My Community Health & Well-Being Monitor™

EXECUTIVE SUMMARY
Creating a Well-being North Star for the Stillaguamish Valley
May 22, 2019
PROJECT OVERVIEW

Dear Community Member,

In the spring of 2019, the Cascade Valley Health Foundation and Stilly Valley Health Connections (formerly PHD No. 3) co-embarked on an ambitious project to survey their community of over 44,000 to deepen an understanding of their community well-being, with intent to use the results to guide future funding priorities. Both groups share our view that the communities of Stillaguamish Valley have everything they need to flourish, and this information could help the community respond more effectively and collaboratively.

The tool used to gather community data was the My Community Health and Well-Being Monitor™ – a survey resource developed by Providence Institute for a Healthier Community (PIHC) alongside the residents of Snohomish County. The Stillaguamish Valley survey is a tailored version of the county-wide survey meant to explore particular characteristics that may influence wellbeing of the Stillaguamish Valley community, including sense of connectedness to the Stilly Valley community; access to information and resources for prevention and general wellbeing; and local supports for people with chronic diseases.

Though funding for this project came from the Cascade Valley Health Foundation and Stilly Valley Health Connections, many other community groups came together to help spread the word and turn out survey participants. The active community network behind this project made it possible for the groups to surpass their goal of 500 participants.

On behalf of the Providence Institute for a Healthier Community, we are honored to present your results here.

In good health,
Scott Forslund
Executive Director, PIHC

Project Sponsors

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<th>STILLY VALLEY HEALTH CONNECTIONS</th>
<th>CASCADE VALLEY HEALTH FOUNDATION</th>
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About PIHC

Providence Institute for a Healthier Community makes it easier for communities to be healthy by conducting community research, providing resources and fostering innovative partnerships that serve communities across all dimensions of health and well-being.

Learn more about PIHC and its initiatives by visiting [www.pihsnohomish.org](http://www.pihsnohomish.org)

Selected Community Partners

![Arlington Public Schools](image1.png)  ![City of Arlington](image2.png)  ![Kiwanis Arlington](image3.png)  ![Stillaguamish Senior Center](image4.png)  ![Rotary Club of Arlington](image5.png)  ![Boys & Girls Clubs of Arlington](image6.png)  ![ACRC](image7.png)  ![ACRC](image8.png)  ![Darrington Public Schools](image9.png)  ![Sno-Isle Libraries](image10.png)
EXECUTIVE SUMMARY

The Cascade Valley Health Foundation (CHVF) and Stilly Valley Health Connections (PHD#3) are progressive health and wellbeing organizations located in the Stillaguamish Valley of northern Snohomish County, Washington. These organizations serve as the Funding Partners for this community well-being research.

CHVF and SVHC overall goals are to create a Well-being North Star for the Stillaguamish Valley. While both organizations actively support a range of health-enhancing organizations and initiatives, the Funding Partners sought to create a framework by which to prioritize their efforts and future funding.

Given the important and unique opportunity to plan-fully determine how the Stilly Valley wishes to define itself and its aspirations, beyond receiving feedback on wellbeing priorities the Funding Partners also wished to explore the extent to which “a community committed to well-being” might become an intentional component of the Stilly Valley regional identity in the future.

In 2019, the Funding Partners selected the PIHC Community Health & Well-being Monitor™ to create their Well-being North Star.

After extensive review, the Funding Partners used a tailored version of PIHC’s Well-being Monitor survey which, beyond the countywide Core HWBM™ question set, explores potential areas to prioritize local attention and resources. Questions were developed and tested to inform interests in these three areas:

- Impact and opportunities to build sense of connectedness to the Stilly Valley Community
- Impact and opportunities to improve LOCAL access to Information and Resources Support Prevention and Early Detection
- Impact and opportunities to improve LOCAL community screenings and services to support general well-being

A community-wide effort yielded robust response (n=517). While demographics did differ from the population of 98241/98223 overall (see Appendix A), results were broadly representative based on comparisons to zip code demographics and countywide HWBM™ annual results, and produced 15 “Action Opportunities” to enhance well-being and inclusion going forward.

OBJECTIVES OF THIS RESEARCH INITIATIVE

- Engage a strong subset of engaged Stilly Valley community organizations and members.
- Determine their overall health and wellbeing levels (Core4™ HWB Index score; level of “Can Do” personally and as a community; and compare the results to a benchmark of Snohomish County overall based on results of the annual (2018) Snohomish County Health & Well-being Monitor released in October 2018 by the PIHC.
- Test the potential of the Partners’ three proposed regional focus areas to be a basis on which to prioritize their efforts going forward, based on resident interests and needs, and evidence of a correlation between higher levels of these indicators and higher overall health and wellbeing.
- Based on the results, convene engaged community members and organizations in efforts to work on key priorities to improve HWB of engaged cohorts;
- Identify gaps in people reached to expand future engagement and address health equity from a social justice lens.

OVERALL HEALTH & WELL-BEING LEVELS – STILLAGUAMISH VALLEY

Overall Core4™ Health & Wellbeing Index: 7.33 – a “low C” – slightly below the 2018 countywide level of 7.51. This is noteworthy given the higher socioeconomic profile of this respondent group.

The difference was caused by (1) lower overall satisfaction with physical health and (2) lower self-reported overall well-being.
**Six Dimensions of Health**. The largest differences compared with the countywide average were in areas of

- **Mental/Emotional Well-being** (higher poor mental health days and debilitating health days);
- **Social Connections & Relationships** (higher sense of belonging and community efficacy but still strong opportunities to improve; higher and rising levels of felt discrimination)
- **Neighborhood & Environment** (slightly more satisfied)
- **Worklife, Learning & Growth** (lower levels of high job satisfaction; lower perceived needs for education/training)
- **Security and Basic Needs** (higher housing, transportation, utilities needs; potentially job; lower health coverage; presence of medical condition and healthcare access)
- **Physical Health** (gaps in exercise, nutrition, poor and debilitating health days);

**MEASURING CAN-DO™**

Along with level of wellbeing, an individual’s belief in ability to improve their wellbeing is critically important. We measure “Can-Do™” in two ways – belief in ability to do more as individuals, and belief in ability to influence community wellbeing. Because this survey is designed to draw on more engaged participants, we expected to see higher levels of sense of self-efficacy.

The results validated that:

- 31% of respondents reported they believed they could be doing a LOT MORE to improve their health (vs. 26% countywide),
- 44% said they could be doing a little more (same as county), and
- 25% said they could be doing No MORE (vs. 30% countywide).

At a community level, a significantly smaller group of Stilly respondents believed they could have no significant influence on decisions at their community level (42% vs. 48% countywide), and a slightly larger number strongly believed they could make a difference at a community level (22% vs. 20% countywide).

*Details on page 7 of the Setting the Stage for Action report.*

**INFLUENCE OF STILLY VALLEY FOCUS QUESTIONS ON OVERALL WELL-BEING**

All three focus areas have some correlation on overall self-reported well-being as measured by the Core4™ Well-being Index:

- Sense of Connection to Stilly Valley: linked to about 29% of differences in wellbeing scores.
- Satisfaction with Local Community Resources for General Well-being (including education, screening and prevention): linked to about 31% of differences in overall self-reported wellbeing scores.
- Satisfaction with Local Support for Medical Conditions: linked to about 25% of differences in wellbeing scores.

**OPPORTUNITIES FOR ACTION**

**OVERALL WELL-BEING & THE 6 DIMENSIONS OF HEALTH**

Enhance overall Stilly Valley wellbeing by prioritizing efforts that improve **Physical Health** among 34,800 (79%) not meeting CDC exercise standards – 20%-30% below state/national levels; **Security and Basic Needs** (especially housing insecurity, affecting 4,400 (10% – double 2018 countywide rates); and **Worklife/Learning and Growth** (job satisfaction risk).

**STILLY FOCUS AREA #1: FOSTERING SENSE OF CONNECTENESS TO STILLY VALLEY COMMUNITY**

Enhance overall wellbeing and multiple indicators of health, including physical health, by prioritizing efforts that improve sense of Stilly Valley community connectedness among the ~20,200 residents (46%) who do not feel personally connected, with special attention to women, adults under age 35, people of color and single-parent families.
STILLY FOCUS AREA #2: IMPROVING ACCESS TO LOCAL RESOURCES FOR GENERAL WELLBEING INCLUDING SCREENING & EDUCATION

ACTION OPPORTUNITIES
Enhance overall wellbeing by prioritizing efforts that improve access to local resources that support screening, prevention and general well-being among the ~17,200 residents (39%) who feel they lack good access, with special attention to men, people of color, and people without health coverage.

Prioritize initiatives that focus on prevention and education through traditional (clinical) and non-traditional means, with initial special focus on men’s and women’s cancers, people of color, younger adults, and people without health insurance coverage.

Consider a flagship preventive screening campaign highlighting one screening area to improve rates of screening as part of a broader awareness campaign and seek screening partners (thru school districts or city resources?) as a foothold to improve awareness of and access and utilization of preventive screening rates, including resources not requiring health insurance.

Efforts that focus on reaching those who are actively dissatisfied; combined by opportunities to create a sense of possibility among those who are in a state of passivity or disbelief about their ability to make changes.

Couple enhanced access to education, screening and prevention services with local initiatives that demonstrate success by the 10,500 (~24%) people who didn’t believe there was more they could do, coupled with ready access to information about local resources they could try.

STILLY FOCUS AREA #3: SATISFACTION WITH LOCAL SUPPORT FOR MEDICAL CONDITIONS
Enhance overall wellbeing by prioritizing efforts that improve LOCAL access and support for the 18,900 people (43%) dissatisfied with local support for their medical conditions, with special attention to younger adults; people of color; people with high security and basic needs issues; families and single-parent households; and people with less tenure in the Stilly Valley.

Efforts should focus on reaching those who are actively dissatisfied, who represent a disproportionately high portion of those whose overall well-being is “struggling” or “challenged.”

Support local initiatives that systematically screen and connect with local medical services the ~10,500 people (24%) who may not be actively seeking these services because they believe there is nothing more than can do.
**RECOMMENDED NEXT STEPS**

A PLAN THAT INCLUDES:

- a broad distribution of these overall results;
- a community process to align community partners around key priorities in Q3 2019 and beyond;
- working with PIHC to invite engagement from the 338 respondents who expressed interest in participating further;
- selection of targeted priorities and initiatives and incorporation of same in the Funding Partners’ funding guidelines; and
- a follow-up survey in 2020 to evaluate impact and drive future priorities for health improvement and inclusion/equity.

**POTENTIAL GOALS:**

- Overall Well-being:
  - Aspire for the Stilly Valley to exhibit the highest levels of well-being in Snohomish County (> 7.51)
- Six Dimensions focus/ Set measurable goals to:
  - Enhance physical health (up from 18% highly satisfied); Security & Basic Needs; Worklife Learning & Growth
- Tailored Question focus/ Set measurable goals to enhance:
  - Feelings of belonging to Stilly Valley Community (up from 19% highly connected)
  - Awareness / access to general well-being resources (up from 26% highly satisfied)
  - Awareness / access to local resources to support medical conditions (up from 32% highly satisfied)

**POTENTIAL ENGAGEMENT ACTIONS:**

- Build HWBM participation, deployment of LiveWellLOCAL resource hub into funding guidelines
- Engage 338 survey respondents who asked to remain a part of this pioneering journey
- Engage Arlington (and Darrington) school districts, and Arlington (and Darrington) elected leaders and orgs
- Launch LiveWellLOCAL Collaborators Campaign to strengthen awareness/usage of local resources
- Plan 2020 follow-up survey with 338 existing participants and additional residents to measure progress
- Share this pioneering journey with leaders countywide at the 2019 Edge of Amazing community health summit

The 2019 PIHC My Community Health & Well-being Monitor for the Stilly Valley validates enormous potential to incorporate well-being into the community identity of the growing Stilly Valley through work with the Chamber, community leaders and partners.