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**Community Health Needs Assessment**  
**Household Telephone Survey**  
**Executive Summary**

**2013**

HOLLERAN

# COMMUNITY HEALTH NEEDS ASSESSMENT

## HOUSEHOLD TELEPHONE SURVEY EXECUTIVE SUMMARY

### BACKGROUND

The Tri-County Health Assessment Collaborative, consisting of hospitals, health systems, and health departments within Burlington, Camden, and Gloucester Counties came together to undertake a comprehensive regional community health needs assessment (CHNA). The purpose of the assessment is to gather information about local health needs and health behaviors. The Tri-County Collaborative includes the following partners: Cooper University Hospital, Kennedy Health System, Lourdes Health System, Inspira Medical Center-Woodbury, Virtua Health, and the Health Departments of Burlington, Camden and Gloucester Counties.

As part of the assessment, the collaborative contracted with Holleran, an independent research and consulting firm located in Lancaster, Pennsylvania, to conduct a household telephone survey based on the Behavioral Risk Factor Surveillance System (BRFSS). The BRFSS is a national initiative, headed by the Centers for Disease Control and Prevention (CDC) that assesses health status and risk factors among U.S. citizens.

This executive summary provides details regarding the research methodology as well as a summary of findings to highlight strengths and opportunities in Camden County, New Jersey. A detailed report of the research results is available in a separate document. The Tri-County Health Assessment Collaborative will use the results of the BRFSS Household Survey in conjunction with secondary data, key informant interviews, and focus groups to understand community health needs and prioritize public health endeavors.

### METHODOLOGY

Interviews were conducted by Holleran's teleresearch center from October 2012 through February 2013. Trained interviewers contacted respondents via land-line telephone numbers generated from a random call list.

#### Participants

Interviews were conducted via telephone with 2,480 adults residing within specific zip codes in Burlington, Camden, and Gloucester Counties in New Jersey. A statistically valid sample of 575 respondents from the 34 zip codes in Camden County was randomly selected from the total sample, allowing for comparisons across counties and hospitals.

Participants were randomly selected for participation based on a statistically valid sampling frame developed by Holleran. The sampling strategy was designed to represent the 108 zip codes served by the Tri-County Health Assessment Collaborative.

The sampling strategy identified the number of completed surveys needed within each zip code based on the population statistics from the U.S. Census Bureau in order to accurately represent the community area. Only respondents who were at least 18 years of age and lived in a private residence were included in the study. It is important to note that the sample only includes households with land-line telephones which can present some sampling limitations.

### **Survey Tool**

The survey was adapted from the CDC's Behavioral Risk Factor Surveillance System (BRFSS). The BRFSS survey tool assesses health risk behaviors, preventive health practices, and health care access primarily related to chronic disease and injury.

The customized survey tool consisted of approximately 100 factors selected from core sections and modules from the BRFSS tool. In addition, several customized questions were added to gather information about accessibility to health care.

### **Statistical Considerations**

The final sample (575) yields an overall error rate of +/-4.1% at a 95% confidence level. This means that if one were to survey all residents within Camden County, the final results of that analysis would be within +/-4.1% of what is displayed in the current data set.

Data collected from the 575 surveys was aggregated and analyzed by Holleran using IBM SPSS Statistics. The detailed survey report includes the frequency of responses for each survey question. In addition, BRFSS results for New Jersey and the United States are included when available to indicate how the health status of the local service area compares on a state and national level.

Statistically significant differences between local responses and state and/or national responses are also noted in the detailed report. Holleran runs Z-tests and Chi Square tests in SPSS to identify statistically significant differences and uses p values  $\leq .01$  as the cutoff for significance.

It is common practice in survey research to statistically weight data sets to adjust for demographic imbalances in the survey data. For example, in the current study, the number of females interviewed for Camden County is above the actual proportion of females in the area (Sample: 68.0% female vs. Actual Population: 51.7% female). The data was statistically weighted to correct for this over-representation of females. The data set was weighted by age, gender, and race in order to more accurately represent the population. It should be noted that the national dataset from the CDC is also statistically weighted to account for similar imbalances. All data sets utilized in the report are statistically weighted to counter for demographics with the exception of the actual demographic information. The demographics included in the report are in raw, un-weighted form so that readers can see the actual pool of respondents.

## SUMMARY OF FINDINGS

Areas of strength and opportunity are identified below by health topic. The findings are representative of the total community area of Camden County. Statistically significant differences by ethnicity and race are noted as well.

### Health Indicators

#### Areas of Strength

The following are areas where Camden County residents fare better, or healthier, than the State of New Jersey and/or the Nation as a whole.

- **Sweetened Drink Consumption:** The proportion of residents who did not drink soda or pop that contained sugar in the past 30 days (49.6%) is higher when compared to the United States (42.5%). Additionally, the proportion of residents who did not drink sweetened fruit drinks such as lemonade in the past 30 days (63.6%) is higher when compared to the United States (52.1%).

#### Areas of Opportunity

The following are areas where Camden County residents fare worse, or less healthy, than the State of New Jersey and/or the Nation as a whole.

- **Healthy Days – Physical Health:** The proportion of residents who reported poor physical health for 15-30 days of the past 30 days (15.5%) is higher when compared to New Jersey (9.2%) and the United States (10.3%).
- **Healthy Days – Mental Health:** The proportion of residents who reported poor mental health for no days of the past 30 days (62.4%) is lower when compared to New Jersey (68.6%), but similar to the United States (66.0%).
- **Healthy Days – Activity Limitation:** The proportion of residents who reported poor physical or mental health as being a barrier from usual activities for 15-30 days of the past 30 days (17.9%) is higher when compared to New Jersey (11.9%), but similar to the United States (13.3%).
- **Anxiety Disorder:** The proportion of residents who reported being told they have an anxiety disorder (24.8%) is higher when compared to the United States (13.3%).
- **Disability:** The proportion of residents who are limited in any activities due to physical, mental, or emotional problems (23.5%) is higher when compared to New Jersey (16.9%) but similar to the United States (20.8%).
- **Exercise:** The proportion of residents who have not participated in physical activity outside of their regular job in the last month (29.8%) is higher when compared to the United States (24.4%), but similar to New Jersey (26.6%).
- **Tobacco Control:** The proportion of residents who have smoked at least 100 cigarettes in their life (48.9%) is higher when compared to New Jersey (40.6%) and the United States (42.0%). Additionally, the proportion of residents who no longer smoke cigarettes (56.7%) is lower when compared to New Jersey (64.4%), but similar to the United States (59.4%).

- **Seatbelt Use:** The proportion of residents who never wear a seat belt when they ride in or drive a car (3.9%) is higher when compared to New Jersey (1.1%) and the United States (1.5%).

### Areas of Disparity

The following are areas in which certain demographic groups within Camden County fare worse, or less healthy, than other demographic groups.

- **Health Status:** Hispanic respondents are more likely than Non-Hispanic respondents to report their health as being fair or poor.
- **Physical Health:** Hispanic respondents are more likely than Non-Hispanic respondents to report 15-30 of poor physical health days in the past 30.
- **Mental Health:** Hispanic respondents are more likely than Non-Hispanic respondents to report 8-14 days of poor mental health in the past 30.
- **Disability:** Hispanic respondents are more likely than Non-Hispanic respondents to report limitations in physical activity due to physical, mental, or emotional problems.
- **Tobacco Use:** Hispanic respondents are more likely than Non-Hispanic respondents to report smoking cigarettes every day. Additionally, Hispanic respondents are more likely than Non-Hispanic respondents to report having stopped smoking for one or more days in the past 12 months because they were trying to quit smoking.
- **Seatbelt Use:** Hispanic respondents are more likely than Non-Hispanic respondents to report never wearing a seatbelt when in a car.
- **Anxiety Disorder:** White respondents are more likely than Black or African American respondents to report being told they have an anxiety disorder.
- **Dental Visits:** White respondents are more likely than Black or African American respondents to report seeing a dentist within the past 12 months.
- **Sweetened Drink Consumption:** White respondents are more likely than Black or African American respondents to report never drinking sweetened fruit drinks, such as Kool-Aid, Cranberry juice cocktail, and lemonade.

### Health Care Access

#### Areas of Strength

The following are areas where Camden County residents fare better, or healthier, than the State of New Jersey and/or the Nation as a whole.

- **Routine Checkup Visits:** The proportion of residents who reported having a routine checkup within the last year (77.2%) is higher when compared to the United States (68.1%), but similar to New Jersey (77.0%).

#### Areas of Disparity

The following are areas in which certain demographic groups within Camden County fare worse, or less healthy, than other demographic groups.

- **Access:** Non-Hispanic respondents are more likely than Hispanic respondents to report having any kind of health care coverage.
- **Prohibitive Cost:** Hispanic respondents are more likely than Non-Hispanic respondents to report a time in the past 12 months of needing to see a doctor but not being able to

due to cost. Additionally, Black or African American respondents are more likely than White respondents to report a time in the past 12 months that they needed to see a doctor but could not due to cost.

- **Type of Coverage:** Hispanic respondents are more likely than Non-Hispanic respondents to report coverage through Medicaid or NJ FamilyCare, while Non-Hispanic respondents are more likely than Hispanic respondents to report having coverage through a current or former job.
- **Finding a Doctor:** Hispanic respondents are more likely than Non-Hispanic respondents to report having trouble in the past 12 months finding a doctor who would see them. Additionally, Hispanic respondents are more likely than Non-Hispanic respondents to report a time in the past 12 months that a doctor's office told them they would not be accepted as a new patient.

## Chronic Health Conditions

### Areas of Opportunity

The following are areas where Camden County residents fare worse, or less healthy, than the State of New Jersey and/or the Nation as a whole.

- **Asthma:** The proportion of residents who have been diagnosed with asthma (17.8%) is higher when compared to New Jersey (13.3%) and the United States (13.5%).
- **COPD:** The proportion of residents who have been diagnosed with chronic obstructive pulmonary disease (7.8%) is higher when compared to New Jersey (5.1%), but similar to the United States (6.3%).
- **Diabetes:** The proportion of residents who have been diagnosed with diabetes (13.0%) is higher when compared to New Jersey (9.2%) and the United States (9.3%).
- **Hypertension:** The proportion of residents who have ever been told they have high blood pressure (43.3%) is higher when compared to New Jersey (30.6%) and the United States (31.6%).

### Areas of Disparity

The following are areas in which certain demographic groups within Camden County fare worse, or less healthy, than other demographic groups.

- **Heart Disease:** Hispanic respondents are more likely than Non-Hispanic respondents to report having had an angina or coronary heart disease in the past.
- **Asthma:** Hispanic respondents are more likely than Non-Hispanic respondents to report having been told they have asthma.
- **Kidney Disease:** Hispanic respondents are more likely than Non-Hispanic respondents to report having been told they have kidney disease.

## Immunization and Screening

### Areas of Strength

The following are areas where Camden County residents fare better, or healthier, than the State of New Jersey and/or the Nation as a whole.

- **Cholesterol Awareness:** The proportion of residents who have had their blood cholesterol checked (89.8%) is higher when compared to New Jersey (83.3%) and the United States (79.4%).
- **Flu Vaccination:** The proportion of residents who reported receiving the flu shot or flu vaccine in the past 12 months (50.5%) is higher when compared to New Jersey (36.0%) and the United States (36.7%).
- **Pneumonia Vaccination:** The proportion of residents who reported receiving a pneumonia shot (32.7%) is higher when compared to New Jersey (24.6%) and the United States (27.4%).
- **HIV/Aids:** The proportion of residents who reported having been tested for HIV (46.3%) is higher when compared to the United States (40.2%), but similar to New Jersey (43.7%).
- **Mammogram:** The proportion of residents who have ever had a mammogram (78.0%) is higher when compared to New Jersey (68.1%) and the United States (67.7%).

### Areas of Disparity

The following are areas in which certain demographic groups within Camden County fare worse, or less healthy, than other demographic groups.

- **Cholesterol Awareness:** White respondents are more likely than Black or African American respondents to report having had their blood cholesterol checked. Additionally, Non-Hispanic respondents are more likely than Hispanic respondents to report having had their blood cholesterol checked.

### CAMDEN CITY DATA COLLECTION SESSIONS

In order to adjust for the limitations to conducting a land-line based telephone survey, an abbreviated version of the survey tool was also administered at in-person data collection sessions. Four data collection sessions were held in various locations in Camden City, NJ during March 2013. A total of 165 Camden City residents participated. The Tri-County Collaborative worked with organizations serving underserved populations to recruit low-income and racially/ethnically diverse populations. Individuals attending the sessions answered questions anonymously through OptionFinder wireless polling technology. Data collection session participants received a \$50 CVS gift card for completing the survey.

### Areas of Opportunity-Camden City

The following are areas where Camden City residents who participated in the Data Collection Sessions appear to fare worse, or less healthy, than Camden County, the State of New Jersey and/or the Nation as a whole. Please note that due to the sample size (n=165) and the difference in research methodology (in-person polling vs. telephone), these differences should be interpreted with some caution.

- Less likely to have health care coverage
- More likely to report they needed to see a doctor but could not because of cost
- More likely to be covered by Medicare, Medicaid, NJ FamilyCare
- More likely to report having trouble finding a general doctor/provider and specialist
- More likely to report having asthma
- More likely to report having disability