Commissioned By:
Ascension
Aurora Health Care
Children’s Hospital of Wisconsin
Froedtert Health

In Partnership With:
Center for Urban Population Health
Franklin Health Department
Greendale Health Department
Greenfield Health Department
Hales Corners Health Department

Prepared By:
JKV Research, LLC
Overview

• Objectives
  • Gather data on behavioral and lifestyle habits of the adult population and household-level data.
  • Gather data on the prevalence of risk factors and disease conditions of the adult population.
  • Compare health data of residents to previous health studies.
  • Compare health data to national and state measurements.
Methodology

• 14 minute telephone survey of area residents
• 400 completions from February 20 through May 12, 2018
• Two-fold sampling
  • 1) RDD landline sample of listed & unlisted #s (n=220)
    • Respondents randomly selected based on number of adults in household
    • Weighting based on number of adults and number of residential phone numbers in HH
  • 2) Cell phone only sample (n=180)
    • Adult answering the phone designated as the respondent
• All data post-stratified by age and gender of adult residents as of 2010 Census proportions.
• Margin of error: ±5%
Demographics
## Respondent Demographics

<table>
<thead>
<tr>
<th></th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
</tr>
<tr>
<td><strong>Household Income</strong></td>
<td></td>
</tr>
<tr>
<td>Bottom 40 Percent Bracket</td>
<td>22%</td>
</tr>
<tr>
<td>Middle 20 Percent Bracket</td>
<td>19%</td>
</tr>
<tr>
<td>Top 40 Percent Bracket</td>
<td>51%</td>
</tr>
<tr>
<td>Not Sure/No Answer</td>
<td>8%</td>
</tr>
</tbody>
</table>
### Respondent Demographics (cont.)

<table>
<thead>
<tr>
<th>Age</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 34</td>
<td>26%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>15%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>20%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>17%</td>
</tr>
<tr>
<td>65 and Older</td>
<td>22%</td>
</tr>
</tbody>
</table>
Respondent Demographics (cont.)

<table>
<thead>
<tr>
<th></th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Education</strong></td>
<td></td>
</tr>
<tr>
<td>High school or less</td>
<td>21%</td>
</tr>
<tr>
<td>Some post high school</td>
<td>28%</td>
</tr>
<tr>
<td>College graduate</td>
<td>51%</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>54%</td>
</tr>
</tbody>
</table>
Health Care Coverage

- Personally Not Covered Currently (18+)
  - WI 2016: 9%
  - US 2016: 10%
  - HP2020 Goal: 0%

- Personally Not Covered Currently (18 to 64 Years Old)
  - WI 2016: 10%
  - US 2016: 12%
  - HP2020 Goal: 0%
Unmet Health Care Needs in Past Year
(Household Member)

- Not Taken Prescribed Medication Due to Cost
  - HP2020 Goal: 3%

- Unmet Medical Care
  - HP2020 Goal: 4%

- Unmet Dental Care
  - HP2020 Goal: 5%
Have a Primary Care Physician
Doctor/Nurse Practitioner as Primary Health Care Service
Urgent Care Center as Primary Health Care Service
Advance Care Plan

2006 2009 2012 2015 2018

Franklin/Greendale/Greenfield/Hales Corners Community Health Survey
General Health
Dental Checkup Less than One Year Ago

- Dental Checkup
  - WI 2016: 73%
  - US 2016: 66%
  - HP2020 Goal: 49%
Flu Vaccination in Past Year

- Flu Vaccination (65 and Older)
  - WI 2016: 50%
  - US 2016: 59%

- Flu Vaccination (18 and Older)
  - HP2020 Goal: 70%
Health Conditions in Past 3 Years (2018)

- High Blood Pressure: 34%
- High Blood Cholesterol: 29%
- Mental Health Condition: 17%
- Diabetes: 10%
- Heart/Disease Condition: 9%
- Asthma (Current): 12%
### Health Conditions in Past 3 Years

#### Asthma (Current)
- WI 2016: 9%
- US 2016: 9%

![Graph showing health conditions over years]

- High Blood Pressure
- High Blood Cholesterol
- Mental Health Condition
- Diabetes
- Heart Disease/Condition
- Asthma (Current)

<table>
<thead>
<tr>
<th>Year</th>
<th>Asthma (Current)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>9%</td>
</tr>
<tr>
<td>2009</td>
<td>9%</td>
</tr>
<tr>
<td>2012</td>
<td>10%</td>
</tr>
<tr>
<td>2015</td>
<td>8%</td>
</tr>
<tr>
<td>2018</td>
<td>9%</td>
</tr>
</tbody>
</table>
Exercise and Nutrition
Body Weight

- **Overweight (BMI 25.0+)**
  - WI 2016: 67%
  - US 2016: 65%
  - HP2020 Goal: 66%

- **Obese (BMI 30.0+)**
  - WI 2016: 31%
  - US 2016: 30%
  - HP2020 Goal: 31%
Physical Activity

- **Moderate Physical Activity**
  - WI 2005: 42%
  - US 2005: 33%

- **Vigorous Physical Activity**
  - WI 2009: 31%
  - US 2009: 29%

- **Recommended Moderate or Vigorous Activity**
  - WI 2009: 53%
  - US 2009: 51%
Nutrition

- Fruit or Vegetables (5+ Servings/Day)
  - WI 2009: 23%
  - US 2009: 23%
Early Detection and Prevention of Cancer
Women’s Health

- Mammogram within Past 2 Years (50–74 years old)
  - WI 2016: 80%
  - US 2016: 78%
Colorectal Cancer Screenings (50 and Older)

- Blood Stool Test (Past Year)
  - WI 2016: 7%
  - US 2016: 8%

- Sigmoidoscopy (Past 5 Years)
  - WI 2016: 3%
  - US 2016: 2%

- Colonoscopy (Past 10 Years)
  - WI 2016: 70%
  - US 2016: 64%

- Screening in Recommended Time Frame
  - WI 2016: 74%
  - US 2016: 68%
  - HP2020 Goal: 71%

*In 2009, blood stool test was not asked.
Personal Safety Issues in Past Year

- Someone Made You Afraid for Your Personal Safety
- Someone Pushed, Kicked, Slapped or Hit You
- At Least 1 of the 2 Issues

Franklin/Greendale/Greenfield/Hales Corners Community Health Survey
Tobacco Use
Current Tobacco Cigarette Smoker (Every Day/Some Days)

- Current Tobacco Cigarette Smokers
  - WI 2016: 17%
  - US 2016: 17%
  - HP2020 Goal: 12%

Franklin/Greendale/Greenfield/Hales Corners Community Health Survey

2006 2009 2012 2015 2018

0% 20% 40% 60% 80% 100%
Smoking Not Allowed in Home

- Smoking Not Allowed in Home
  - WI 2005: 75%
  - US 2006-2008: 79%
  - HP2020 Goal: 87%
Current Use of Other Tobacco Products in Past Month

- Electronic Cigarettes
  - WI 2016: 5%
  - US 2016: 5%

Franklin/Greendale/Greenfield/Hales Corners Community Health Survey
Alcohol Use
Binge Drinking in Past Month*

- Binge Drinker (Female 4+ Drinks; Male 5+ Drinks on an Occasion)
  - WI 2016: 25%
  - US 2016: 17%
  - HP2020 Goal (5+ Drinks): 24%

*In 2012, 2015 and 2018, “4 or more drinks on an occasion” for females and “5 or more drinks on an occasion” for males was used; in 2006 and 2009, “5 or more drinks on an occasion” was used for both males and females.
Household Problems
Household Problems in Past Year

- Alcohol
- Marijuana
- Cocaine, Heroin or Other Street Drugs
- Misuse of Prescription Drugs or Over-the-Counter Drugs
- Gambling
Mental Health Status
Mental Health Status

- Felt Sad, Blue, Depressed Always/Nearly Always (Past Month)
- Considered Suicide (Past Year)
Children In Household
Child’s Personal Doctor
[Child 17 or Younger]

- Child Has Personal Doctor/Nurse
- Preventive Care with Child's Personal Doctor in Past Year (Children who have a Personal Doctor/Nurse)

Franklin/Greendale/Greenfield/Hales Corners Community Health Survey
Child’s Unmet Care in Past Year [Child 17 or Younger]

- Medical Care Need
- Dental Care Need
- Specialist Care Need

2012: 7% 1% 1%
2015: 5% 3% <1%
2018: 5% <1% 0%
Child Currently Has Asthma
[Child 17 or Younger]

Franklin/Greendale/Greenfield/Hales
Corners Community Health Survey
Child is Seldom/Never Safe in Community/Neighborhood [17 or Younger]
## Child’s Screen Time (2018) [17 or Younger]

<table>
<thead>
<tr>
<th>Screen Time</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two or Fewer Hours/Day</td>
<td>44%</td>
</tr>
</tbody>
</table>
Child’s Soda Consumption (2018) [17 or Younger]

<table>
<thead>
<tr>
<th>Soda Consumption</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero in Past Week</td>
<td>61%</td>
</tr>
<tr>
<td>One or More Times in Past Week/Less than Once a Day</td>
<td>33%</td>
</tr>
<tr>
<td>At Least One per Day</td>
<td>5%</td>
</tr>
</tbody>
</table>

Franklin/Greendale/Greenfield/Hales Corners Community Health Survey
Child’s Physical Activity (60 Min./5x/Week) [Child 5 to 17 Years Old]

Franklin/Greendale/Greenfield/Hales Corners Community Health Survey
Child’s Emotional Well-Being
[Child 5 to 17 Years Old]

Unhappy, Sad or Depressed in Past 6 Months (Always/Nearly Always)

Franklin/Greendale/Greenfield/Hales Corners Community Health Survey
Child Experienced Bullying in Past Year
[5 to 17 Years Old]
Top Community Health Issues
Top Community Health Issues
Up to 3 Open-Ended Responses Accepted (2018)

- Illegal Drug Use: 29%
- Chronic Diseases: 22%
- Mental Health or Depression: 19%
- Access to Health Care: 19%
- Prescription or OTC Drug Abuse: 18%
- Overweight or Obesity: 17%
- Cancer: 11%
Select Key Findings of Need

- 9% Household Member Not Take Prescription Medication Due to Cost in Past Year vs. 3% HP2020
- 34% High Blood Pressure in Past 3 Years
- 29% High Blood Cholesterol in Past 3 Years
- 17% Mental Health Condition in Past 3 Years
- 75% Overweight (BMI 25.0+)
- 40% Obese (BMI 30.0+)
- 37% Binged in Past Month (4+ drinks females; 5+ drinks males)
- 6% Considered Suicide in Past Year
- 16% Children 5 to 17 Years Old Bullied Overall (past year)
- 13% Children 5 to 17 Years Old Verbally Bullied (past year)
Next Steps