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>47%</td>
</tr>
<tr>
<td>Female</td>
<td>53%</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>8%</td>
</tr>
<tr>
<td>Top 40 Percent Bracket</td>
<td>57%</td>
</tr>
<tr>
<td>Not Sure/No Answer</td>
<td>12%</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>24%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>17%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>20%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>19%</td>
</tr>
<tr>
<td>65 and Older</td>
<td>21%</td>
</tr>
</tbody>
</table>
### Respondent Demographics (cont.)

<table>
<thead>
<tr>
<th>Education</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or less</td>
<td>9%</td>
</tr>
<tr>
<td>Some post high school</td>
<td>19%</td>
</tr>
<tr>
<td>College graduate</td>
<td>72%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>57%</td>
</tr>
</tbody>
</table>

North Shore Community Health Survey
Health Care Coverage
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%

[Graph showing trends over years for different health care needs]
Have a Primary Care Physician
Doctor/Nurse Practitioner as Primary Health Care Service
Urgent Care Center as Primary Health Care Service
Advance Care Plan

North Shore 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 Cholesterol**: 25%
- **High Blood Pressure**: 24%
- **Mental Health Condition**: 15%
- **Diabetes**: 9%
- **Heart/Disease Condition**: 6%
- **Asthma (Current)**: 11%
**Health Conditions in Past 3 Years**

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

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North Shore Community Health Survey
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%

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North Shore Community Health Survey
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%

North Shore Community Health Survey
Nutrition

- Fruit or Vegetables (5+ Servings/Day)
  - WI 2009: 23%
  - US 2009: 23%

North Shore Community Health Survey
Early Detection and Prevention of Cancer
Women’s Health

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

North Shore Community Health Survey
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.*
Safety
Personal Safety Issues in Past Year

North Shore 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%

North Shore Community Health Survey
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%

North Shore 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.

North Shore Community Health Survey
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)**

North Shore Community Health Survey
Children In Household
Child’s Personal Doctor [Child 17 or Younger]

- 94% in 2012
- 99% in 2015
- 98% in 2018

North Shore Community Health Survey
Child’s Unmet Care in Past Year
[Child 17 or Younger]

Medical Care Need
Dental Care Need
Specialist Care Need

North Shore Community Health Survey
Child Currently Has Asthma
[Child 17 or Younger]

North Shore 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>74%</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>79%</td>
</tr>
<tr>
<td>One or More Times in Past Week/Less than Once a Day</td>
<td>20%</td>
</tr>
<tr>
<td>At Least One per Day</td>
<td>1%</td>
</tr>
</tbody>
</table>

North Shore Community Health Survey
Child’s Physical Activity (60 Min./5x/Week) [Child 5 to 17 Years Old]

North Shore Community Health Survey
Child’s Emotional Well-Being [Child 5 to 17 Years Old]

Graph showing the percentage of children who were unhappy, sad, or depressed in the past 6 months (Always/Nearly Always) from 2012 to 2018. The percentages are as follows:
- 2012: 1%
- 2015: 6%
- 2018: <1%

North Shore 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)

- Mental Health or Depression: 27%
- Prescription or OTC Drug Abuse: 26%
- Access to Health Care: 24%
- Illegal Drug Use: 22%
- Chronic Diseases: 20%
- Overweight or Obesity: 16%
- Violence or Crime: 13%
Select Key Findings of Need

- 13% Unmet Dental Care Need in Past Year (Household Member) vs. 5% HP2020
- 24% High Blood Pressure in Past 3 Years
- 25% High Blood Cholesterol in Past 3 Years
- 63% Overweight (BMI 25.0+)
- 28% Obese (BMI 30.0+)
- 32% Binge Drinker in Past Month (Females 4+ Drinks & Males 5+ Drinks) vs. 24% HP2020 (5+ Drinks)
- 17% Children 5 to 17 Years Old Bullied Overall (past year)
- 17% Children 5 to 17 Years Old Verbally Bullied (past year)
Next Steps