

Mayor Wellness Campaign [MWC] Survey Results 2020 – Report Jan 19th 2021

Background and Objectives: The survey questions sourced from other national surveys the MWC has launched. Using the survey results, the goal is to tailor programming to aid residents in becoming healthier and more health conscious.

Data Collection: Methodology All respondents were residents or those who work in Highlands. The survey consisted of 16 questions. Logistically, a survey was created for interviewing online as well as a data entry module for paper surveys. No respondents were removed for the data. The survey's duration was an average of 5 minutes. The survey was promoted at the 1/15/20 Council Meeting, paper copies were available at the Borough Office, posted on Borough website landing page, Borough website Public Notices page, Facebook and lastly a Swift Alert, all to encourage a good response. Study period was January 15th 2020 through December 31st, 2020.

Demographics: Highlands has a population of 4,768. Using a 95% confidence level and being prepared to accept a margin of error of $\pm 6.4\%$.

From the US Census American Community Survey 2019:

- Population = 4,768
- Median Household Income = \$60,638
- Bachelor's Degree or Higher = 32.9%
- Poverty Rate = 7.2%
- Median Age = 52.5

Action Standard: This research will be used to provide the Mayor and Governing Body with information as to how we, as a community, should address health in our community. These results will also be shared with Borough residents.

Conclusions and Recommendations: 231 respondents answered Q2-Q9 and a drop off to 205 answered the demographic questions Q10-Q16.

The biggest takeaways from this survey are as follows:

- The most important “health problems” in our community were Opioid Addiction [59%] followed closely by Mental Health Problems [57%], the next closest concern was Aging Problems [33%].
- The most important “risky behaviors” in our community were Alcohol Abuse [78%], Drug Abuse [63%], and Tobacco Use [38%].
- The most mentioned physical activity participated in on a weekly basis is Walking [88%].
- The number one health education Highlanders would like to know more about is Nutrition [48%], followed closely by Anxiety/Depression [38%], Emergency Preparedness [36%] and Exercise/Physical Activity [36%].
- The recommendation is to continue to tailor the Mayors Wellness Campaign to ensure there is one educational event and one physical event per month to ensure good mental and physical health.

Summary of Key Results

Q1. Which of the following best describes your relationship to Highlands?

Attribute	% of 292	Raw #
I live in Highlands	78%	227
I work in Highlands	2%	6
I live and work in Highlands	11%	33
I visit Highlands	8%	23
None of the above	1%	3

Q2 In the following list, what do you think are the three most important factors for a “Healthy Community?” (Those factors which most improve the quality of life in a community.) Please check only three:

Attribute	% of 231	Raw #
Access to safe neighborhoods and public places	42%	97
Good schools	41%	95
Access to recreation and open space	41%	94

Q3. In the following list, what do you think are the three most important “health problems” in our community? (Those problems which have the greatest impact on overall community health.) Please check only three:

Attribute	% of 231	Raw #
Opioid Addiction	59%	136
Mental health problems	57%	131
Aging problems [arthritis, hearing / vision loss, etc]	33%	77

Q4. In the following list, what do you think are the three most important “risky behaviors” in our community? (Those behaviors which have the greatest impact on overall community health.) Please check only three:

Attribute	% of 231	Raw #
Alcohol abuse	78%	180
Drug abuse	63%	145
Tobacco use	38%	87

Q5. How would you rate our community as a “Healthy Community?”

Attribute	% of 231	Raw #
Very unhealthy	3%	7
Unhealthy	22%	50
Somewhat healthy	64%	148
Healthy	10%	23
Very healthy	1%	3

Q 6. How would you rate your own personal health?

Attribute	% of 231	Raw #
Very unhealthy	3%	7
Unhealthy	5%	11
Somewhat healthy	34%	78
Healthy	49%	114
Very healthy	9%	21

Q7. Approximately how many hours per month do you volunteer your time to community service? (e.g., schools, voluntary organizations, churches, hospitals, etc.)

Attribute	% of 231	Raw #
None	39%	91
1-5 hours	37%	86
6-10 hours	10%	24
More than 10 hours	13%	30

Q8. In the following list, which types of physical activity do you or members of your household participate in on a weekly basis. Please check all that apply: Top 3

Attribute	% of 231	Raw #
Walking	88%	203
Bike	41%	94
Going to the gym	37%	85

Q9. What health education would you like to know more about? Please click all that apply: Top 3

Attribute	% of 231	Raw #
Nutrition	48%	111
Anxiety / depression	38%	87
Emergency preparedness	36%	82
Exercise / physical activity	36%	82

Q 10. through Q16 Demographics, please see detailed results.