



Key Findings:

Oregon Public Health Statewide

May 2017



Elizabeth Harrington, Partner

#17141

Methodology



Public Opinion Strategies conducted a statewide telephone survey in Oregon among N=500 registered voters from May 1-4, 2017.

The margin of error on a sample of this size is $\pm 4.4\%$.

The survey was designed to explore:

- Voters' perceptions about public health departments
- How confident voters are in the effectiveness of public health departments
- The perceived value of different services provided by public health departments

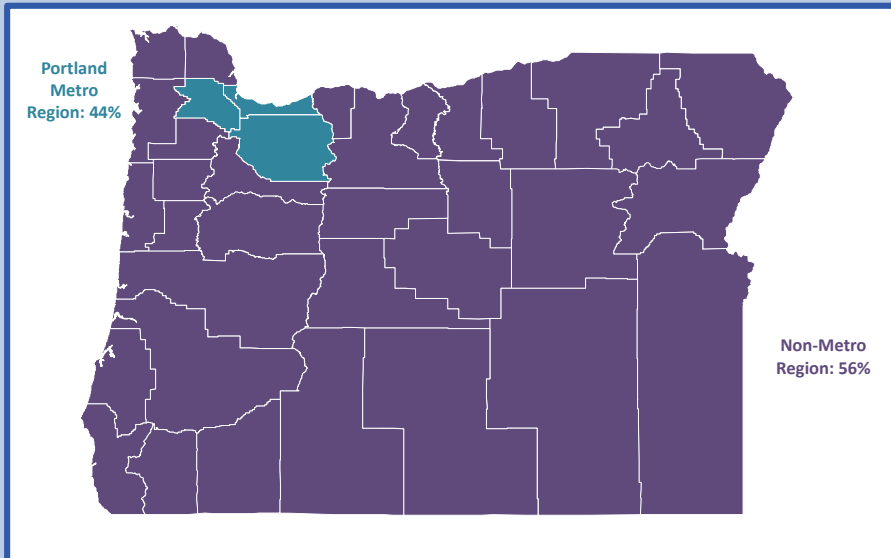
Demographic Profile



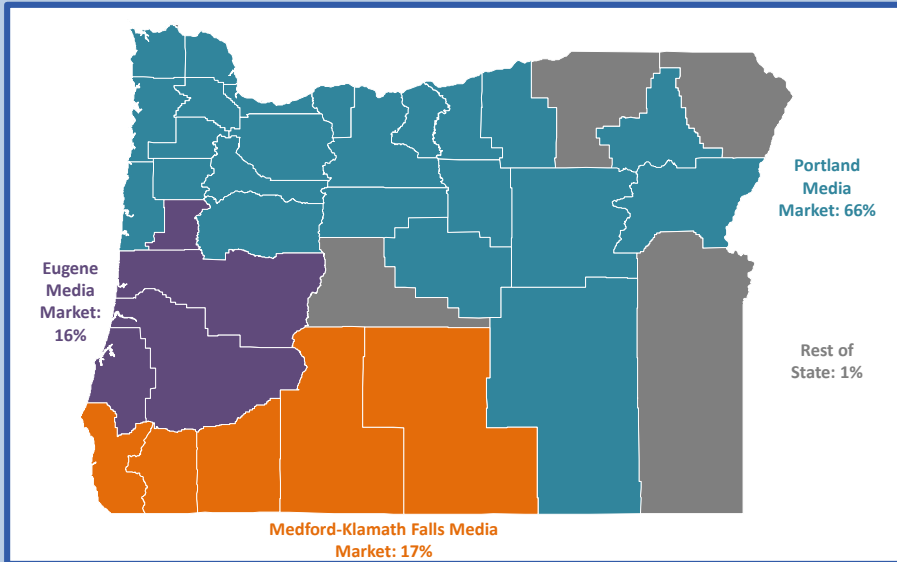
	Registered Voter/Census Population Statistics	Survey*
<i>Male</i>	49%	48%
<i>Female</i>	51%	52%
<i>Ages 18-44</i>	44%	41%
<i>Ages 45+</i>	56%	59%
<i>White</i>	88%	87%
<i>Total Non-White</i>	12%	11%

* In the survey respondents are able to "decline to answer" when asked a question therefore ethnicity does not add to 100%.

Region Breakdown

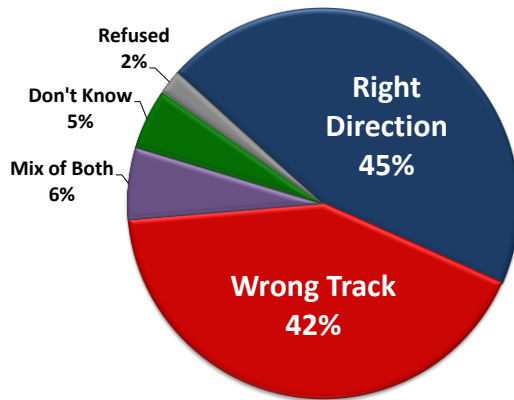


DMA Breakdown



Voters are divided in their views about how things are going in Oregon today.

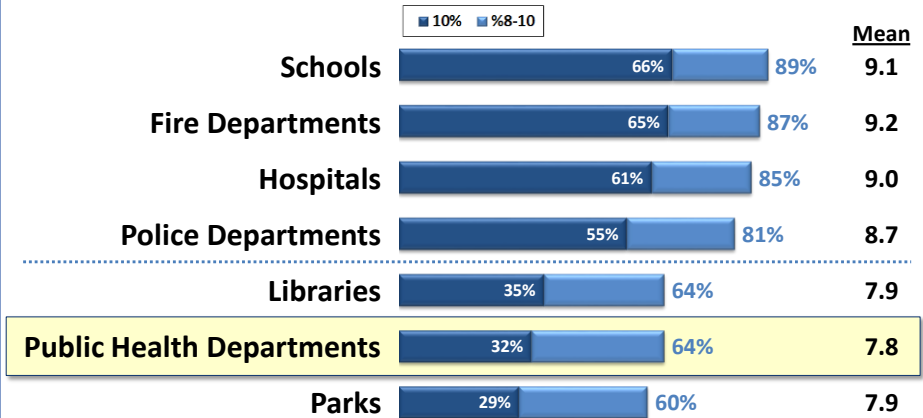
Oregon State Right Direction/Wrong Track



Now, generally speaking, would you say that things in the state of Oregon are going in the right direction, or have they pretty seriously gotten off on the wrong track?

All of the organizations we tested are viewed as having an important role in creating a healthy community. Public health departments rank in the second tier of organizations we tested.

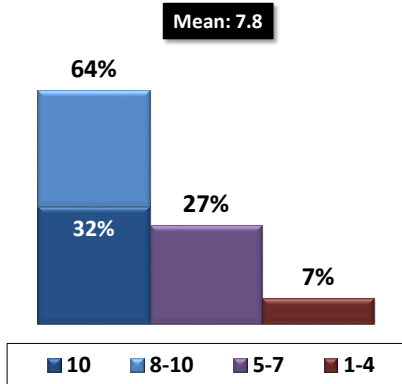
Various Organizations Importance In Creating A Healthy Community Ranked by % 10



I am going to read you a list of some different types of organizations or things that can help create a healthy community. For each, please tell me how important of a role you think it has in creating a healthy community for you and your family? Please use a one to ten scale, with one meaning it is NOT AT ALL important in creating a healthy community and ten meaning it is VERY important in creating a healthy community.

Those sub-groups rating public health departments' role as "very important" tend to be younger women, moms, voters with lower levels of education and income, those working in health care, seniors, and those living in rural communities.

Importance of Public Health Department In Creating A Healthy Community

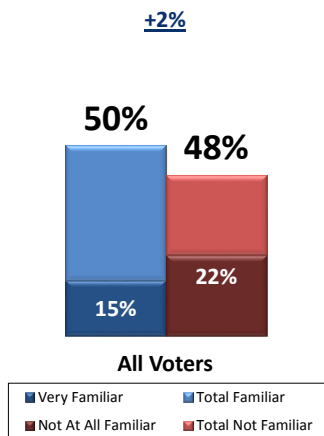


Top Sub-groups: % 10 (32%)	
Poor/Working Women	53%
Moms	52%
Independent Women	48%
Women Ages 18-49	47%
High School or Less	47%
Democratic Women	44%
Women	41%
Poor/Working Class	41%
Yes, HH Works in Health Care	41%
Millennials (Ages 18-35)	40%
Democrats	40%
Parents	40%
Ages 65+	39%
Total Non-White	38%
Rural Residents	38%

I am going to read you a list of some different types of organizations or things that can help create a healthy community. For each, please tell me how important of a role you think it has in creating a healthy community for you and your family? Please use a one to ten scale, with one meaning it is NOT AT ALL important in creating a healthy community and ten meaning it is VERY important in creating a healthy community.

Voters are divided in their level of familiarity with their local public health departments. Only 15% report being “very familiar.”

Familiarity with Your Local Public Health Department



Top Sub-groups: Total Familiar (50%)	
Moms	62%
Eugene Media Market	61%
Medford-Klamath Falls Media Market	60%
Rural Residents	60%
Yes, HH Works in Health Care	59%
Total Non-White	59%
Working Women	58%
Outside of Portland Metro Region	57%
Independent Women	57%
Parents	57%
Democratic Women	56%
Poor/Working Women	56%
Public Health Depts. Importance - (%10)	55%

Most communities across the country have public health departments. How familiar are you with your local public health department? Are you very familiar, somewhat familiar, not too familiar, or not at all familiar with your local public health department?

Familiarity

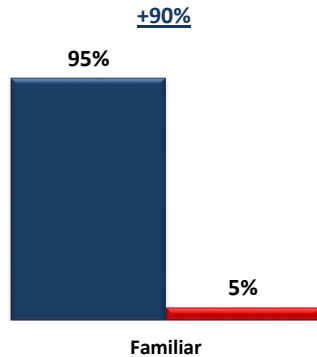


We asked respondents two open-ended questions to further explore their familiarity and understanding of what their local public health departments do:

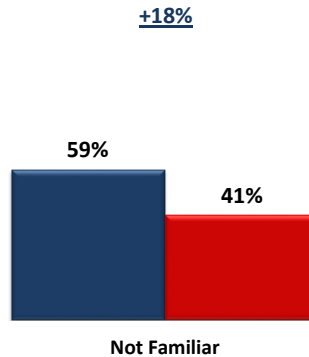
- 1. What kind of services does your local public health department provide in your community? (Asked of those familiar)**
- 2. If a friend or neighbor asked you to explain what your local public health department does, what might you tell them? (Asked of those not familiar)**

Voters who reported being familiar with public health departments are more easily able to describe things their public health department might do in the community than those who are not familiar.

What kind of services does your local public health department provide in your community?



If a friend or neighbor asked you to explain what your local public health department does, what might you tell them?



■ Able to Describe Public Health Department Function ■ Don't Know/Not Sure

What kind of services does your local public health department provide in your community?

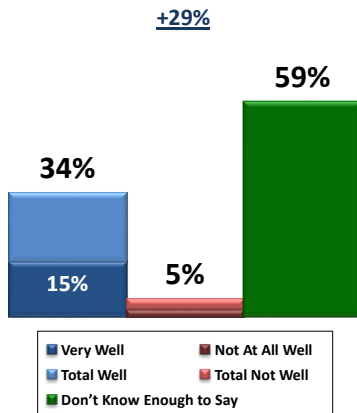
- Provide immunizations/vaccinations
- Provide general medical care for people who can't afford it
- Provide general health/medical services including check-ups, physicals, screenings
- Inform and educate the community about public health issues
- Provide mental health services
- Monitor food and water cleanliness
- Restaurant inspections
- STD testing and treatment
- Provide access to birth control/family planning/reproductive care/pregnancy education
- Offer WIC services
- Have education centers in local schools
- Track and collect data about diseases/outbreaks
- Women's health care services
- Health fairs & clinics/wellness campaigns
- Provide help to women, infants, children in the community
- Provide medical care for communicable/infectious diseases

If a friend or neighbor asked you to explain what your local public health department does, what might you tell them?

- Track and collect data about diseases/outbreaks
- Provide immunizations/vaccinations
- Inform and educate the community about health issues
- Provide medical/health care for those in the community who are low income or can't afford health care
- Provide mental health services
- Provide basic medical care to all members of the community
- Test water quality and safety
- Inspect restaurants, food quality, and enforce health code regulations
- Regulate doctors and hospitals
- Encourage healthy lifestyles and physical wellness in the community
- Ensure a clean/healthy environment
- STD testing and treatment
- Provide access to birth control/contraceptives/family planning
- Set health policy in the state

A majority of voters say they do not know enough to say one way or the other how well their local public health department is doing its job.

Assessment of Public Health Department Job Performance



Top Sub-groups: Total Well (34%)	
Yes, HH Works in Health Care	51%
Moms	47%
Upper Economic Class/Well-To-Do	45%
Public Health Depts. Importance - (%10)	44%
Independent Women	41%
Eugene Media Market	40%
Democratic Men	40%
Men College +	40%
Ages 65+	39%
Women Ages 50+	39%
College +	39%
Public Health Depts. Importance - (%8-10)	39%
Parents	39%

Top Sub-groups: Don't Know (59%)	
Independent Men	68%
Men Less Than College	65%
Middle Class	65%
Women Ages 18-49	64%
Republicans	64%
Public Health Depts. Importance - (%1-7)	64%

How well do you think your local public health department does its job? Does your local public health department do its job very well, somewhat well, not too well, or not at all well or do you not know enough to say one way or the other?

Survey respondents were read nine services their local Public Health Department could do in their community. They were asked to rate how important each item was to them personally on a scale from one to ten with one meaning it is not at all important and ten meaning it is very important that their local public health department does it in their community.

Not At All Important
Very Important

1
2
3
4
5
6
7
8
9
10

For each item, please tell me how important it is to you personally that your local health department does this in your community. Using a scale of one to ten, with one meaning it is NOT AT ALL important to you and ten meaning it is VERY important to you that your local public health department does this in your community.

The most important services were viewed as:

<i>Public Health Department Services Personal Importance Ranked by % 10</i>	% 10	% 8-10	Mean
Support women's and children's health, such as pre-natal care and appropriate nutritional assistance.	50%	75%	8.4
Help stop the spread of communicable diseases, such as Meningitis, Salmonella, and the flu.	47%	78%	8.5
Bring others in government, like police and fire departments and state authorities, together to respond to public health emergencies, such as those resulting from natural and human caused disasters, and rebuild afterward.	47%	74%	8.4

For each item, please tell me how important it is to you personally that your local health department does this in your community. Using a scale of one to ten, with one meaning it is NOT AT ALL important to you and ten meaning it is VERY important to you that your local public health department does this in your community.

These five services were also viewed as important, but not rated as high in importance as those shown on the previous table.

<i>Public Health Department Services Personal Importance Ranked by % 10</i>	% 10	% 8-10	Mean
Ensure environmental health, such as clean air and clean water.	45%	68%	7.9
Work together with the broader healthcare system, such as with local hospitals and community clinics to address problems before they become health crises.	43%	69%	8.1
Reach out to people that are at greatest risk of having poor health outcomes, such as the elderly, disabled, or low-income families.	41%	72%	8.3
Establish prevention programs in the community to address chronic disease and injury, such as diabetes and domestic violence.	39%	67%	8.0
Provide you with critical un-biased information on how to respond and what to do in a crisis to protect yourself and those close to you.	36%	64%	7.8

For each item, please tell me how important it is to you personally that your local health department does this in your community. Using a scale of one to ten, with one meaning it is NOT AT ALL important to you and ten meaning it is VERY important to you that your local public health department does this in your community.

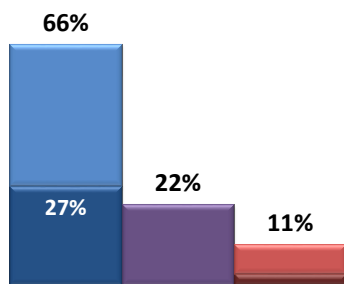
The service viewed as least important was creating strong local policies that support health.

<i>Public Health Department Services Personal Importance Ranked by % 10</i>	% 10	% 8-10	Mean
Work with partners to help create strong local policies that support health, such as smoke-free workplace laws.	26%	50%	7.0

For each item, please tell me how important it is to you personally that your local health department does this in your community. Using a scale of one to ten, with one meaning it is NOT AT ALL important to you and ten meaning it is VERY important to you that your local public health department does this in your community.

Two-thirds of voters believe ensuring that every community in Oregon receives all of these public health services should be a high priority for the state's government.

Priority Level State Government Ensure Every Community Receives ALL Services



■ Very High ■ Total High ■ Medium
■ Not At All ■ Total Low

Top Sub-groups: Very High (27%)	Total High (66%)
Public Health Depts. Importance - (%10)	85%
Democratic Women	80%
Moms	80%
Democrats	80%
Women College +	74%
Public Health Depts. Importance - (%8-10)	81%
Women Ages 18-49	74%
Eugene Media Market	72%
Parents	70%
Democratic Men	79%
Ages 65+	66%
Rural Residents	71%
Middle Economic Class or Higher Women	70%

Thinking again about ALL of these services that your local public health department could do in your community that we just discussed, how high of a priority do you think it is for the state government to ensure that every community in Oregon receive ALL of these public health services?

Majorities of voters across various demographic audiences believe this is a high priority for the state. Republicans are a bit more difficult audience on this measure.

	ALL VOTERS	Gender		Party			Region	
		Men (48%)	Women (52%)	GOP (28%)	IND (27%)	DEM (39%)	Portland Metro (44%)	Non-Metro (56%)
Total High Priority State Government Ensure Every Community Receives ALL Services	66%	62%	70%	49%	62%	80%	68%	65%

Thinking again about ALL of these services that your local public health department could do in your community that we just discussed, how high of a priority do you think it is for the state government to ensure that every community in Ohio receive ALL of these public health services?

Majorities of voters across various demographic audiences believe this is a high priority for the state.

	ALL VOTERS	Education			Age		
		High School or Less (22%)	Some College (28%)	College + (49%)	Ages 18-44 (41%)	Ages 45-64 (38%)	Ages 65+ (21%)
Total High Priority State Government Ensure Every Community Receives ALL Services	66%	71%	64%	65%	74%	59%	66%

Thinking again about ALL of these services that your local public health department could do in your community that we just discussed, how high of a priority do you think it is for the state government to ensure that every community in Ohio receive ALL of these public health services?

When asked to choose, voters are divided about whether it is more important for their local public health department to provide direct services or to track and prevent threats to public health and safety.

More Important Function of Public Health Departments

That your state and local public health departments deliver direct services to individuals, children, and families that improve their health and safety

49%

That your state and local public health departments track, prevent, and respond to health problems to improve the health and safety of everyone in Oregon

46%

Still thinking about the different services we discussed earlier for which your state and local health departments are responsible, if you had to choose...which of the following is more important to you?

Looking more closely at the sub-groups that selected each function as being more important, the coalitions are very different demographically.

More Important Function of Public Health Departments

Top Sub-groups: Provide Direct Services (49%)	
Poor/Working Class Women	59%
Moms	59%
Women Ages 18-49	56%
Democratic Women	55%
Yes, HH Works in Health Care	55%
Rural Residents	54%
Women Less Than College	54%

Top Sub-groups: Track/Prevent Threats to Public Health and Safety (46%)	
Independent Men	56%
Men College +	56%
Democratic Men	55%
Independents	53%
Men Ages 18-49	52%
Middle Economic Class or Higher Men	51%

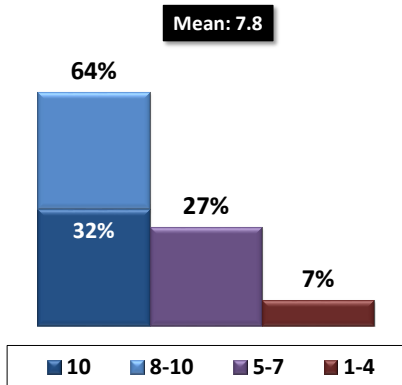
Still thinking about the different services we discussed earlier for which your state and local health departments are responsible, if you had to choose...which of the following is more important to you?



Looking More Closely at Voters Who View Public Health Departments Role As Only Somewhat Important (%5-7)

Looking at those voters more closely who rate public health departments role as only somewhat important (%5-7):

Importance of Public Health Department In Creating A Healthy Community



Top Sub-groups: % 5-7 (27%)

Independent Men	45%
Men College +	42%
Middle Class + Men	42%
Republican Men	40%
Men Ages 50+	39%
Dads	36%
Working Men	35%
Ages 45-64	34%
Republicans	34%
Baby Boomers (Ages 57-74)	32%
Upper/Well-to-Do	32%

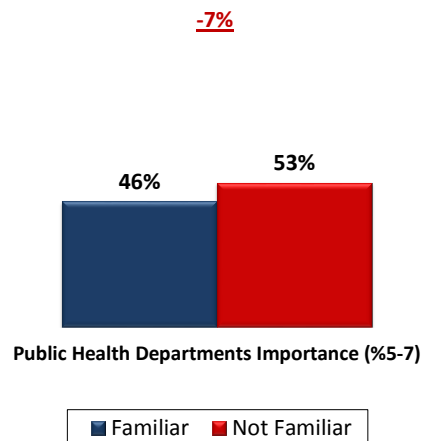
I am going to read you a list of some different types of organizations or things that can help create a healthy community. For each, please tell me how important of a role you think it has in creating a healthy community for you and your family? Please use a one to ten scale, with one meaning it is NOT AT ALL important in creating a healthy community and ten meaning it is VERY important in creating a healthy community.

Voters rating public health departments role as somewhat important (%5-7):

Organization Importance in Creating a Healthy Community

	Mean
Schools	8.6
Fire Departments	8.5
Police Departments	8.3
Hospitals	8.1
Parks	7.0
Libraries	6.9
Public Health Departments	6.2

Familiarity with Public Health Departments



Voters rating public health departments role as somewhat important (%5-7):

<i>Public Health Department Services Personal Importance Ranked by %8-10</i>	%10	% 8-10
Help stop the spread of communicable diseases, such as Meningitis, Salmonella, and the flu.	22%	63%
Bring others in government, like police and fire departments and state authorities, together to respond to public health emergencies, such as those resulting from natural and human caused disasters, and rebuild afterward.	26%	54%
Reach out to people that are at greatest risk of having poor health outcomes, such as the elderly, disabled, or low-income families.	22%	53%
Work with partners to help create strong local policies that support health, such as smoke-free workplace laws.	9%	24%

For each item, please tell me how important it is to you personally that your local health department does this in your community. Using a scale of one to ten, with one meaning it is NOT AT ALL important to you and ten meaning it is VERY important to you that your local public health department does this in your community.



The Bottom Line

The Bottom Line



- Public health departments are viewed as having an important role in creating a healthy community. But, voters rate them in the second tier of organizations we tested.
- Voters are divided in their reported level of familiarity with their local public health department. With only 15% of voters saying they are “very familiar.” This data shows there is room for education of the public on what public health departments do and the services they offer in local communities.
- A majority of voters say they do not know enough about their local public health department to know whether it is doing its job well or not.

The Bottom Line



- Of the nine local public health department services we tested, voters view the most important services as:
 - Supporting women's and children's health, such as pre-natal care and appropriate nutritional assistance.
 - Helping to stop the spread of communicable diseases.
 - Bringing others in government, like police and fire departments and state authorities, together to respond to public health emergencies, such as those resulting from natural and human caused disasters, and rebuild afterward.

The least important service was working with partners to help create strong local policies that support health, such as smoke-free workplace laws.

The Bottom Line



- Two-thirds of voters believe ensuring that every community in Oregon receives all nine of the public health services we tested should be a high priority for the state's government.
- When asked to choose, voters are divided about whether it is more important for their local public health department to provide direct services to individuals, children, and families that improve their health and safety or to track and prevent threats to public health and safety in Oregon.



PUBLIC OPINION STRATEGIES
214 N. Fayette Street
Alexandria, VA 22314

Elizabeth Harrington,
Partner
elizabeth@pos.org
215.753.7655