

Essential components of the Healthy Community Study

| Community Analysis | Community Household Survey | Key Informant Interviews | Focus Groups |
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| <ul style="list-style-type: none"> ■ Overview of health, demographic, social and economic characteristics of the Rockford area population. ■ Comparison of state and U.S. measures. ■ Demographic/socioeconomic description of the Rockford area <ul style="list-style-type: none"> • Population size and growth • Age and gender structure • Racial/ethnic composition • Education • Employment • Housing • Income and poverty • Marital status, head of household and family structure ■ Health of the Rockford area population including analysis of: <ul style="list-style-type: none"> • Birth characteristics • Mortality by cause • Morbidity as measured by: <ul style="list-style-type: none"> - Abuse and neglect - Accidents - Chronic conditions - Communicable diseases - Crime and violence - Developmental disabilities - Infant health - Mental health/ substance abuse - Physical disabilities - Sensory impairments <p><i>Time frame: four months</i></p> | <ul style="list-style-type: none"> ■ Conduct a community household survey of a randomly chosen sample of Rockford area residents to identify: <ul style="list-style-type: none"> • Illness/conditions • Health behaviors • Perceptions of community problems related to health and human services • Problems/needs experienced by households • Community issues including land use, transportation and environment. ■ Conduct the survey with a three-tiered distribution : <ul style="list-style-type: none"> • Bulk mailing to 8,500 households in Winnebago and Boone County in both English and Spanish. • Online survey: 1,000 • Through the schools: 5,200 • Follow-up postcard to the entire sample. ■ Conduct publicity in survey area ■ Answer questions and assist recipients via toll-free number. ■ Tabulate results, compile verbatim answers to open-ended questions, analyze for commonalities. ■ Provide written report with detailed analysis. <p><i>Time frame: four months</i></p> | <ul style="list-style-type: none"> ■ Interview selected community leaders, heads of government and local experts in the areas of health and human services ■ Investigate community health and human services needs: <ul style="list-style-type: none"> • Target population in greatest need of services. • Strengths and gaps in the existing health and human services system. • System vulnerabilities. ■ Prepare written report with overview and summary of each interview. <p><i>Time frame: three months</i></p> | <ul style="list-style-type: none"> ■ HSR facilitators convene 16 focus groups such as: <ul style="list-style-type: none"> • Seniors, Elderly • Disabled Individuals • At-risk Youth • Hispanics • Single Parents • African Americans • Homeless • Mentally Ill ■ The report seeks to identify: <ul style="list-style-type: none"> • Disparities in met and unmet needs. • How well the system addresses needs and builds competencies. • Community support systems. ■ Provide written report with overview and summary ■ Focus group members will be given a small stipend for their participation. <p><i>Time frame: four months</i></p> |

Start: Feb. 2010
Finish: Nov. 2010

