



**you can help...**

assess the health  
of our community



**2010 HEALTHY COMMUNITY STUDY**

# Community Health Assessment

The Rockford Health Council evaluates, analyzes and implements priorities identified in a periodic community health assessment. The chart below shows the progression resulting from the original, broad-based collaboration in 1999.



## Advocacy/dollars leveraged

- **Rockford Health Council** has leveraged more than \$2.7 million to support the following programs and services:
  - Illinois Department of Public Health: immunization, asthma, obesity
  - Small Business Administration:
  - Department of Energy
  - CSSI
  - CAP Community Health All Kids registration

## Accomplishments

- **“Changing Hearts”** is a grass roots initiative designed to lower blood pressure and improve cardiovascular health in the minority community
- **“Healthy Smiles, Healthy Kids”** is a managed restorative dental care program that provides school-based preventive dental treatment to income-eligible children in Winnebago, Boone and Stephenson counties.
- **Behavioral Health Task Force** addresses mental health and substance abuse issues.
- **Asthma Consortium** addresses health disparities and provides asthma education.
- **Blackhawk School-Linked Center** clinic serves elementary school children and their families.
- **Northern Illinois Diabetes Coalition** provides education and information on diabetes management.
- **Rockford Health Council** provides data that enables local government, nonprofit and private organizations such as the city of Rockford, local health systems, United Way, Community Foundation of Northern Illinois, Rockford College, Rock Valley College, University of Illinois College of Medicine at Rockford and others to leverage funding for programs and services.

The following items are essential components of the Healthy Community Study. Your contribution will fund all or part of each component.

Community Analysis	Community Household Survey	Key Informant Interviews	Focus Groups	Minority Survey
<ul style="list-style-type: none"> <li>■ Overview of health, demographic, social and economic characteristics of the Rockford area population.</li> <li>■ Comparison of state and U.S. measures.</li> <li>■ Demographic/socioeconomic description of the Rockford area               <ul style="list-style-type: none"> <li>• Population size and growth</li> <li>• Age and gender structure</li> <li>• Racial/ethnic composition</li> <li>• Education</li> <li>• Employment</li> <li>• Housing</li> <li>• Income and poverty</li> <li>• Marital status, head of household and family structure</li> </ul> </li> <li>■ Health of the Rockford area population including analysis of:               <ul style="list-style-type: none"> <li>• Birth characteristics</li> <li>• Mortality by cause</li> <li>• Morbidity as measured by:                   <ul style="list-style-type: none"> <li>- Abuse and neglect</li> <li>- Accidents</li> <li>- Chronic conditions</li> <li>- Communicable diseases</li> <li>- Crime and violence</li> <li>- Developmental disabilities</li> <li>- Infant health</li> <li>- Mental health/ substance abuse</li> <li>- Physical disabilities</li> <li>- Sensory impairments</li> </ul> </li> </ul> </li> </ul> <p><i>Time frame: four months</i></p>	<ul style="list-style-type: none"> <li>■ Conduct a community household survey of a randomly chosen sample of Rockford area residents to identify:               <ul style="list-style-type: none"> <li>• Illness/conditions</li> <li>• Health behaviors</li> <li>• Perceptions of community problems related to health and human services</li> <li>• Problems/needs experienced by households</li> <li>• Community issues including land use, transportation and environment.</li> </ul> </li> <li>■ Conduct the survey as follows:               <ul style="list-style-type: none"> <li>• Bulk mailing to 10,000 households with business reply envelope and cover letter.</li> <li>• Follow-up postcard to the entire sample.</li> </ul> </li> <li>■ Conduct publicity in survey area</li> <li>■ Answer questions and assist recipients via toll-free number.</li> <li>■ Tabulate results, compile verbatim answers to open-ended questions, analyze for commonalities.</li> <li>■ Provide written report with detailed analysis.</li> </ul> <p><i>Time frame: four months</i></p>	<ul style="list-style-type: none"> <li>■ Interview selected community leaders, heads of government and local experts in the areas of health and human services</li> <li>■ Investigate community health and human services needs:               <ul style="list-style-type: none"> <li>• Target population in greatest need of services.</li> <li>• Strengths and gaps in the existing health and human services system.</li> <li>• System vulnerabilities.</li> </ul> </li> <li>■ Prepare written report with overview and summary of each interview.</li> </ul> <p><i>Time frame: three months</i></p>	<ul style="list-style-type: none"> <li>■ HSR facilitators convene 16 focus groups such as:               <ul style="list-style-type: none"> <li>• Seniors, Elderly</li> <li>• Disabled Individuals</li> <li>• At-risk Youth</li> <li>• Hispanics</li> <li>• Single Parents</li> <li>• African Americans</li> <li>• Homeless</li> <li>• Mentally Ill</li> </ul> </li> <li>■ The report seeks to identify:               <ul style="list-style-type: none"> <li>• Disparities in met and unmet needs.</li> <li>• How well the system addresses needs and builds competencies.</li> <li>• Community support systems.</li> </ul> </li> <li>■ Provide written report with overview and summary</li> <li>■ Focus group members will be given a small stipend for their participation.</li> </ul> <p><i>Time frame: four months</i></p>	<ul style="list-style-type: none"> <li>■ Conduct survey based on results of the 2004 questionnaire.</li> <li>■ Print and distribute questionnaires, cover letters and business reply envelopes as required/</li> <li>■ Assist with sampling.</li> <li>■ Conduct publicity among survey target groups</li> <li>■ Tabulate results, compile verbatim answers to open-ended questions, analyze for commonalities.</li> <li>■ Provide a written report with overview and summary.</li> <li>■ Analyze by race/ethnic category as well as other demographic characteristics.</li> </ul> <p><i>Time frame: four months</i></p>

Start: Fall 2009  
Finish: Spring 2010

# A healthy community is everyone's business...

## 2010 Healthy Community Study My organization will contribute

Platinum: \$10,000+

Gold: \$5,000-\$9,999

Palladium: \$1,500-\$4,999

Silver: \$500-\$1,499

Bronze: \$100-\$499

Friends of RHC: \_\_\_\_\_

# To assure the continued health of our community

**I/we pledge toward the 2015 Healthy Community Study:**

**Annually \$\_\_\_\_\_**

**Bi-annually & \_\_\_\_\_**

**additional contribution to my Rockford Health Council membership**

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Signature

Printed name

Organization

Date