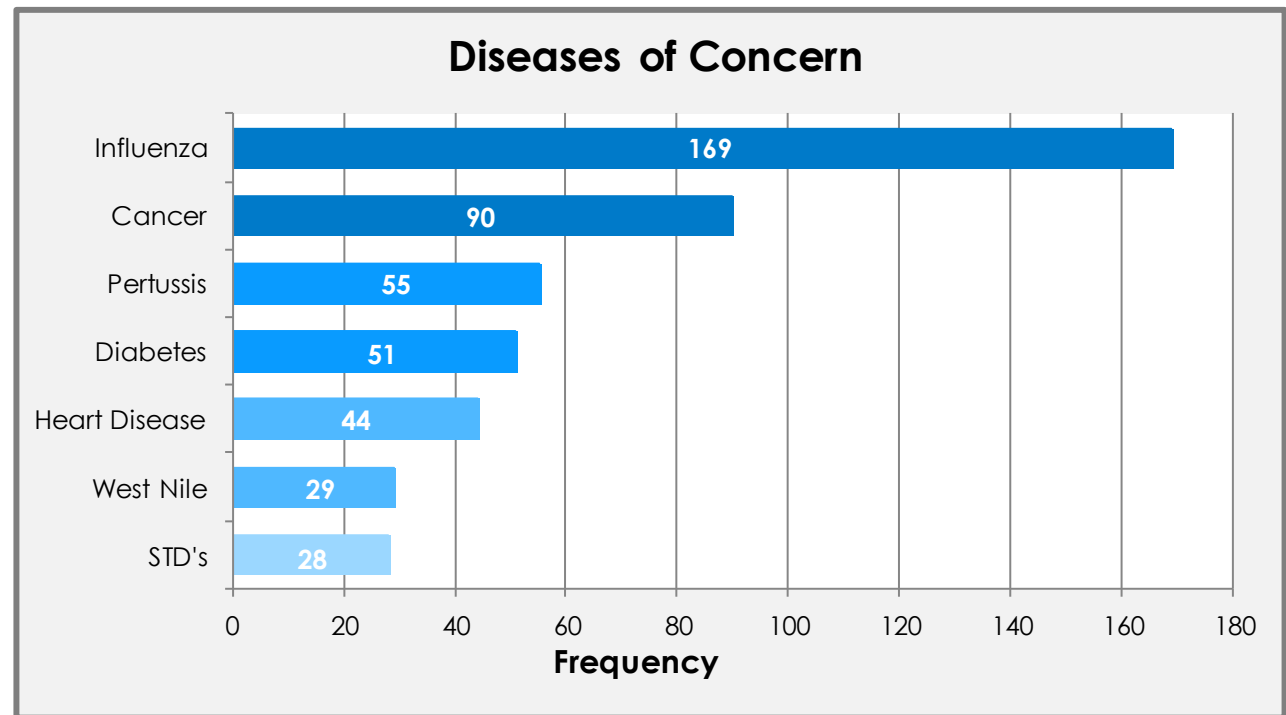
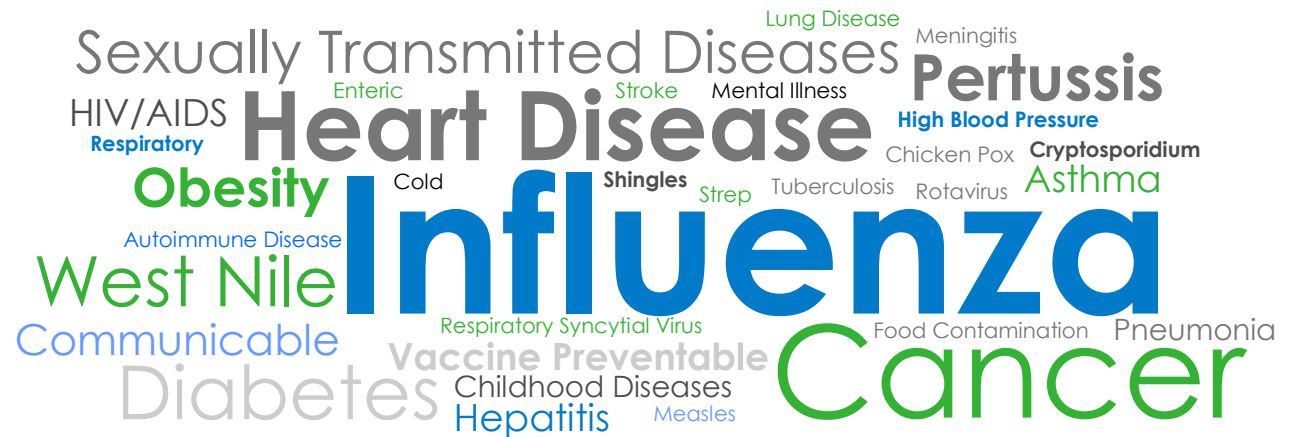
Diseases

In your opinion, what DISEASES are Davis County residents most concerned about?

This question was answered by 367 respondents.

A word cloud is used to show the variety of unique responses about diseases of concern in Davis County. The bar chart graphs the top seven disease concerns which are Influenza, Cancer, Pertussis, Diabetes, Heart Disease, West Nile Virus, and STDs. Two of the top three responses had been in the public eye through the media around the time of the survey. This survey was conducted at the beginning of the influenza season when the population was being encouraged to get their flu vaccine. Pertussis also received media attention in 2012 because of an increase in cases across the nation including Utah and Davis County.

Other concerns of note are those which rank high in other questions or appear as an underlying themes throughout the survey, such as vaccine preventable diseases, obesity, asthma, and mental illness.

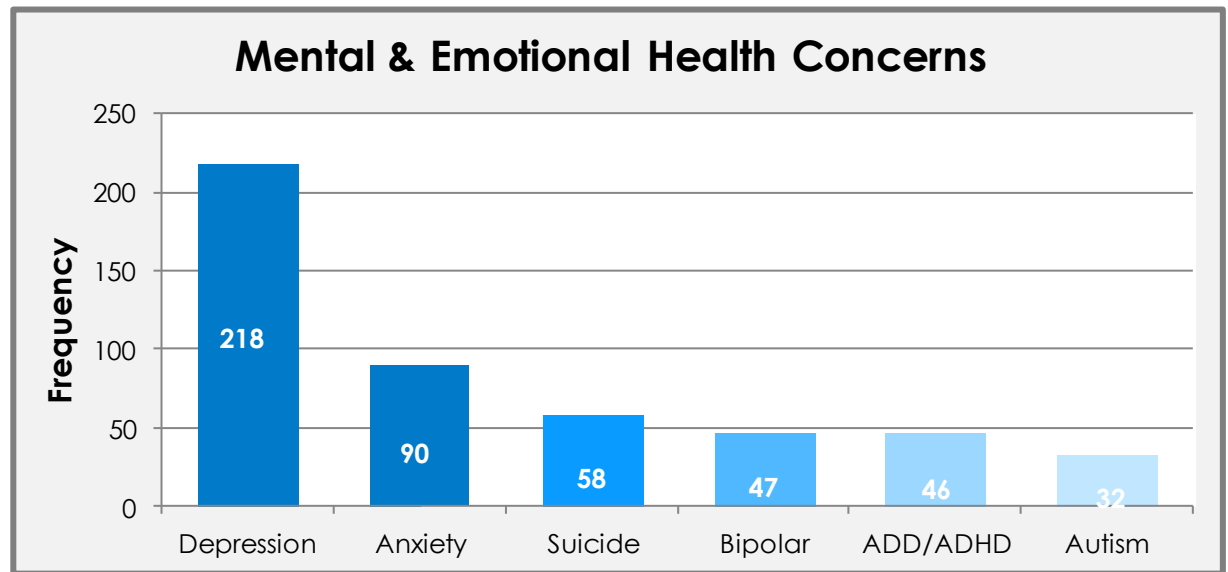


In your opinion, what MENTAL and EMOTIONAL health issues are of most concern in Davis County?

This question was answered by 367 respondents.

A word cloud is used to show the variety of responses about mental and emotional health issues in Davis County. The bar chart graphs the top six concerns which are depression, anxiety, suicide, bipolar, ADD/ADHD, and autism. Approximately 60% of those who responded feel that depression is the leading mental and emotional health concern.

Other concerns of note are those which rank high in other questions or appear as an underlying themes throughout the survey, such as: drug use and abuse; stress; lack of mental health services; family and marriage problems; and financial problems.



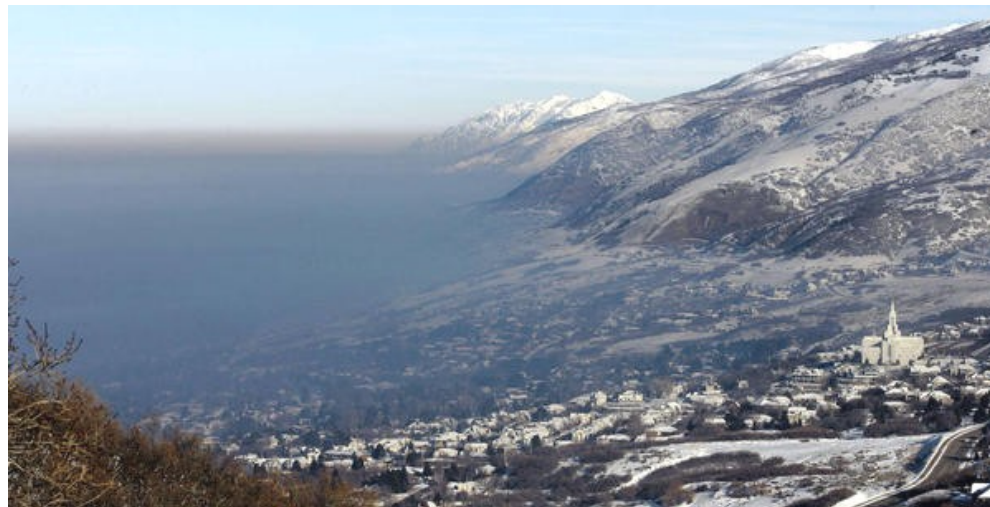
Environmental Health

In your opinion, what ENVIRONMENTAL health issues are of most concern in Davis County?

This question was answered by 365 respondents.

By far, air quality is the leading environmental health concern in Davis County. In this open-ended response survey, an overwhelming 80% (292) of respondents documented air quality is a main concern. In no other question is there such a consensus. This survey was conducted prior to the winter inversion season and before air quality warnings were being discussed in the media on a daily basis. Air quality showed up in other question responses as well. It is mentioned as a health concern for adults and children. Air pollution also made the list of forces against health and barriers to good health in this survey.

A few other concerns worth mentioning are drinking water and environmental cleanup. Soil contamination issues are included in the environmental cleanup category. Residents are concerned about ground pollution/plumes mostly from Hill Air Force Base but also mention the landfill/burn plant and refineries.



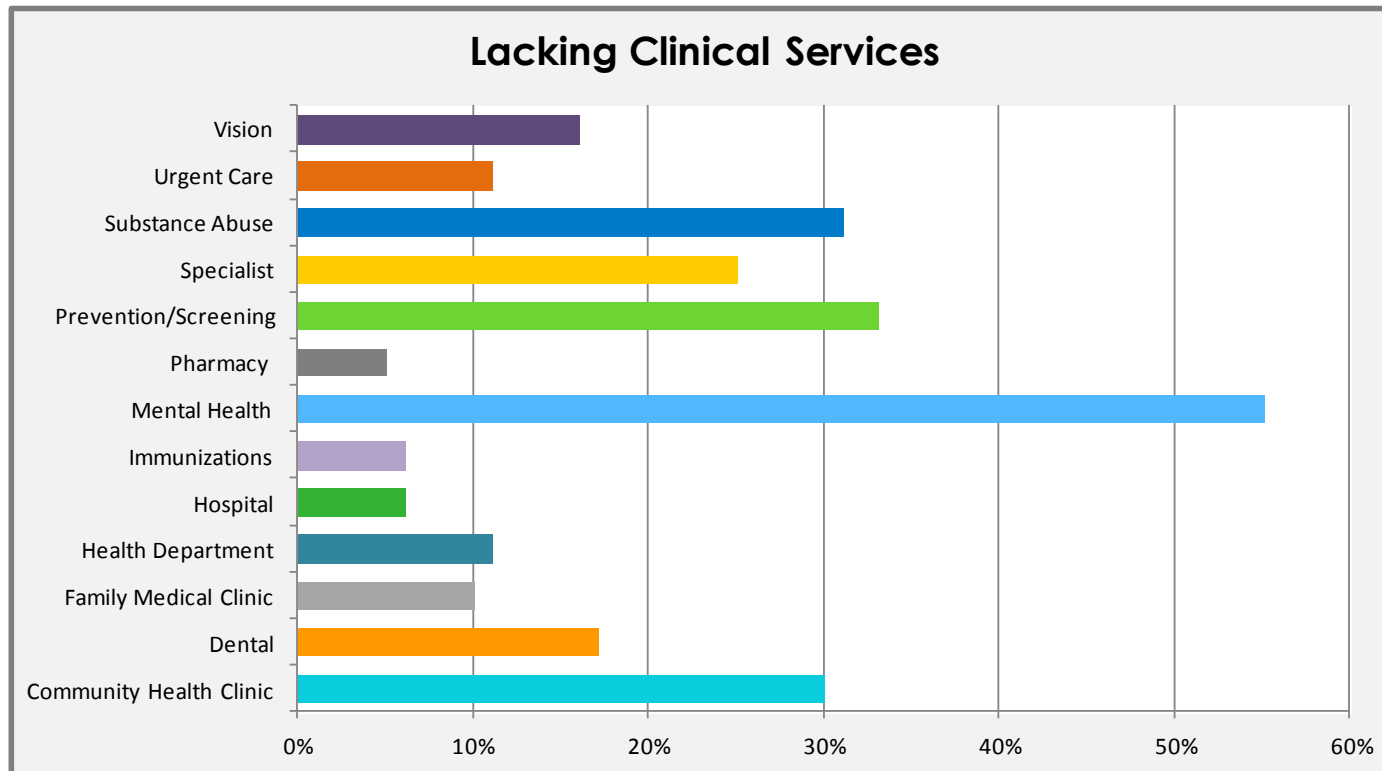
Winter inversion in Davis County. Cold air in the valley becomes trapped beneath a layer of warm air. Because the air isn't moving, the pollution has no where to go and begins to build up. An inversion will linger until wind or a storm front comes through.

{ "I think Davis County is really healthy, except the air quality. That's why I moved here!" }

In your opinion, what clinical services are most lacking or most difficult to access in Davis County? (Check all that apply.)

This question was answered by 298 respondents. This question was the only non-demographic question with a menu of choices. The bar chart graphs all 13 clinical services on the question menu. Fifty-five percent of respondents selected mental health services as those that are most lacking. This theme reinforced throughout the survey responses. Prevention/screening services were next, followed by substance abuse, community health clinics, and specialists.

Respondents could choose "other" as an answer. These are the other most lacking or most difficult to access services that were specified: services for the poor, school nurses, wellness centers, support groups, community outreach, hearing, Planned Parenthood, smoking cessation, and STD education.



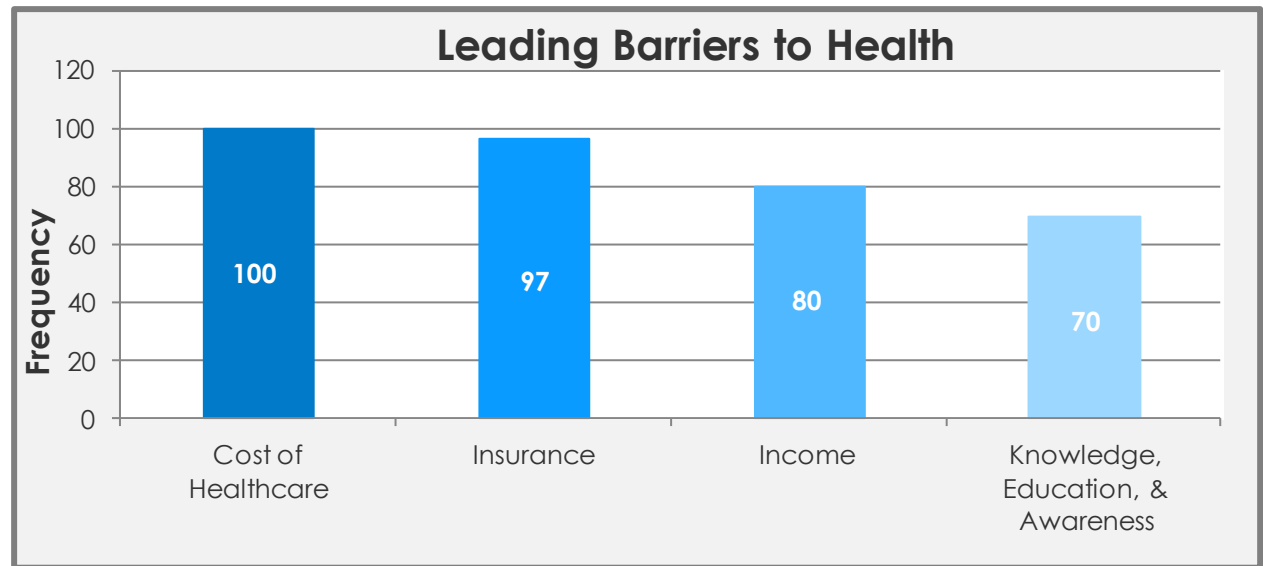
Barriers to Healthcare

In your opinion, what are the BARRIERS that prevent Davis County residents from accessing healthcare?

This question was answered by 325 respondents.

A word cloud is used to show response categories related to barriers preventing Davis County residents from accessing healthcare. The bar chart graphs the top four barrier categories which are cost of healthcare, insurance, income and knowledge/education/awareness. These top categories are complex and involve many nuances. Insurance issues include: no insurance, underinsured, not being able to afford coverage, employer not offering, high co-pays, waiting lists, restrictions, limited specialists, and only out of county facilities.

Other barriers appearing as underlying themes throughout the survey include: lack of mental health services, lack of dental and vision coverage, attitudes, stigma, and federal healthcare laws.



Issues Needing Attention

In your opinion, what public health issues are not receiving enough attention in Davis County?

This question was answered by 286 respondents. The question was intended to identify public health issues not receiving enough attention but also to flush out any other health issues important to Davis County residents that may not have come out in other question responses. These responses were all over the board and were organized into over 100 categories listed below. The responses were not prioritized based on frequency. They are provided so that all issues that residents believe need more attention are represented in the list. All high ranking issues from other survey questions and all survey themes are contained in these responses.

Public Health Issues Not Receiving Enough Attention:

- Abuse
 - Child
 - Neglect
 - Sexual
- Addiction
- Air Quality
 - Emissions Testing
 - Idling Cars
 - Smog
 - Refineries
 - Winter
- Big Government
 - Too Much Involvement
 - Too Many Programs & Handouts
- Birth Control
- Bullying
- Child Care
- Cost of...
 - Healthcare
 - Gyms
 - Insurance
 - Prescriptions
- Chronic Diseases
 - Asthma
 - Cancer
 - Diabetes
 - Hypertension
- Dental Care
- Eating Disorders
- Health Education
- Emergency Preparedness
 - Earthquake Preparation
 - Medical Reserve Corps
- Environmental Health
 - Food Safety
 - Water
- Family Issues
 - Communication about Tough Issues
 - Families in Crisis
 - Parent Education
 - Parent Involvement
 - Strong Families
- Gardening
- Healthcare & Insurance for the Poor
- Healthy Lifestyles
- Hospital Care
- Heart Health
- Homelessness
- Immunizations
 - Campaign/Coverage
 - Education
- Infectious Diseases
 - HIV
 - Influenza
 - Pertussis
 - STDs
 - West Nile Virus
- Infertility
- Job Training
- Lack of Information on Services
- Lice
- LGBT Issues
- Lupus
- Mental Health
 - Anxiety
 - Coping Skills
 - Cost
 - Depression
 - Emotional Issues
 - Lack of Services
- No Dental/Vision Coverage on Medicaid
- Nutrition
- Obesity
 - Adult
 - Addressed in Workplace
 - Childhood
 - Overweight
- Physical Activity
- Prenatal Care
- Prevention Services & Screening
- Promotion of Services
- Pornography
- Senior Services
 - Alzheimer's
 - Healthcare in Senior Centers
 - How to Pay for what Medicare Does Not
 - Long-term Care
 - More Caregivers
- School Lunches
- School Nurse Shortage
- Sex Education
- Skin Cancer
- Smoking
- Specialists
 - Back
 - Clinics
 - Pediatrician
- Substance Use & Abuse
- Suicide Prevention
- Teen Pregnancy
- Traffic & Pedestrian Safety
- Vision
- Walkable Communities
- Youth Programs

In your opinion, what are some resources in Davis County that could be used to improve health in the community?

This question was answered by 255 respondents. The purpose of this question was to help identify resources within Davis County that could be used to improve health.

A word cloud depicts the responses given by survey participants which emphasize community agencies that contribute to health. Many health partners were identified. Respondents suggested more collaboration and new partnerships to improve health.

Survey participants also recommended avenues for social marketing so that the public will be better informed, educated, and aware of healthcare and prevention services.



Social Media & Marketing Avenues:

- Billboards
- Brochures
- Businesses
- Churches
- City Newsletters
- Facebook
- Flyers
- Health Forums
- Internet
- Newspapers
- Phonebooks
- Pinterest
- Radio
- Rec Centers
- Schools
- Twitter
- TV Ads
- Utility Bills
- Webinars
- Websites
- Worksites

Needed Resources

Instead of identifying community resources, most responses actually pointed out that more resources are needed. Specific programs and services were mentioned and can be found in the list below. Specific types of health education that are needed were also documented.

Needed Services & Programs:

- Adult Education Classes
- Autism Programs
- Aquatic Centers & Community Pools
- Better School Lunches
- Community Health Clinic
- Community Wellness Program
- Community Outreach
- Dental Services
- Efforts to Improve Air Quality
- Elementary School Counselors
- Family Fitness Programs
- Farmers Markets
- Food Banks
- Food Co-Ops
- Grants for Air Quality Improvement
- Health Education
- Idle-Free Zones
- Low Cost Services
- Marketing of Services
- Mental Health Services
- Mobile Service Screenings
- More Biking & Hiking Paths
- More School Breakfast
- Non-Competitive Physical Activity Opportunities for Children & Families
- Parenting Classes
- Physicians Accepting Medicaid
- Prevention Information from Doctors & Schools
- Programs Encouraging use of Park
- Public Transportation
- Resource Locator & Referral Guide
- School Nurses
- Service Projects
- Senior Services
- Social Media
- Tax Incentive for Doctors to Locate in Needy Areas
- Vision Service
- Worksite Wellness Incentives

Health Education Needs:

- Air Quality
- Availability of Services
- CPR/First Aid
- Healthy Cooking & Nutrition
- Healthy Lifestyles/Fitness
- High School Health Education
- Immunizations
- Mental Health
- Parenting Classes
- Safety
- Sexually Transmitted Diseases
- Substance Abuse
- Suicide Prevention
- Worksite Wellness

In your opinion, how does your agency/business/family contribute to good health in Davis County?

This question was answered by 303 respondents. A word cloud is used to show the breadth and volume of unique responses about the way families, agencies, and individuals contribute to good health in Davis County.



"I think life is about choices. We have made a conscious effort to teach our children that it is a privilege to live in Davis County. We taught them about healthy lifestyles and the responsibility they each had to be an active contributor through work and service to the community."

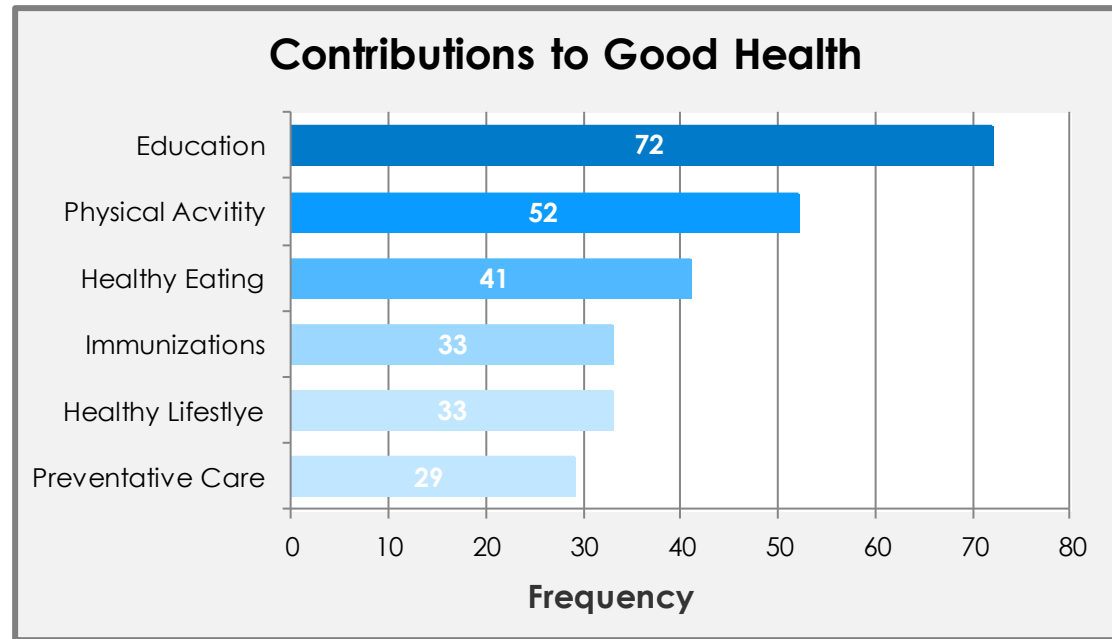
"Our family is self reliant, encourages pursuit of education, we are law abiding residents, and we serve in our neighborhood and schools. We take care of family members, we give donations liberally, we have a clean home, and we eat balanced meals."

Community Contributions

The bar chart graphs the top six contributions to good health which are: education, physical activity, healthy eating, immunizations, health lifestyle, and preventative care.

Other contributions of note are those that appear as an underlying themes throughout the survey, including: providing healthcare, mental health, family services and insurance; personal responsibility; community service; participation in community activities; strengthening families; caring for others; and clean environment.

Some representative quotes from the survey responses to this question can be found below.



“I would say the most important thing we do to contribute to good health in Davis County is keeping family relationships together. A healthy, functioning family is the cornerstone of a healthy society.”

“We maintain a healthy lifestyle at home. We volunteer with scouting and other organizations that promote outdoor recreation and fitness, and our school encourages healthy lifestyles and organizes family 5Ks.”

“Our family participates & encourages exercise and a healthy diet. We make sure that all our immunizations are up to date and receive annual flu shots. We volunteer in school and community organizations. Our family supports recycling programs that are available. We are active in service organizations and frequently donate time and money to help those who are disadvantaged.”

In your opinion, why is Davis County a healthy place to live?

This question was answered by 299 respondents.

A word cloud on the title page of this document is to show the breadth and volume of unique responses about why Davis County is a health place to live. The top three answers were: outdoor activities, access to medical care, and walking trails.

Other reasons of note are those that appear as underlying themes throughout the survey, including: clean environment, healthy lifestyles, family oriented, religious culture/values, and low tobacco/alcohol use. Respondents report clean air as a reason why Davis County is healthy. This is in contrast to many other question responses which identify air quality as a primary health concern. Most days, residents enjoy clean mountain air, but during winter inversion season, the air quality can be worse than anywhere else in the nation.

Some representative quotes from survey participants are included.

Davis County . . . A Healthy Place

- Outdoor Activities
- Access to Medical Care
- Walking Trails
- Clean Air
- Not Too Big
- Health Conscious People
- Friendly
- Recreation Opportunities
- Well Educated
- Good Neighborhoods
- Healthy Lifestyles
- Community Pride
- Mountains
- Biking
- Caring People
- Clean
- Family Oriented
- Easy to Exercise
- Hiking
- Religious
- Open Spaces
- Low Tobacco/Alcohol Use

“There are so many recreational options that make it an easy place to get exercise. There are also fewer people who smoke compared to national figures.”

A Healthy Place



Bountiful Pond

“It’s a middle class society where people do go to the doctor, get immunizations, stay home when they are sick, and have access to good nutrition. We have parks for kids to run around and play. We have hiking and biking trails.”

“We have a good balance of social activities which provide help for people in need, not just from the government, but the community as a whole.”

“People are friendly & helpful.
The area is clean and well cared for, and there is concern for everyone.”

“People care about others.”

Recommendations

- Obtain more information from populations on both ends of the age spectrum. Consider future assessment efforts to reach teenagers and seniors.
- Ensure future community health improvement plans are in line with health indicators and expressed community needs and priorities.
- Use results to garner greater community involvement and support.
- Add “retired” to employment-occupation list.
- Include a question about main health concerns for seniors.
- Revise question, “What resources are....” responses were more along the lines of what resources we lack or need more of, rather than what resources are currently available within the community.
- When surveys are sent from someone with authority, recipients are more likely to respond.
- It is helpful to announce survey request at coalition/board meetings to encourage participation and request their very valuable input.
- Survey was a good way to gather information for Community Themes and Strengths Assessment recommended in Mobilizing for Action through Planning and Partnerships (MAPP) process.

Prepared By

- Isa Perry, MPH, CHES
Community Outreach Planner
isa@daviscountyutah.gov
801-525-5212
- Madison Nash, BS
Health Educator
mknash@daviscountyutah.gov
801-525-5079

Lessons Learned

- Piloting survey showed order of questions was important. Best results when questions go from specific to broad, easy to more complex, and demographics are placed last.
- Using the word ‘opinion’ in the question made it more clear that it was not a knowledge based survey and participants did not have to be health experts.
- Word clouds and graphs make a visually appealing document. Not a lot of need for other graphics.
- Free word cloud software exists but products didn't meet needs of consistency, size, color, etc.

Appendix

Davis County Health Department Key Informant Survey, 2012

Community Health Assessment: Your Community. Your Health. Your Voice.

Introduction

Thank you for taking the time to complete this survey being conducted by the Davis County Health Department. The purpose of this survey is to help us understand factors that affect the health of our community. The information will be used to assess health needs, gain understanding of community values, identify unique issues, and guide future planning efforts.

This survey may take up to 10 minutes of your time. Feel free to take as little time or as much time as you want. Your opinions are important to us as we work to improve and protect the health of Davis County residents. Your answers will be completely anonymous. Individual responses will be kept confidential and never linked to your personal information.

After completing the survey you may choose to provide your e-mail address to be entered into a drawing for a \$50 gift card.

Health Concerns

In your opinion, what DISEASES are Davis County residents most concerned about?

In your opinion, what MENTAL and EMOTIONAL health issues are of most concern in Davis County?

In your opinion, what ENVIRONMENTAL health issues are of most concern in Davis County?

Health Concerns

Community Health Assessment: Your Community. Your Health. Your Voice.

In your opinion, what are the main health concerns for ADULTS in Davis County?

In your opinion, what are the main health concerns for TEENAGERS and YOUNG ADULTS in Davis County?

In your opinion, what are the main health concerns for CHILDREN in Davis County?

**Can you think of any other health issues that are important to Davis County residents that haven't been mentioned so far?
Please list them.**

Community Needs

Community Health Assessment: Your Community. Your Health. Your Voice.

In your opinion, what clinical services are most lacking or most difficult to access in Davis County? (Check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Community Health Clinic | <input type="checkbox"/> Pharmacy |
| <input type="checkbox"/> Dental | <input type="checkbox"/> Prevention/Screening |
| <input type="checkbox"/> Family Medical Clinic | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Health Department | <input type="checkbox"/> Substance Abuse |
| <input type="checkbox"/> Hospital | <input type="checkbox"/> Urgent Care |
| <input type="checkbox"/> Immunizations | <input type="checkbox"/> Vision |
| <input type="checkbox"/> Mental Health | |

Other (please specify)

In your opinion, what are the BARRIERS that prevent Davis County residents from accessing healthcare?

Community Needs

In your opinion, what public health issues are not receiving enough attention in Davis County?

In your opinion, what forces are working AGAINST good health in Davis County?

Community Health Assessment: Your Community. Your Health. Your Voice.

Community Resources

In your opinion, why is Davis County a healthy place to live?

In your opinion, how does your agency/business/family contribute to good health in Davis County?

In your opinion, what are some resources in Davis County that could be used to improve health in the community?

Demographics

What is your gender?

Female

Male

Community Health Assessment: Your Community. Your Health. Your Voice.

What is your age?

- 17 and under
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

Demographics

In what city do you live?

- | | |
|-------------------------------------|---|
| <input type="radio"/> Bountiful | <input type="radio"/> North Salt Lake |
| <input type="radio"/> Centerville | <input type="radio"/> South Weber |
| <input type="radio"/> Clearfield | <input type="radio"/> Sunset |
| <input type="radio"/> Clinton | <input type="radio"/> Syracuse |
| <input type="radio"/> Farmington | <input type="radio"/> West Bountiful |
| <input type="radio"/> Fruit Heights | <input type="radio"/> West Point |
| <input type="radio"/> Hill AFB | <input type="radio"/> Woods Cross |
| <input type="radio"/> Kaysville | <input type="radio"/> Not in Davis County |
| <input type="radio"/> Layton | |

Demographics

Community Health Assessment: Your Community. Your Health. Your Voice.

Industry/Employment Type (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Aerospace/Defense/Military | <input type="checkbox"/> Hospitality/Tourism/Recreation |
| <input type="checkbox"/> Business Owner/Self Employed | <input type="checkbox"/> Law Enforcement/Emergency Response |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Education | <input type="checkbox"/> Mental Health/Social Work |
| <input type="checkbox"/> Elected Government Official | <input type="checkbox"/> Non-Profit/Community Organization |
| <input type="checkbox"/> City Government | <input type="checkbox"/> Religious Organization |
| <input type="checkbox"/> County Government | <input type="checkbox"/> Sales/Retail |
| <input type="checkbox"/> State Government | <input type="checkbox"/> Student |
| <input type="checkbox"/> Federal Government | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Food Service | <input type="checkbox"/> Transportation/Distribution |
| <input type="checkbox"/> Healthcare | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Homemaker | <input type="checkbox"/> Volunteer |

Other (please specify)

Zip code of your workplace

Demographics

Community Health Assessment: Your Community. Your Health. Your Voice.

Amount of time you have lived in Davis County

- Less than 1 year
- 1 to 5 years
- 5 to 10 years
- 10 to 15 years
- 15 years or more
- Not a Davis County resident

Prize Drawing

You may provide your email below to be entered into a drawing for a \$50 gift card.
(Email addresses will not be linked to survey responses.)

E-mail