

2013 Programming Survey Results

Service Provider and Community Member Feedback



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 2011 results to gain funding for four new programs on the topics of proper use of the emergency room, prenatal health, voting, and eating healthy on a budget. We plan to use these results that we gathered in 2012 to guide our fundraising efforts for 2013.

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 online June 16 - September 14, 2012.
- It was distributed via email to all ECHO partners and a variety of public health list serves.
- Survey was given either in written form or verbally at a number of cultural events and locations by ECHO's Outreach Coordinator, multilingual Spokespersons, and volunteers. Additional survey data was collected through many service providers as well as through partnership with Vietnamese Social Services. ECHO's survey locations included:

Blaine Resource Fair	Twin Cities World Refugee Day	National Night Out
Hopkins Multicultural Celebration	Hmong Market	Hubbs Center for Lifelong Learning
Bloomington Latino and Somali Fairs		

Survey Results

There were a total of 431 respondents, 161 were service providers and 270 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. General Health (46%) 2. Children's Health (38%)	1. Preventive Care - Kids (34%) 2. Doctor's Appts - What to ask? (33%)
Safety Topics	1. Home Safety (54%) 2. Children's Safety (59%)	1. Child Safety in the Home (34%) 2. Child Abuse (32%)
Emergency Topics	1. Health Emergencies (64%) 2. Home Emergencies (56%)	1. Communicable Diseases (60%) 2. Disease Outbreaks (48%)
Civic Topics	1. Healthcare (57%) 2. Citizenship (34.4%)	1. Eating Healthy on a Tight Budget (31%) 2. Family Involvement in Education (29%)

ECHO also took this survey as an opportunity to gather information from respondents on how they get ECHO materials. The results show that ECHO Partners are critical to getting the word out. Over 37% of community members indicated they get ECHO materials from our Partner organizations or at community events, 26% indicated they get information from TV, 12% from the website, and 11% from DVDs.

Of ECHO's resources, 50% of service providers indicated that they use ECHO DVDs, 44% use the website, and 37% get information via email.

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. Basic English (67%) | 7. American Sign (43%) | 10. Arabic (32.7%) |
| 2. Somali (87%) | 5. Vietnamese (52%) | 8. Karen (41%) | |
| 3. Hmong (73%) | 6. Russian (45%) | 9. Laotian (37.3%) | |

Next Steps for ECHO

- Align grant writing and sponsorship efforts in 2013 with most popular results.
- Explore other language options and funding for them, with an emphasis on American Sign and Russian.
- Work to connect with more community leaders as 40% of community members indicated they get their information from leaders.

