

2007 Community Leader Opinion Survey Summary Report



Prepared for:

Consortium for a Healthier Miami-Dade

By:

Health Council of South Florida, Inc.

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EXECUTIVE SUMMARY

The Consortium for a Healthier Miami-Dade (Consortium) was formed by the Miami-Dade County Health Department in 2003, to foster collaboration and coordination in the areas of health promotion and disease prevention. The Consortium conducts a community leader opinion (CLO) survey annually to identify and prioritize the most important health needs, problems and services in Miami-Dade County as identified by community leaders. Findings help shape the Consortium's future goals and objectives and assess its visibility in the community. The first CLO survey was conducted in the spring of 2005. The *2007 Community Leader Opinion Survey Report* summarizes the findings for the CLO survey conducted in the fall of 2007.

During the months of December 2007 to March 2008, the 2007 CLO survey was distributed to 900 community leaders constituting a variety of providers, program administrators, academics, funders and policy makers. At the end of the three months, a total of 137 surveys were collected.

Survey questions solicited opinions on priority health issues facing Miami-Dade County residents based on 16 health indicators identified in the Miami-Dade County Health Report Card released in the summer of 2007. Additionally, survey questions assessed awareness of the Consortium, its Committees and five Consortium initiatives carried out in 2007. Community leader recommended health policy priority areas were also solicited.

The following gives a brief summary of findings and recommendations offered:

I. Summary of Findings.

1. The most important health issue facing Miami-Dade County residents:

- i. Over half (54%) of survey respondents identified Uninsured (people under 65 years without health insurance) as the most important health issue in Miami-Dade County.

Root causes

Most survey respondents cited cost barriers as the root cause of the uninsured problem particularly due to i) lack of supplemental funds in general or poor economy; ii) high cost of purchasing health insurance; iii) and high cost of healthcare. Closely related to cost barriers, challenges with obtaining health insurance coverage associated with socioeconomic and immigration status was also highlighted as a contributing factor. Also cited was the lack of a universal healthcare system and lack of leadership from government to address the issue.

Recommended Solutions

Recommended approaches to address the uninsured crisis largely emphasized the need to implement a universal healthcare system. Legislative action and

government leadership were highlighted as essential to the progression of healthcare reform. Where resources exist to address the uninsured and undocumented populations, survey respondents recommended expansion of these resources. Survey respondents also recommended development of alternative solutions that are more affordable to the uninsured population and more accessible to the undocumented population.

- ii. Approximately 14% identified adult overweight/obesity as the most important health issue in Miami-Dade County

Root Cause

For the most part, survey respondents cited poor diet and lack of physical activity as the root cause of adult overweight and obesity in the county. To a lesser extent, lack of education on the benefits of good nutrition choices, proper cooking skills, consistent exercise and the impact of obesity on physical health was also cited as a contributing factor.

Recommended Solutions

Recommended approaches to address adult overweight and obesity emphasized the need to increase awareness, through education about the importance of healthy eating habits and engaging in regular physical activity. Some recommended solutions focused on environmental factors including: i) implementation of healthy lifestyle programs in institutions particularly at worksites and in schools; ii) building of neighborhoods that maximize opportunities for engagement in healthy behaviors such as inclusion of bicycle and pedestrian paths; iii) and implementation of food policies that mandate calorie information on menu items.

- iii. Approximately 7% identified diabetes long term complication admission rate as the most important health issue in Miami-Dade County.

Root Cause

Most survey respondents emphasized predisposing factors such as being overweight or obese, lack of physical activity and poor diet as the root cause of diabetes long term complication admission rate. To a lesser extent, lack of knowledge about risk factors and the importance of seeking care were also cited as contributing factors.

Recommended Solutions

Most survey respondents emphasized the need for increasing awareness through educational efforts at the community level as well as at the primary care provider level. Additionally, increasing access to healthcare including preventive health services was also highlighted.

2. Survey respondents' membership, awareness of the Consortium and perceived importance of the Consortium Committees:

- i. There was an increase in Consortium awareness (56.2% vs. 33.6%) and membership (37.2% vs. 13.6%) among survey respondents since 2006.
- ii. Likewise, survey respondent awareness of Consortium Committees followed a similar trend and saw an increase in awareness as well as perceived importance since 2006.

3. Survey respondents participation in Consortium meetings, activities and initiatives:

- i. Approximately 40% of survey respondents had participated at some point in Consortium activities and meetings. Additionally, only 16.2% of survey respondents attend Consortium Committee meetings once a month or more. Nevertheless, membership attendance to meetings monthly or more saw an increase since 2006 (9.5%).
- ii. Approximately 40% of survey respondents reported awareness of the Consortium's Annual Meeting while only 13.3% attended the 2007 event.
- iii. Awareness of the Consortium's involvement in the Mayor's Initiative on Aging (34.3% vs. 32.6%) and the Community Resource Inventory (14.8% vs. 12.9%) remained relatively the same as in 2006 while a slight increase was observed in the awareness of Step Up, Florida (35.4% vs. 28.5%).

6. Health policy focal areas for consideration by the Consortium as identified by survey respondents:

- i. Disease prevention and control
- ii. Health Insurance
- iii. Access to care

II. Recommendations.

The Health Council of South Florida proposes the following recommendations for consideration by the Consortium:

1. The Consortium should incorporate appropriate recommendations provided by survey respondents into their strategic planning process.
2. The Consortium initiatives demonstrate its alignment with at least three health issues highlighted in this report as important including adult overweight/obesity, diabetes, physical activity and hypertension. While the uninsured crisis is a critical issue that needs to be address, the Consortium should partner with other organization advocating for health policies geared towards healthcare reform.
3. While Consortium membership has grown, it is important to note that only 37% of survey respondents reported being members of the Consortium, only half of

which are active members (19.1%). In lieu of this, the Consortium should increase its efforts to recruit key stakeholders as active members.

4. To standardize the recruitment process the Consortium may want to develop a membership recruitment and retention plan as one of its strategic priorities for 2008-2009.
5. To gain more visibility in the community, particularly among those who are not Consortium members, the Consortium may need to undertake more efforts to publicize the Consortium's meetings, activities and initiatives.
6. In future CLO surveys, it would be recommended that the Consortium conduct analysis for members and non-members separately which is not possible in the Survey Monkey configuration.

Background

In an effort to promote greater coordination and collaboration in the areas of health promotion and disease prevention the Miami-Dade County Health Department (MDCHD) formed the Consortium for a Healthier Miami-Dade (Consortium) in 2003. The Consortium is comprised of over 40 community agencies that work together to address prevalent chronic diseases in Miami-Dade County with specific emphasis on heart disease, cancer and stroke. The Consortium's vision is to foster a healthy environment, healthy lifestyles and a healthy community. Its mission is to be a major catalyst for healthy living in Miami-Dade County.

Purpose

The CLO Survey is a recognized method utilized in community health planning and is a component of the Centers for Disease Control and Prevention's (CDC) Planned Approach to Community Health (PATCH) model. The Consortium has been conducting the CLO Survey every year since 2005. The CLO Survey has a threefold purpose: a) to identify and prioritize the most important health needs, problems and services in Miami-Dade County as identified by community leaders; b) to assist in the development of the Consortium's future community activity goals and objectives; and c) to assess community awareness of the Consortium. Survey results will be used to determine priority health issues in Miami-Dade County and the best approaches to improving the health status of Miami-Dade County residents.

Methodology

The 2005 CLO survey instrument was based on a community leader opinion survey design by the Centers for Disease Control and Prevention (Planned Approach to Community Health Manual). Each year the instrument is reviewed and adapted. In November 2007, the Health Council of South Florida (Council) reviewed and updated the 2006 CLO Survey instrument [*Attachment I*]. Section A and B of the 2006 CLO Survey was modified to include questions addressing indicators identified in the Miami-Dade County Community Health Report Card (Report Card) [*Attachment II*]. The Report Card, released in June 2007, measures a robust set of 93 indicators of health against an ideal benchmark and sets targets in 10 priority need areas that include a total of 16 health indicators.

Over a period of 3 months (mid-December 2007 to mid-March 2008), Council staff encouraged community leaders in Miami-Dade County to complete the 2007 CLO survey. Approximately 900 surveys were distributed to potential respondents via email and a total of three reminders were sent to potential respondents.

The Consortium chose to distribute the CLO survey to community leaders representing the following entities:

- Academia
- Community action agencies

- Consortium members
- Funding Agencies
- Hospitals and community health centers
- Social service organizations
- Public Office

Survey respondents were asked to:

- Identify priority health issues facing Miami-Dade residents from among 16 specific health indicators identified in the Miami-Dade County Health Report Card
- Identify root causes of identified priority health issues
- Recommend solutions for addressing identified health issues
- Indicate awareness of the Consortium, its Committees and resulting initiatives
- Recommend health policy priority areas for the Consortium to address

Respondents had the option of completing the survey via www.surveymonkey.com or submitting a completed hard copy version by fax or regular mail to the Council. A total of 137 community leaders completed the survey (125 online and 12 mailed or faxed) representing a response rate of approximately 15%. This is a decrease from 152 in 2006 (response rate 23%).

Quantitative results were analyzed using Survey Monkey analytical capabilities while qualitative data were analyzed by Council staff. The qualitative data analysis methodology involved categorization of qualitative responses into themes based on a frequency of two or more.

This report provides a summary of the findings of the 2007 Community Leader Opinion Survey and recommendations based on survey findings. The report makes comparisons to the 2006 findings where similar responses were solicited from year to year. Additionally, due to the optional nature of the survey, total number of respondents may differ from one question to the next.

RESULTS

Respondent Demographics

Similar to findings in 2006, the majority of respondents were female (84; 62.2%) and the largest proportion of respondents identified themselves as a “health care professional” (*Table 1*).

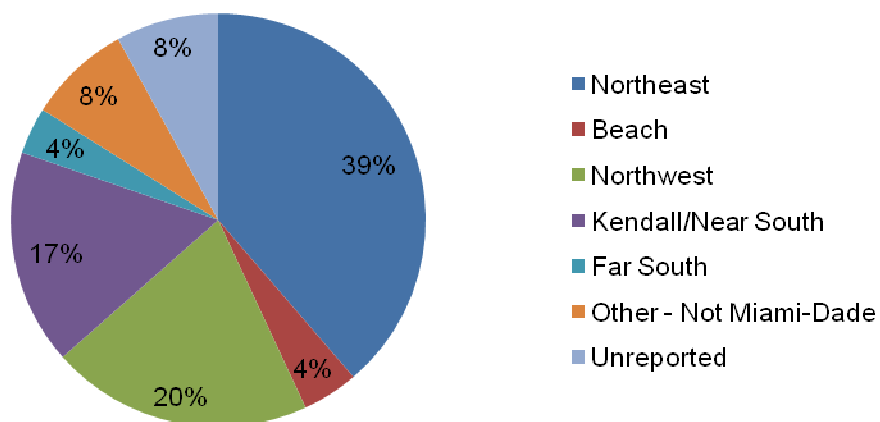
Table 1. Proportion (%) of respondents by type of work/profession

Profession	2006(n=140)	2007(n=135)
Business Leader	3.6% (5)	10% (10)
Consultant	3.6% (5)	4.4% (4)
Consumer Advocate	2.9% (4)	0.7% (1)
Educator	8.6% (12)	14.8% (20)
Elected Official	0.0% (0)	0.0% (0)
Health Care Professional	22.1% (31)	20.7% (28)
Hospital Administrator	6.4% (9)	5.2% (7)
Legal Professional	0.7% (1)	0.0% (0)
Social Service Provider	16.4% (23)	7.4% (10)
Physician	2.9% (4)	1.5% (2)
Public Health Official	2.1% (3)	5.2% (7)
Public Service/Government	14.3% (20)	11.9% (16)
Funder	N/A	7.4% (10)
Other	16.4% (23)	13.3% (18)

N/A – data not available

An analysis of organization zip code information revealed that the largest proportion (39%) of respondents’ organizations are located in the northeast area of Miami-Dade County (*Figure 1*).

Figure 1. Proportion of survey respondents by organization's geographical location



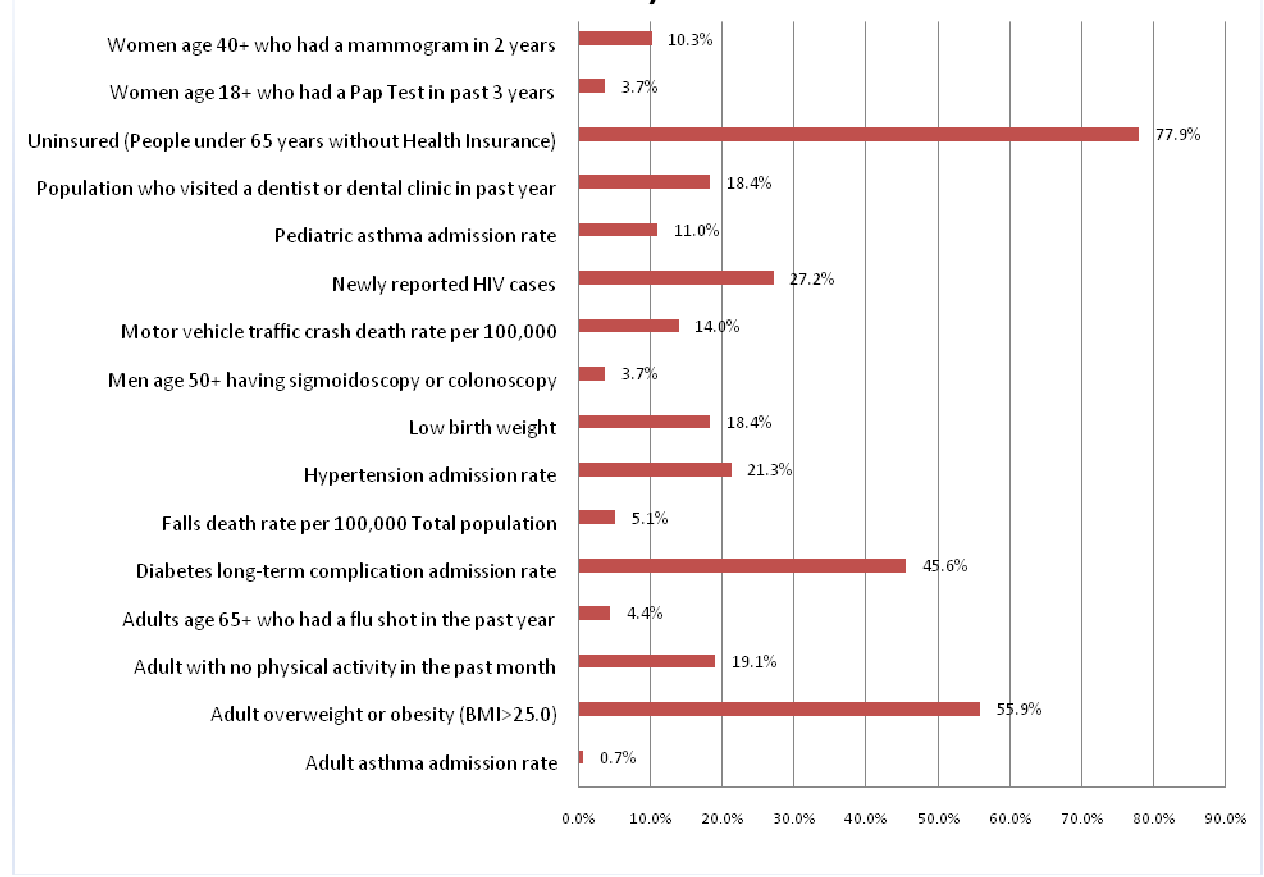
n=137

Survey questions in the CLO survey were organized into two parts. The first part solicits leader opinions on the most important health issues facing Miami-Dade residents and how to address them. The second part assesses community leader awareness of the Consortium and its initiatives.

I. The Most Important Health Issue in Miami-Dade County

The Report Card was used as the point of reference to solicit leader opinions on the most important health issues currently affecting Miami-Dade County residents. The Report Card highlights 16 health indicators as priority need areas [Appendix II]. At first, respondents were asked about their awareness of The Report Card. Well over half of the respondents reported being aware of the Report Card (60.6%). Respondents were then asked to identify from the list what they thought are the three most important health issues facing Miami-Dade County residents. In order of importance, respondents identified the following health indicators as the three most important (Figure 2.): Uninsured – people under 65 years without health insurance (77.4%); Adult overweight or obesity (55.5%); Diabetes long-term complication admission rate (45.3%).

Figure 2. The three most important health issues facing Miami-Dade County residents



n=136

To further narrow down their selections, respondents were asked to indicate from their selected three important health issues: 1) the most important health issue of the three; 2) the root cause of the selected health issue and 3) how the selected health issue could be reduced or eliminated. Findings of the top three cited health issues are discussed below. *Appendix III* illustrates the full spectrum of responses provided.

Results mirrored findings that emerged from the question that solicited the three most important health issues in Miami-Dade County. By far the largest proportion of respondents (54.0%) cited “Uninsured (people under 65 years without health insurance)” as the most important health issue in Miami-Dade County. The health indicator “Adult overweight or obesity (BMI>25.0)” ranked second with fewer than 14% of respondents citing it while “Diabetes long term complication admission rate” came in third with just under 7% of respondents citing it. (*Table 2*).

Table 2. Top 5 Most Important Health Issues Facing Miami-Dade County Residents

Health indicator	% of respondents (#)
Uninsured (people under 65 years without health insurance)	54.0% (74)
Adult overweight or obesity (BMI>25.0)	13.9% (19)
Diabetes long term complication admission rate	6.6% (9)
Newly reported HIV cases	5.8% (8)
Adult with no physical activity in the past month	3.6% (5)
Pediatric Asthma Admission Rate	2.1% (3)
Childhood Obesity	1.5% (2)
Chronic Disease	1.5% (2)
Hypertension	0.7% (1)
Men age 50 + having sigmoidoscopy or colonoscopy	0.7% (1)
Motor vehicle traffic crashes death rate per 100,000	0.7% (1)
Women 40 + who had a mammogram in 2 years	0.7% (1)
Quality of and access to care	0.7% (1)
All Three	2.1% (3)

n= 137

Proposed root causes and approaches of reducing or eliminating the top three most frequently cited health issues are discussed below. Responses gathered were analyzed by organizing them into themes based on statements that appeared more than two times. In some instances some responses contained statements that aligned with more than one theme, hence the denominator may be significantly higher than the number of respondents per health indicator (*Table 3*).

Uninsured (people under 65 years without health insurance)

Root Causes

Survey respondents reporting people under 65 years without health insurance as the most important problem provided a total of 100 responses when asked for their opinion on the root cause of the health issue. Responses gathered were organized into 11 themes [*Appendix IV*].

The most frequently cited root cause of the uninsured status in Miami-Dade County was related to various *cost barriers* (28) including: i) lack of supplemental funds in general or poor economy (13); ii) high cost of purchasing health insurance (9); iii) and high cost of healthcare (6).

Closely related to cost barriers, *challenges with obtaining health insurance coverage associated with socioeconomic and immigration status* was the second most cited root cause for the uninsured problem (27). Specific issues highlighted included: i) the existing large income disparity in the county; ii) low-income, working poor and undocumented populations' inability to purchase health insurance coverage due in part to financial constraints; iii) and the limited ability of the welfare system to address the needs of these populations particularly the working poor and undocumented populations.

The third most frequently cited reason for the uninsured status in the county emphasized *the current healthcare system, its governing public policy and government leadership* (26). Specific issues highlighted included: i) failure of the current healthcare system to ensure national coverage including the undocumented population (11); ii) and failure on the part of government leadership to initiate the development and implementation of a universal healthcare system, further aggravated by the governments' seemingly close relationship with health insurance companies (15).

Other reasons cited included the increasing loss of employer-based health insurance coverage due in part to the rising cost of healthcare (6), and difficulty in accessing and navigating available resources by the low income, working poor and uninsured populations (6).

Recommended Solutions

When asked to provide their opinion on how the health issue could be addressed survey respondents reporting the uninsured as the most important problem provided a total of 74 responses. Responses gathered were organized into 7 themes [Appendix IV].

The most frequently cited responses (28) indicated the need for *healthcare reform* to address the uninsured crisis in Miami-Dade County. Specific solutions included the need to develop and implement a more affordable and accessible universal healthcare system, delivered through a single payer system or a public-private partnership, that at the least provides basic insurance for everyone including the undocumented population.

The second most frequently cited responses (15) indicated the need to increase resources and develop new alternative solutions. Proposed solutions included the need to: i) *increase funding to or expand existing resources* such the local public hospital and free clinics; ii) and *develop alternative insurance and healthcare options* that stem the rising cost of healthcare thus increasing access for low-income and uninsured populations.

The third most frequently cited responses (11) indicated that *legislative action and government commitment* are important components if progress to curtail the uninsured problem is to occur.

Other proposed approaches cited included the need to:

- Enhance outreach activities to increase awareness of available services for at risk populations (5);
- Increase employer participation in insurance coverage programs (5);
- Increase employment rates in an effort to decrease the number of welfare recipients (3)

Adult Overweight or Obesity (BMI>25.0)

Root Cause

When asked their opinion on the root cause of adult overweight or obesity, survey respondents reporting it as the most important health issue in Miami-Dade County provided a total of 31 responses. Responses gathered were organized into 6 themes [Appendix V].

The most frequently cited responses (20) focused on *nutrition and physical activity practices*. Specifically, respondents indicated that poor diet and lack of physical activity was the root cause of adult overweight and obesity in the county. A small number of respondents (6) cited *lack of education* with regards to good nutrition choices, proper cooking skills, consistent exercise and the impact of obesity on physical health. Other responses cited included: i) lack of access to affordable healthy food choices due to cost; ii) and cultural influences.

Recommended Solutions

When asked to provide their opinion on how the adult overweight or obesity health issues could be curbed, survey respondents who reported this issue as the most important health issue in Miami-Dade County provided a total of 33 responses. Responses gathered were organized into 6 themes [Appendix V].

The larger proportion of the responses (13) emphasized the need to *increase awareness*, through education about *the importance of healthy eating habits and engaging in regular physical activity*. Other proposed approaches for eliminating or reducing adult overweight or obesity include:

- Implementation of worksite wellness programs (5)
- Implementation of school wellness programs that includes incorporation of physical education in the school curriculum, a healthy lunch program, and healthier vending machine options (4)
- Encourage building of neighborhoods that maximize opportunities for engagement in healthy behaviors such as bicycle and pedestrian paths (4)

- Implementation of food policies that mandate calorie information on menu items (3)

Diabetes Long Term Complication Admission Rate

Root Cause

When asked their opinion on the root cause of the diabetes long term complication admission rate, survey respondents who reported this issue as the most important health issue in Miami-Dade County provided a total of 10 responses. Responses gathered were organized into 5 themes [Appendix VI].

Due to the small number of responses and the broad array of responses provided, a clear analysis of the root cause of the health issue was difficult to obtain. Considering this limitation, for the most part survey respondents emphasized predisposing factors such as being overweight or obese, lack of physical activity and poor diet as the root cause of diabetes long term complication admission rate. Lack of knowledge about risk factors and the importance of seeking care as well as cultural influences on health were also cited as factors leading to the occurrence of this health problem.

Recommended Solutions

When asked for potential approaches to reduce or eliminate diabetes long term complication admission rate, a total of 13 responses were provided forming 3 themes [Appendix VI]. Survey respondents emphasized the need for increasing awareness through educational efforts at the community level as well as by primary care providers to their clients (7). Increasing access to healthcare including preventive health services such as health screenings was also highlighted as a key solution (3).

Other Important Health Issues Facing Miami-Dade County Residents

Survey respondents were asked to list other health issues in Miami-Dade County they regarded as important that were not identified in the Report Card. Approximately 40% of survey respondents provided a total of 75 responses. Responses gathered were organized into 12 themes [Appendix VII]. Most responses (15) highlighted childhood health issues, with particular emphasis on *childhood obesity*. *Minority discrimination and cultural influences* on the health of Miami-Dade County residents ranked in second (9) while *mental health issues* ranked in third (7).

Table 3. Top 3 Most Important Health Issues Facing Miami-Dade County Residents, Root Causes and Approaches for Reducing or Eliminating.

Health indicator	% of respondents (#)	Root cause	Proposed method to eliminate or reduce impact
Uninsured (people under 65 years without health insurance)	54.0% (74)	n = 100 <ul style="list-style-type: none"> ▪ Cost barriers (28) <ul style="list-style-type: none"> ○ Lack of funds/poor economy ○ Cost of health insurance ○ Cost of healthcare ▪ Challenges with obtaining health insurance coverage by low income, working poor and undocumented populations (27) ▪ Healthcare system, public policy and government leadership (26) <ul style="list-style-type: none"> ○ Failure of current system to ensure national coverage ○ Failure of government to provide universal healthcare system and its relationship with health insurance companies ▪ Increasing loss of employer-based health insurance coverage (6) ▪ Difficulty accessing and navigating the system (6) ▪ Other (7) 	n = 74 <ul style="list-style-type: none"> ▪ Healthcare reform (28) <ul style="list-style-type: none"> ○ Universal healthcare system ○ Single payer or public-private partnership ○ Include the undocumented population ▪ Increase resources and develop new alternative solution (15) ▪ Legislative action and government commitment (11) ▪ Enhance outreach activities (5) ▪ Increase employer participation in insurance coverage programs (5) ▪ Increase employment rates (3)
Adult overweight or obesity (BMI>25.0)	13.9% (19)	n = 31 <ul style="list-style-type: none"> ▪ Poor diet and lack of physical activity (20) ▪ Lack of education (6) ▪ Lack of access to affordable health food choice (2) ▪ Other (3) 	n = 33 <ul style="list-style-type: none"> ▪ Increase awareness through education about the importance of healthy eating habits and regular physical activity (13) ▪ Implement worksite wellness programs (5) ▪ Implement school wellness programs (4) ▪ Building of neighborhoods that maximize opportunities for engagement in healthy behaviors (4) ▪ Implement food policies (3) ▪ Other (4)
Diabetes long term complication admission rate	6.6% (9)	n = 10 <ul style="list-style-type: none"> ▪ Predisposing factors e.g., being overweight or obese, lack of physical activity and poor diet (3) ▪ Lack of knowledge about risk factors and the importance of seeking care (2) ▪ Cultural influences (2) ▪ Other (3) 	n = 13 <ul style="list-style-type: none"> ▪ Increase awareness through educational efforts at the community level as well as by primary care providers to their clients (7) ▪ Increase access to healthcare including preventive health services (3) ▪ Other (3)

