

2011 Programming Survey Results

Service Provider and Community Member Feedback



BE HEALTHY. BE SAFE. BE READY.

The objective of the survey was to determine what health, safety, emergency, and civic topics respondents felt were of the greatest concern and interest to the provider and ethnic communities that ECHO serves. ECHO was able to use the 2010 results to gain funding for five new programs on the topics of obesity, carbon monoxide safety, community resources, prenatal health and diabetes. We plan to use these results to guide our fundraising efforts for 2012.

Survey Background

- Two surveys were created, one for community members, one for service providers. The community member survey was more general, whereas the service provider survey was more specific - though they were different, they were thematically aligned.
- Survey was open on Survey Monkey June 1-August 15, 2011.
- It was distributed via email to all ECHO partners and a variety of public health list serves.
- Survey was verbally administered at a number of cultural events and locations by ECHO's Outreach Coordinator, multilingual Spokespersons, and volunteers including the Blaine Resource Fair, Twin Cities World Refugee Day, Hmong Market, Mercado Central, and one of the Somali markets.

Survey Results

There were a total of 282 respondents, 133 were service providers and 149 were community members. Below are the top two responses in each category, there are similarities between service provider and community member results, *visit echominnesota.org to view additional survey results and analysis that more thoroughly display correlations.*

	Community Member Results	Service Provider Results
Health Topics	1. Healthy Lifestyle (43%) 2. Children's Health (36%)	1. Emergency Room Use (56%) 2. Preventive Care - Kids (51%)
Safety Topics	1. Home Safety (54%) 2. Personal Safety (49%)	1. Domestic Violence (69%) 2. Child Safety in the Home (55%)
Emergency Topics	1. Health Emergencies (55%) 2. Severe Weather Emergencies (41%)	1. Communicable Diseases (76%) 2. Fire (58%)
Civic Topics	1. Healthcare (42%) 2. Education (41%)	1. Eating Healthy on a Tight Budget (60%) 2. What the School System Expects of Parents (47%)

ECHO also took this survey as an opportunity to gather information from respondents on what ECHO materials they use. Over 50% of service providers use both ECHO DVDs and website the most while 60% of community members use ECHO TV and 24% use ECHO's website.

The top 10 answers to the question, "In which languages should ECHO programming be available?" were as follows. Note people could select as many languages as they thought applicable.

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|-------------------------------|------------------------|------------------|-------------------|
| 1. Spanish (90%) | 4. Hmong (69%) | 7. Russian (40%) | 10. Laotian (27%) |
| 2. Somali (85%) | 5. American Sign (54%) | 8. Karen (28%) | |
| 3. Low-Literacy English (76%) | 6. Vietnamese (43%) | 9. Arabic (27%) | |

Next Steps for ECHO

- Align grant writing and sponsorship efforts with most popular and results.
- Explore other language options and funding for them, with an emphasis on American Sign and Russian.
- Work to drive more community member traffic to ECHO's multi-lingual website. 47% of community members indicated they got their information online, but only 24% use ECHO's website.

