



**BE HEALTHY. BE SAFE. BE READY.**

# **2013 Programming Survey Results**

## **10.8.12**



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# Background

- Why two surveys? 2010 learning.
- Responses collected online and in-person June 16 – September 14, 2012.
- The top results from each category are displayed, followed by additional results.
- Color coded to display alignment between community member and service provider.
- Most questions were multiple choice, each survey had a few open ended questions.



# Respondent Demographics

- 161 Service Providers *(21% increase from last year)*
  - 48.4% government
  - 27.7% nonprofit
- 270 Community Members *(81% increase from last year)*
  - 61% between the ages of 25 and 44
  - 74.3% Female, 25.7% Male
  - 68.6% in the U.S. over 7 years *(16% more new Americans than last year)*
  - English, Karen, Vietnamese, Spanish most spoken languages.



# Top 5 Health Topics

## Community Member Results

1. General Health 46%, 122)
2. Children's Health (38.9%, 102)
3. Healthy Lifestyle (34.7%, 91)
4. Women's Health (34.4%, 90)
5. Healthy Aging (32.1%, 84)

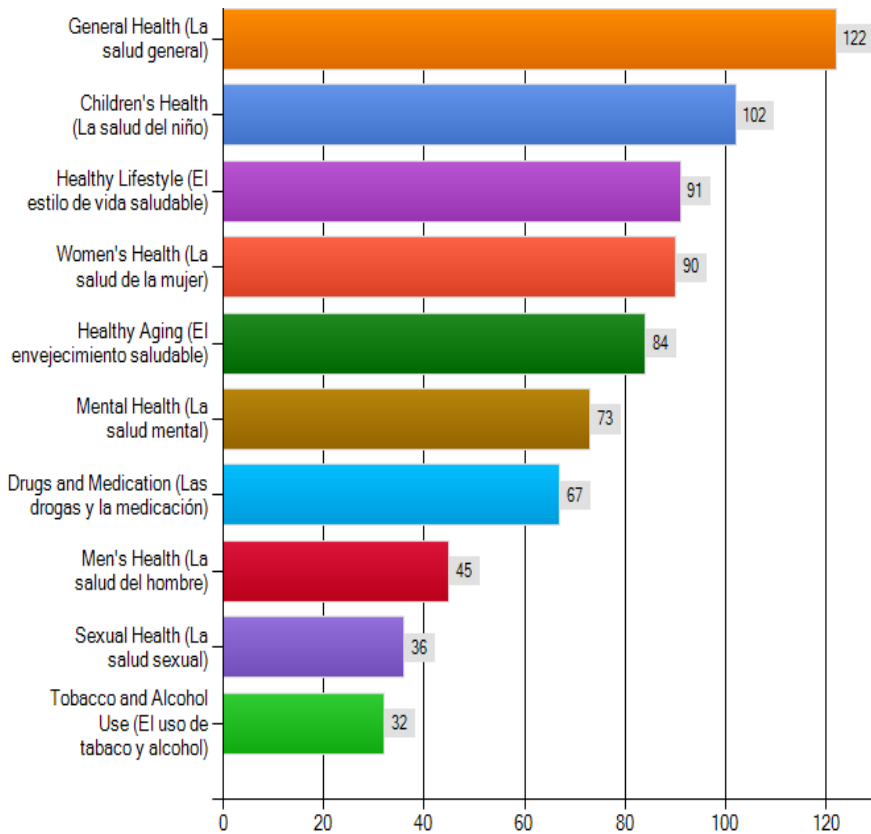
## Service Provider Results

1. Preventive Care- Kids (34%, 53)
2. Doctor's Appointments  
What to ask? (33.1%, 51)
3. Mental Illness (29.9%, 46)
4. Preventive Care—Adults (29%, 45)
5. Immunizations- Infant (27.3%, 42)

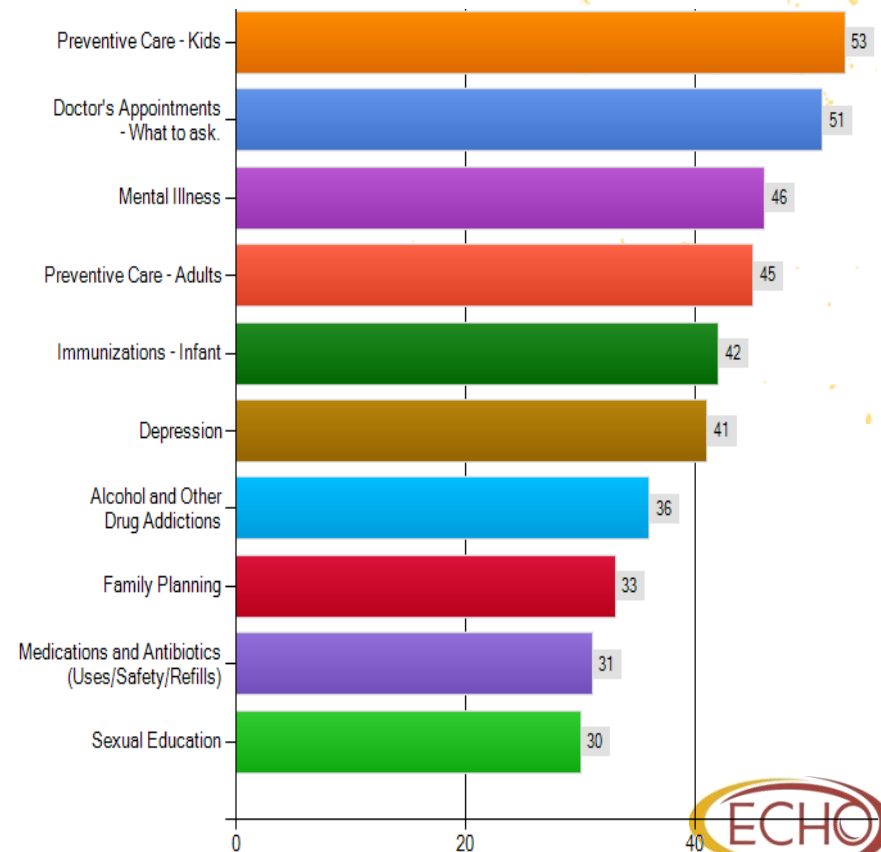


# More Top Health Topics

## Community Member



## Service Provider



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# Top 5 Safety Topics

## Community Member Results

1. Home Safety (68.3%, 172)
2. Children's Safety (58.7%, 148)
3. Personal Safety (38.5%, 97)
4. Roadway Safety (30.2%, 76)
5. Weather Safety (25.8%, 65)

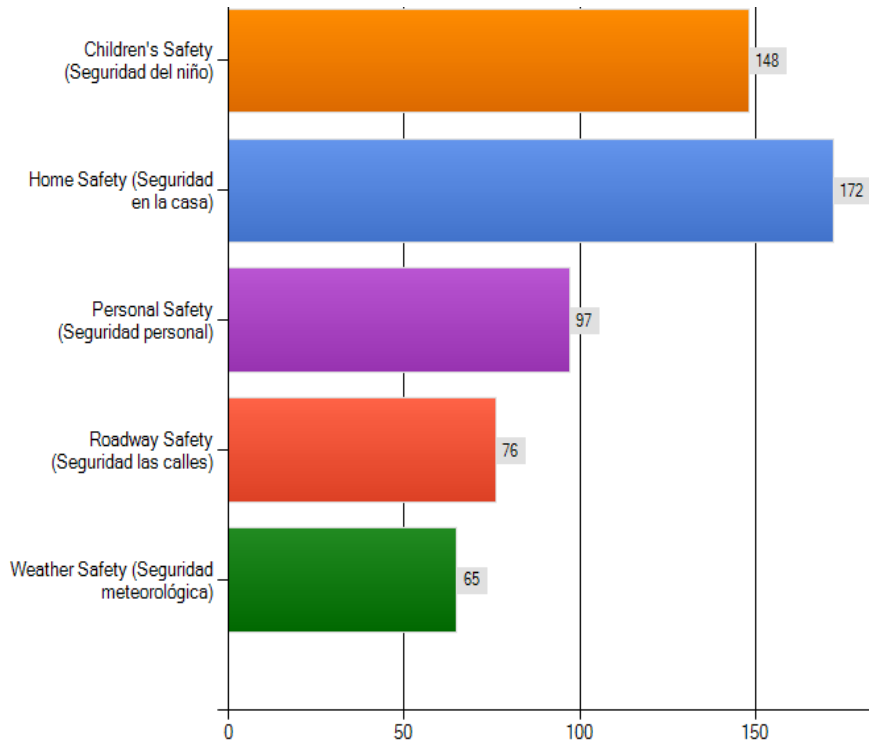
## Service Provider Results

1. Child Safety in the Home (33.5%, 52)
2. Child Abuse (32.3%, 50)
3. Child Safety Seats (32.3%, 50)
4. Law Enforcement (30.3%, 47)
5. Driving - Speed/Seat Belt (30.3%, 47)

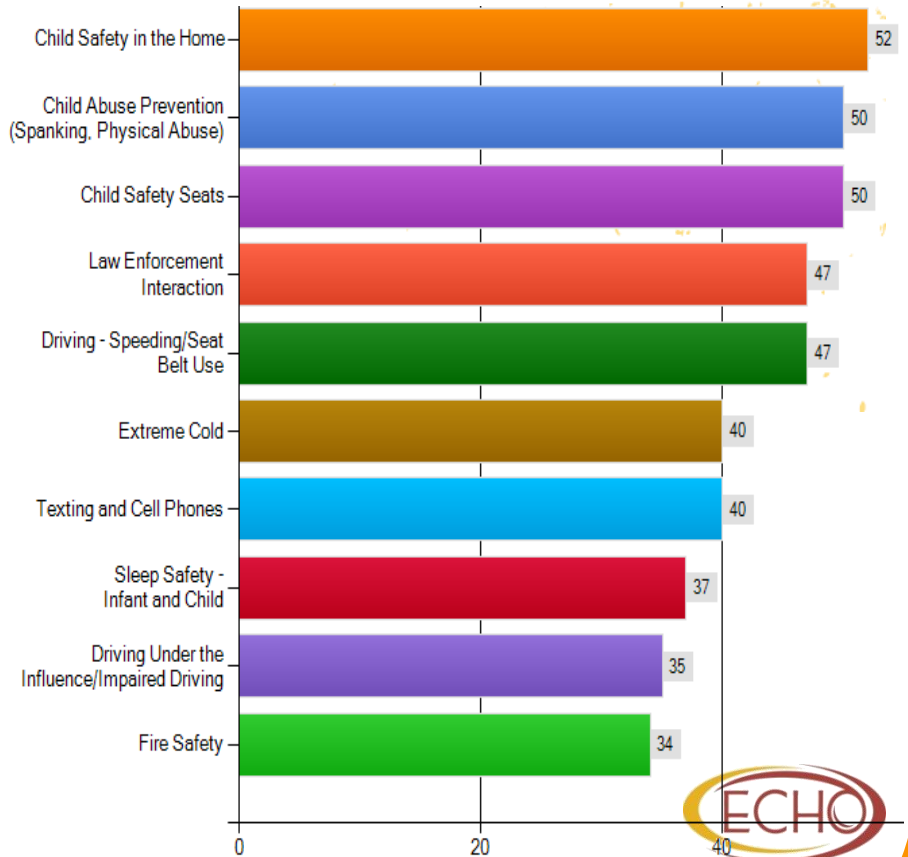


# More Top Safety Topics

## Community Member



## Service Provider



# Top 5 Emergency Topics

## Community Member Results

1. Health Emergencies (64%, 161)
2. Home Emergencies (56%, 141)
3. Severe Weather Emerg. (33%, 84)
4. Disease Emergencies (32.7%, 81)
5. Chemical Emergencies (22%, 56)

## Service Provider Results

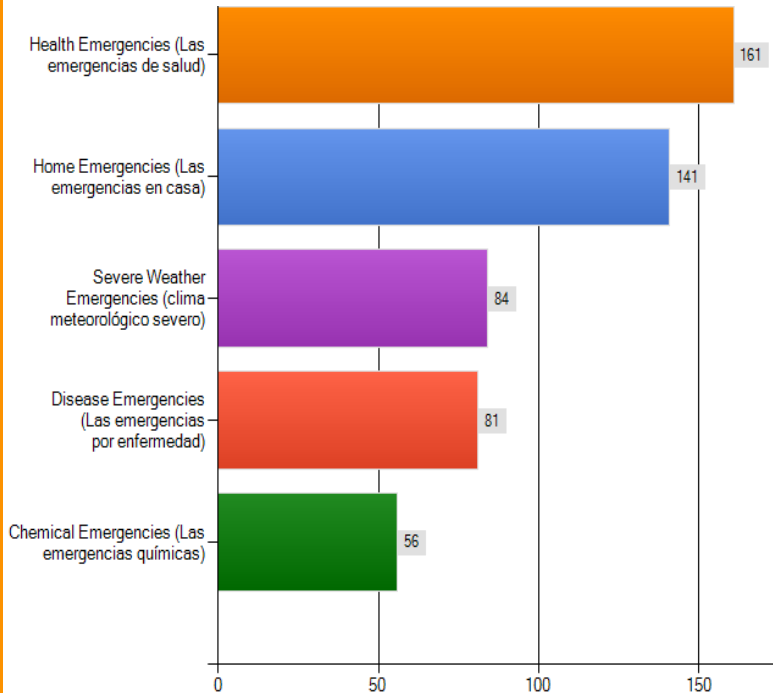
1. Communicable Diseases (60%, 93)
2. Disease Outbreaks (53%, 82)
3. Power Outage (48%, 75)
4. Fire (43%, 67)
5. Poison Prevention (40%, 63)



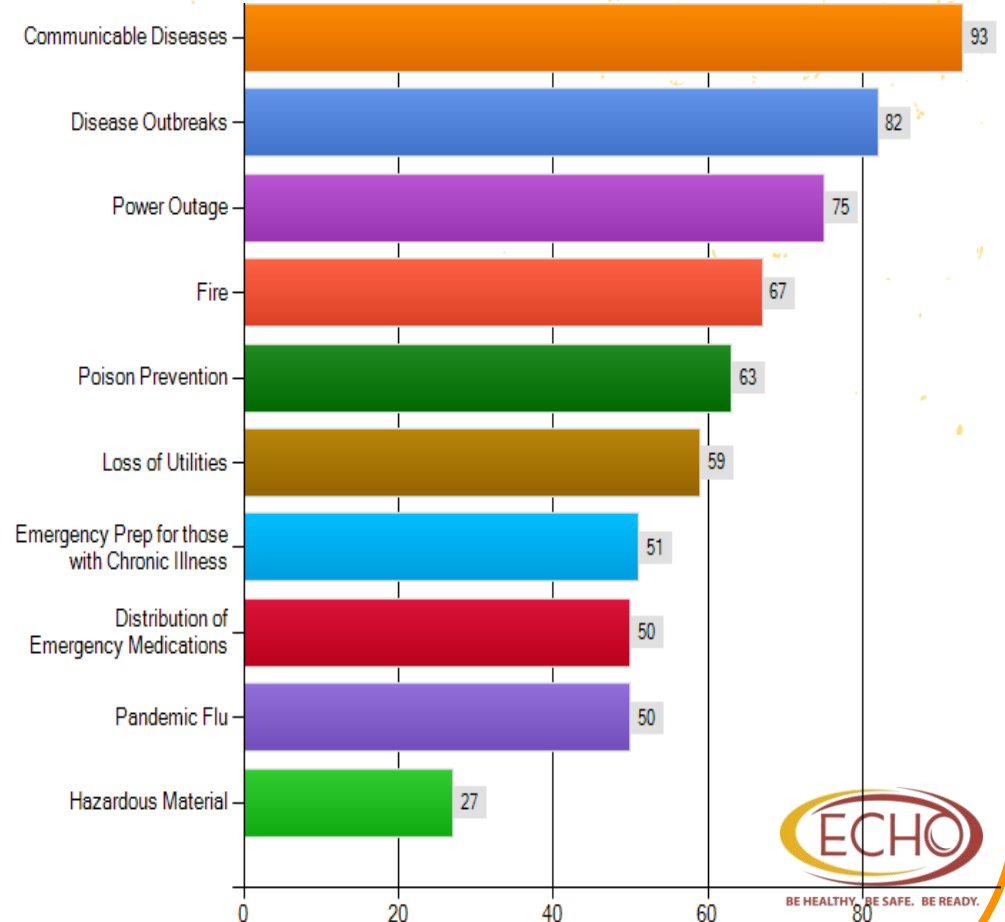


# More Top Emergency Topics

## Community Member



## Service Provider



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# Top 5 Civic Topics

## Community Member Results

1. Healthcare (56.9%, 144)
2. Citizenship (34.4%, 87)
3. Food Assistance (33.6%, 85)
4. Education (30.8%, 78)
5. Finances and Taxes (26.9%, 68)

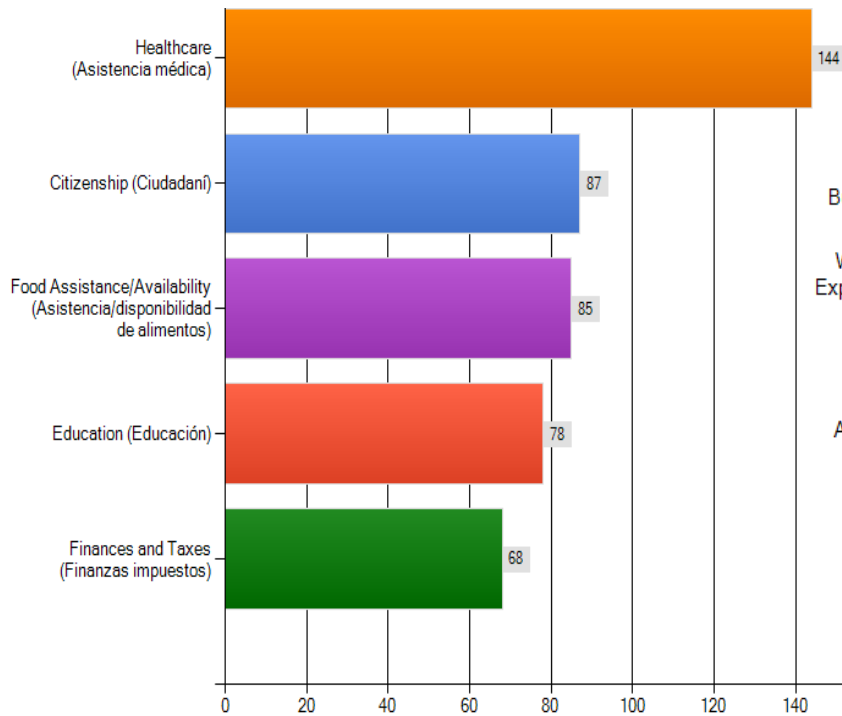
## Service Provider Results

1. Eating Healthy on a Budget (31%, 41)
2. Family Involvement in Ed. (29.1%, 46)
3. Community Resources- (24.7%, 39)  
(building, food, clothing, 2-1-1, 3-1-1)
4. What the School System Expects of Parents (24.7%, 39)
5. After School Activities for Children (22.5%, 35)

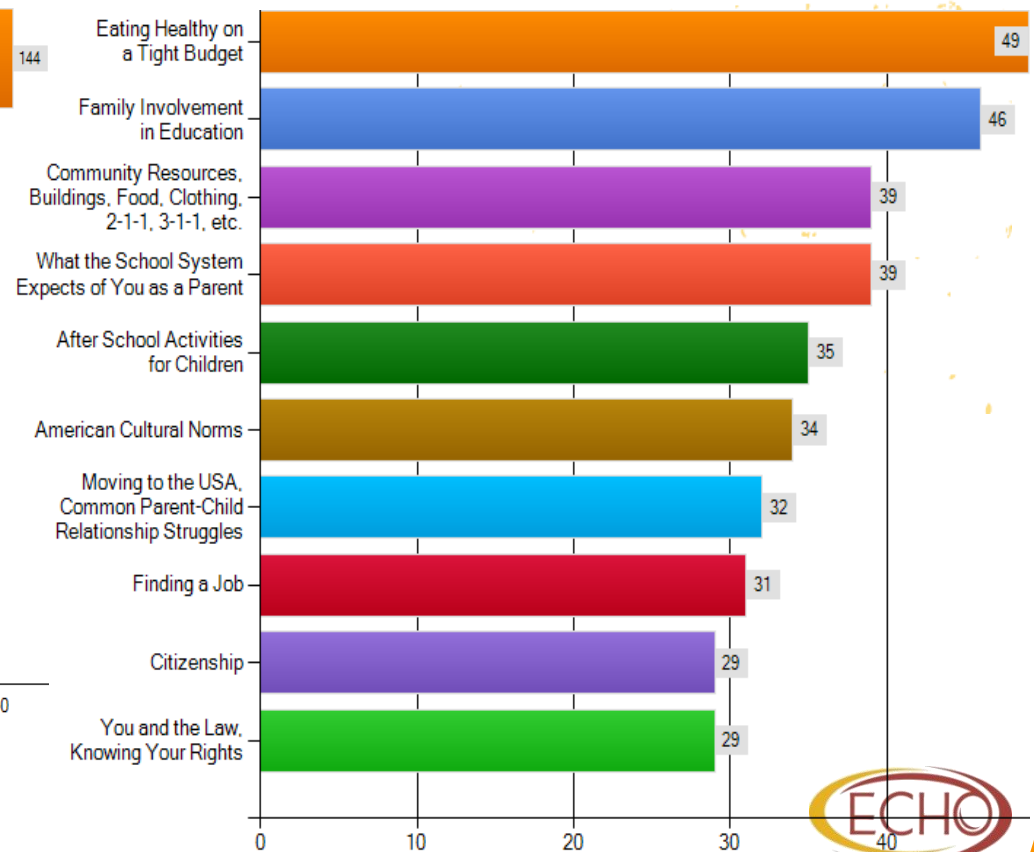


# More Top Civic Topics

## Community Member



## Service Provider

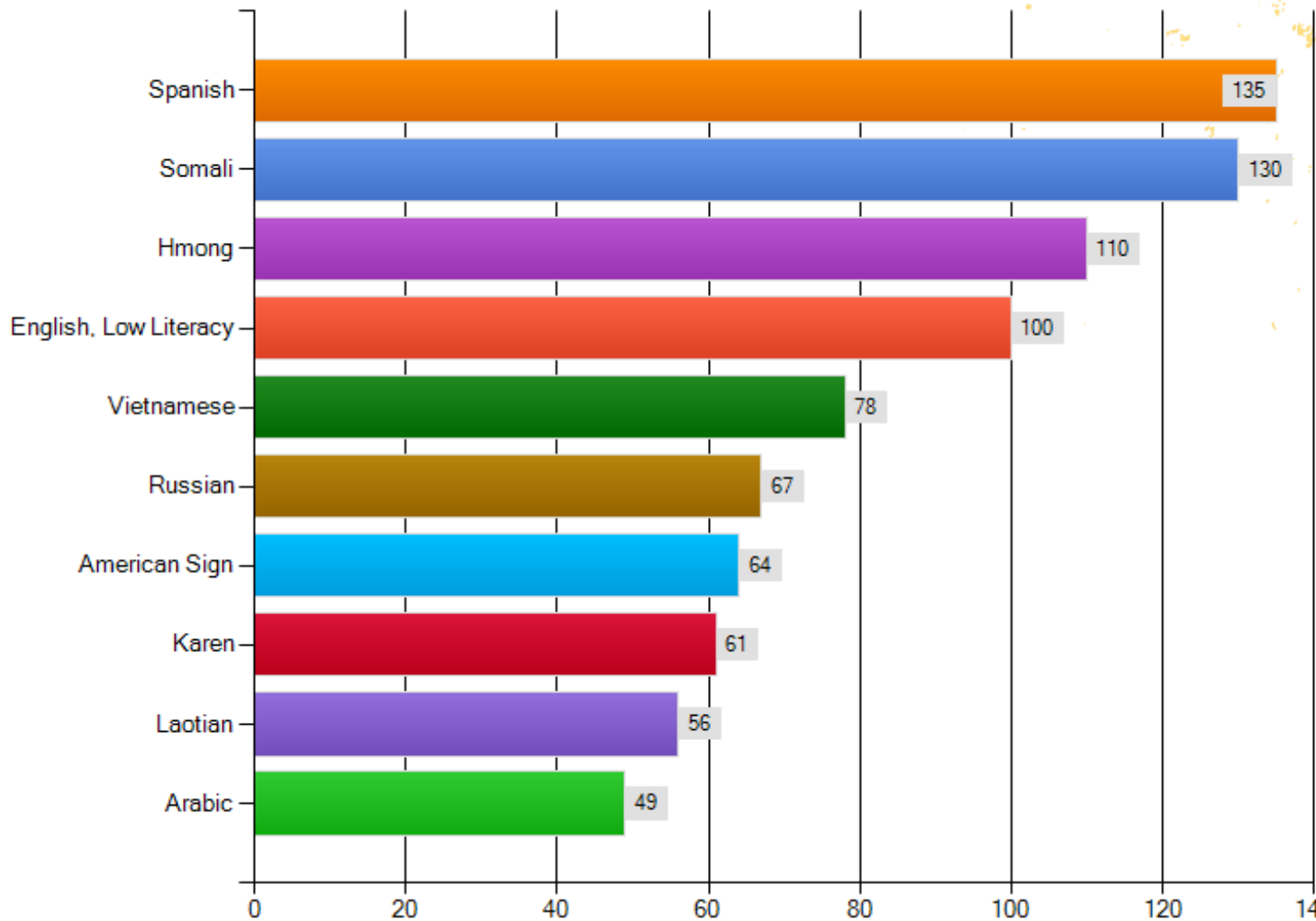


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# Comm. Member Language Req.

In which languages should ECHO programming be available? (Check all that apply.)



# ECHO Materials

- How do you get your information? (*Community*)
  1. Community Leaders (40.7%, 74)
  2. Clinic/Doctor (30.2%, 55)
  3. Online (30.8%, 56)
  4. TV (29.7%, 54)
- How do you get ECHO materials? (*Community*)
  1. TV (25.8%, 59)
  2. Website (11.8%, 27)
  3. DVDs (11.4%, 26)
- What ECHO resources do you use? (*Service Provider*)
  1. DVDs (49.3%, 73)
  2. Website (43.9%, 65)
  3. E-Alerts & Newsletter (36.5%, 54)



# Comm. Member Testimonials

*I have a brain injury. I have trouble with a lot of information for the general public. It is hard for me to understand and follow. ECHO uses simple English, lots of pictures, and concrete examples. It is easier for me to understand.*

*Informacion is clara y conciza. Los temas son gran utilidad para compartir con mi familia. (The information is clear and concise. The topics are very useful to share with my family.)*

*Shared it to my grandmother who doesn't speak much English and she has diabetes.*

*Cancer DVD helped my dad better understand the need for screening.*

*My sister's friend learned a lot by watching the show [Carbon Monoxide and Smoke Alarms] for just 20 minutes.*



# Service Provider Testimonials

*Social change happens with conversations. Starting conversations about health issues moves it to the community and families and begins the process of change.*

*-Service Provider Non-Profit Sector (July 17,2012)*

*Working with many Hmong and Karen people at my facility it is helpful when they have an understanding of navigation the healthcare system or are aware of resources because of information they have received from ECHO. We don't need to start from scratch!*

*-Service Provider Non-Profit Sector (August 1, 2012)*

*We need to put information into as many different modalities as we can. I love ECHO!*

*-Service Provider Education Sector (June 27, 2012)*





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# Questions?

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