wello

where well-being starts with we

COMMUNITY HEALTH AND WELL-BEING SURVEY

Brown County, Wisconsin
2019 Survey Results

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YOU - Our Community!

Thank you to the community members who shared their voice by participating in the survey, signing up to be part of the well-being panel, and participated in focus groups discussions. This is possible because of you, thank you!

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How do you measure whether a community is living up to its highest potential?

Until recently, efforts to measure community health and well-being relied heavily on objective indicators such as economic and health data. The benefit of such measures is that they are based on objective information like height, weight, rates of disease and numbers like income. Yet, a growing body of research has demonstrated that this data only tells a part of the story.

To truly know how people are doing, you have to ask them. And that's what a well-being measure does. It asks people how they feel about their lives and about their future, and how equipped they feel to face challenges or capitalize on opportunities. Added to existing economic and health indicators, well-being measures provide a much fuller and more human picture of how

> "Well-being matters because healthy, well people build strong, resilient communities."

people are doing, who is thriving, who is not, and where there is opportunity for improvement. On an individual level, higher levels of well-being are associated with lower risk of disease, illness and injury and increased longevity (CDC, 2018). Individuals with high levels of well-being are more productive at work and more likely to contribute to their communities. At the community level, a focus on well-being is akin to preventive medicine. When we understand the needs of our community members, we can work to ensure that everyone has access to the opportunity, skills, and environments needed to flourish. In addition, being proactive in the measurement and prioritization of local well-being keeps our community economically competitive because workforce talent and investment dollars flow to communities that demonstrate how they are working to improve the lives of their residents.

> "Well-being is preventative care for the community. And we know, preventive care is cheaper than a trip to ER."

Wello's Community Health and Well-being Survey is the first of its kind for Greater Green Bay (defined geographically as Brown County, WI) and provides local data on residents' perspectives, a subjective measure, of their physical and psychological health, social relationships and the environments in which they live, work and play. Existing objective criteria measure local status and trends such as crime rates, housing prices, obesity rates, air quality, poverty rates, and educational attainment. Together, subjective and objective indicators intersect providing a more complete story of individual and community well-being than either can do alone.

The results of this survey will inform community action through Wello's strategic objectives and is available to community partners working to address the social determinants of health by providing valuable insight into the most pressing needs of our neighbors. This project seeks to improve health outcomes for those most at risk or in need by changing the policies, systems or environments that contribute to poor health and well-being.

Read on to view the results of our baseline survey.

Methods

Institutional Review Board (IRB) approval was granted to researchers from Wello, University of Wisconsin - Green Bay, and St. Norbert College to conduct this communitywide survey. IRB is an administrative body that protects the rights and welfare of human research subjects in research activities. A successful pilot survey was completed in the fall of 2018 to test the survey prior to implementation across Brown County.

From July 13 through August 31, 2019, Wello, in partnership with the Consortium of Applied Research at the University of Wisconsin - Green Bay and the Strategic Research Institute at St. Norbert College, administered Brown County's first comprehensive survey of resident health and well-being. The survey was based on an adapted version of the World Health Organization's Quality of Life - BREF (WHOQOL-BREF) survey, with added demographic and regionally specific open-ended questions. The survey collects subjective data - personal perspectives - about residents' well-being in four different domains: physical, psychological, social and the environments in which they live.

This survey was administered over a six-week period at in-person community events, through email distribution from local companies, organizations, several community email lists, and through print, television and social media campaigns. Participants could take the survey electronically or on paper. The survey took approximately 10 minutes to complete, was available in both English and Spanish, and followed Institutional Review Board policies regarding the treatment of human subjects. Local data collection via this survey instrument will occur bi-annually with the next scheduled for July 2021.

The Consortium of Applied Research at the University of Wisconsin - Green Bay and the Strategic Research Institute at St. Norbert College using Qualtrics software, completed the data analysis that follows.

Demographics

In total, 1,395 valid surveys were analyzed consisting of individuals who were 18 years of age or older and resided in Brown County. The survey was available in both English and Spanish. In addition to the survey questions, participants had the opportunity to volunteer for a longitudinal panel for further study. Impressively, 553 individuals signed up to be on the panel. Demographics of the County and the sample are provided in the following graphs.

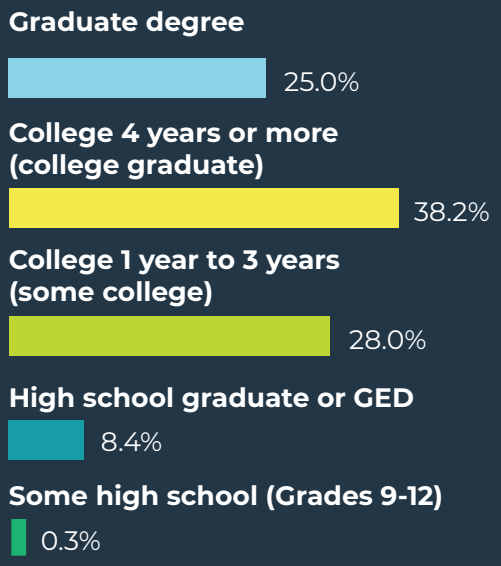
Characteristic	Value
Total Population	248,007
Male	49.5%
Female	50.5%
Race/Ethnicity	
White (non-Hispanic)	86.5%
Hispanic	7.3%
Black/African American	2.2%
American Indian or Alaska Native	3.6%
Asian	2.7%
Native Hawaiian/Pacific Islander	0%
Two or More Races	2.2%
Poverty Rate	11.3%
Median Household Income	$56,775
Bachelor's Degree or Higher	25.6%
Median Rent	$746
Median Home Value	$163,200

Source: U.S. Census Bureau, 2010 and American Fact Finder, 2017

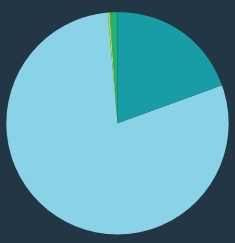
Top 6 of 15 reporting zip codes

54115 21.5%	**54311** 12.9%	**54304** 10.7%
54313 16.6%	**54301** 12.2%	**54303** 9.9%

Educational Attainment



Gender



- **Male** 19.7%
- **Female** 79%
- **Non-Binary/ Third Gender** 0.4%
- **Prefer Not to Say/Self Decribe** 0.9%

7 different race/ ethnicities cited

93% **identified as White/ Caucasian - Non Hispanic**

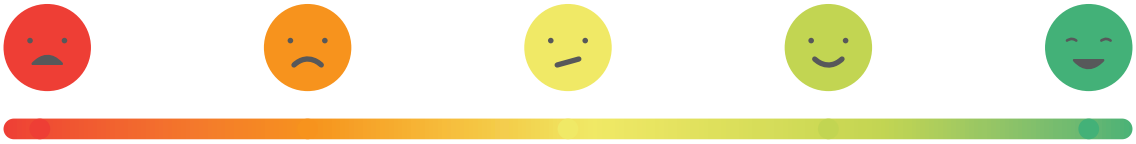
The analysis that follows was completed using weighting of gender, education and race/ethnicity to account for differences.

Results: Quality of Life and Health Satisfaction Ratings

The survey used two summary questions to capture overall perspectives on Quality of Life and Health Satisfaction. These questions stand alone and are not included in the domain scores that follow. Results showed that the majority of residents of Greater Green Bay rate their quality of life as "good" or "very good" (92.4%). When asked how satisfied they were with their health, 73% of participants reported being "satisfied" or "very satisfied" and 27% of participants reported their satisfaction with their health as "neither poor nor good", "poor", or "very poor."

How would you rate the quality of your life?

*sample weighted for gender, race, and education



Very poor	Poor	Neither poor nor good	Good	Very good
0.1%	**0.6%**	**6.9%**	**65.3%**	**27.1%**

How satisfied are you with your health?

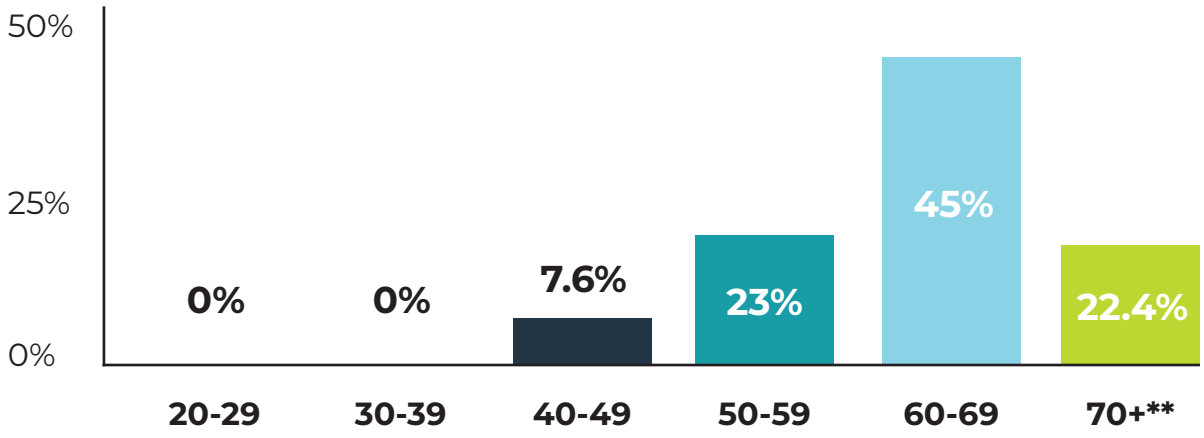
*sample weighted for gender, race, and education

Very dissatisfied	Dissatisfied	Neither satisfied nor disatisfied	Satisfied	Very satisfied
0.9%	**13.2%**	**13.3%**	**61.6%**	**11.0%**

So why not stop here? Imagine someone asking, "How are you doing today?" More often than not, you may answer "fine" although you may be experiencing pain, loneliness, or illness. These two summary questions are important but do not capture the whole picture.

Results: Composite Domain Scores

The survey dives deeper, asking specific questions regarding an individual's life based on four domains: physical and psychological health, social relationships, and the environments in which we live, work and play. Each domain has a max score of 20 for a total possible community composite score of 80. Below are our composite scores. When compared to the reference value of 70 that is indicative of a "good" well-being, 22.4% of respondents had a score of 70 or greater.

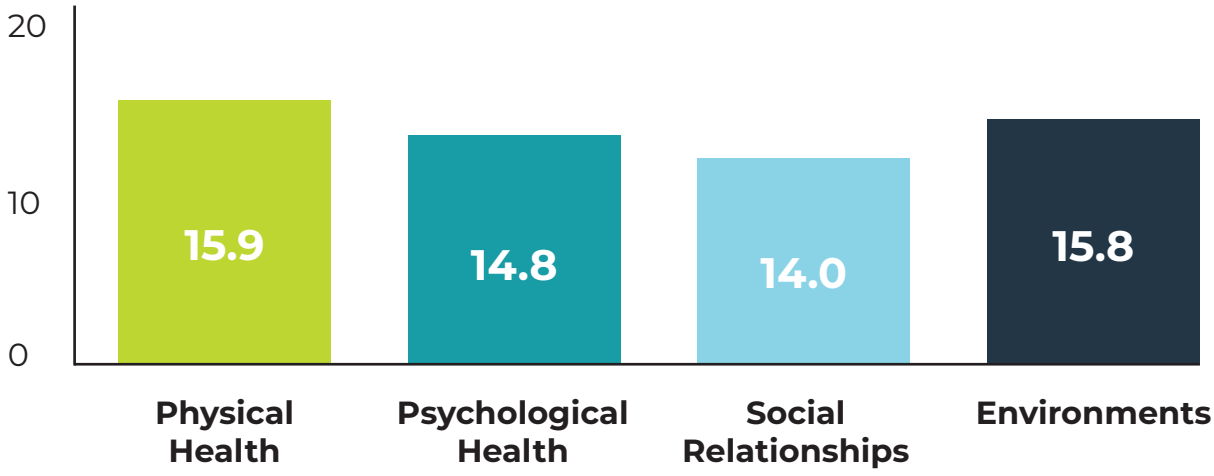


**Score of 70+ Indicates "Good" Well-Being

Below are the average domain scores in each of the four categories.

Average Domain Score

*weighted for gender, race, and education



Results: Individual Domain Scores

Physical Health

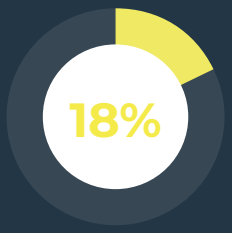
The domain score was 15.9 out of 20 and represented the highest area of well-being for our community. The benchmark for "good" well-being is 17.5 out of 20.

Questions in this domain focus on activities of daily living, dependence on medicinal substances and medical aids, energy and fatigue, mobility, pain and discomfort, sleep and rest, and work capacity.

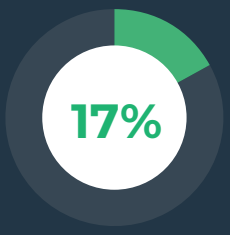
Results showed that 18% of participants reported physical pain that "moderately" prevented them from doing what they needed to do. In regard to having enough energy for daily life, 9% reported "not at all" or "a little" and 57% reported feeling "satisfied" or "very satisfied" with their sleep. When asked how much do you need of any medical treatment to function in your daily life, 86.6% responded with "very much" or "extremely."

reported "not at all" or "a little" in regard to having enough energy for everyday life.

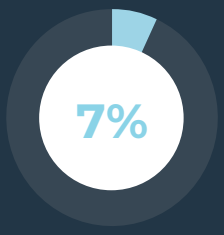
reported feeling "satisfied" or "very satisfied" with their sleep.



of participants felt physical pain at least "moderately" prevented them from doing what they needed to do.



of participants reported not being able to accept their bodily appearance "at all" or "a little."



of participants reported not being able to concentrate "at all" or "a little."

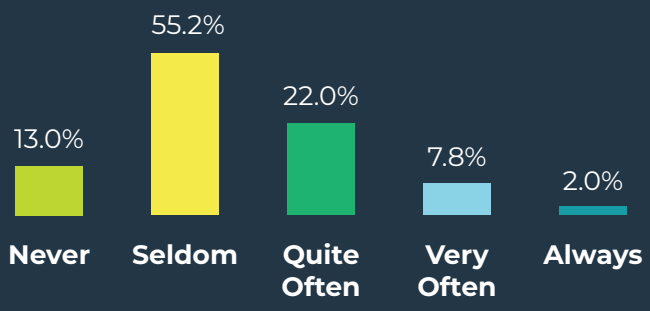
Psychological Health

The domain score was 14.8 out of 20. The benchmark for "good" well-being is 17.5 out of 20.

This domain includes questions regarding bodily image and appearance, negative feelings, positive feelings, self-esteem, spirituality, religion, personal beliefs, and thinking, memory, learning, and concentration.

Almost one-fifth (17%) of participants reported not being able to accept their bodily appearance "at all" or only "a little." and 32% of respondents reported negative feelings such as blue mood, despair, anxiety, or depression "quite often", "very often", or "always." In addition, 7% reported not being able to concentrate "at all" or only "a little."

How often did you have negative feelings such as blue mood, despair, anxiety, or depression?



Well-Being: Social Relationships

The domain score was 14.0 out of 20 points and represented the lowest area of well-being for our community. The benchmark for "good" well-being is 17.5 out of 20.

The questions in this domain focus on personal relationships, social anxiety, and sexual activity. In our results, 9% and 10% , respectively, of respondents reported feeling "dissatisfied" or "very dissatisfied" with personal relationships and the support they got from friends. Twenty-two percent also reported feeling dissatisfied with their sex life.

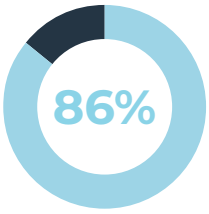
	How satisfied are you with your personal relationships?	How satisfied are you with your sex life?	How satisfied are you with the support you get from your friends?
Dissatisfied or Very Dissatisfied	8.9%	22.2%	9.6%
Neither Satisfied nor Dissatisfied	14.8%	27.0%	20.0%
Satisfied or Very Satisfied	76.2%	50.6%	70.5%

Well-Being: Environments

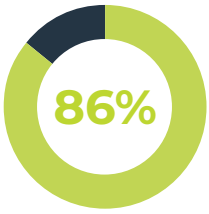
The domain score was the second highest at 15.8 out of 20 points. The benchmark for "good" well-being is 17.5 out of 20.

The questions centered on financial resources, freedom, personal safety and security, access to and quality of health care, home environment, opportunities for acquiring new information and skills, participation in and opportunities for recreation/leisure, physical environment (pollution/noise/traffic/climate), and transportation.

Findings in this domain include 86% of respondents reporting that they feel "safe" or "very safe" in their physical environment with 20% reporting "moderately", "a little", or "not at all" with how healthy their physical environment was. Nearly one-third reported financial concerns, with 28% reporting "moderately," "a litte," and "not at all," to having enough money to meet their needs and 86% felt they had access to the information they need in their daily life. Of participants, 16% reported "neither satisfied or dissatisfied", "dissatisfied", or "very dissatisfied" with their access to health services.



reported feeling "very much" or "extremely" safe in their physical environment.



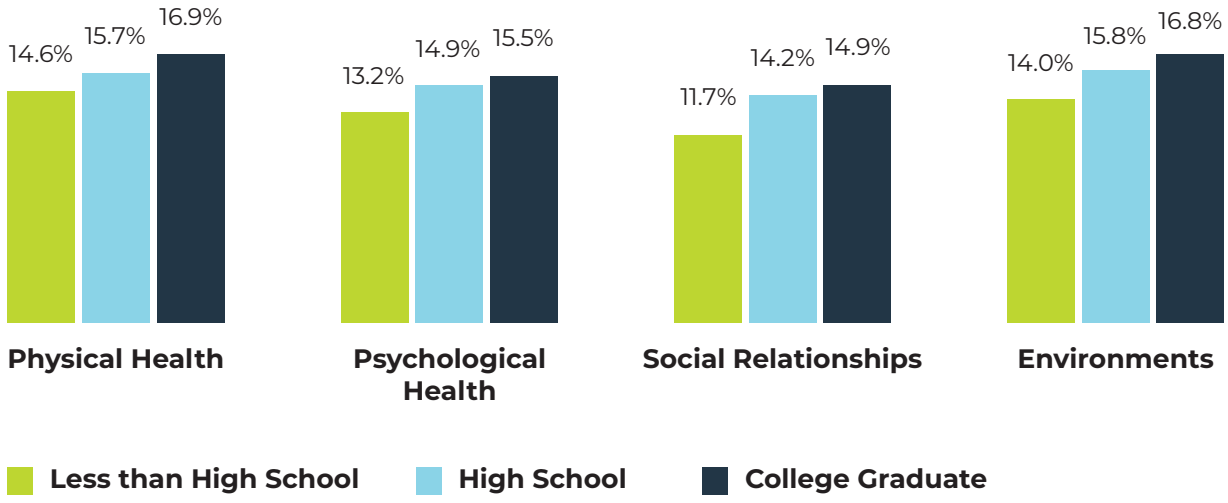
reported "mostly" or "completely" having access to the information they needed in their daily life.

reported "moderately", "a little", or "not at all" having enough money to meet their needs.

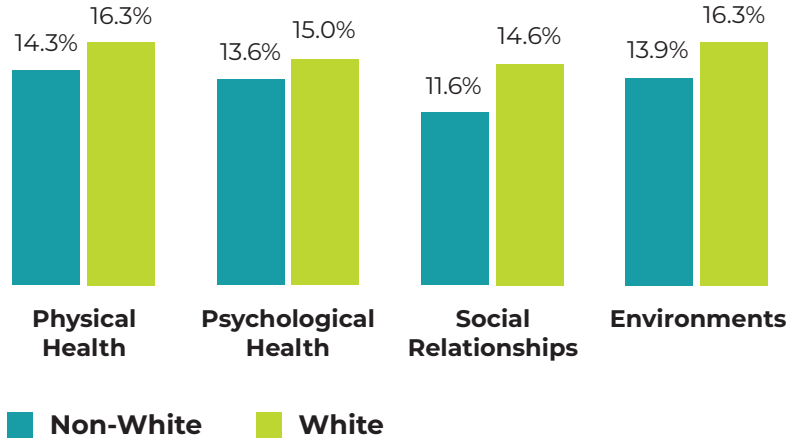
Further Well-Being Analysis: Education, Race/Ethnicity and Inclusion

When examining demographic differences between the domain scores, a varied picture arises regarding who is doing well. Individuals with higher education and those that had a higher annual income rated a higher quality of life. Men rated a higher quality of life than females and Non-White individuals reported a lower overall composite and well-being domain scores.

Domain Differences by Educational Attainment



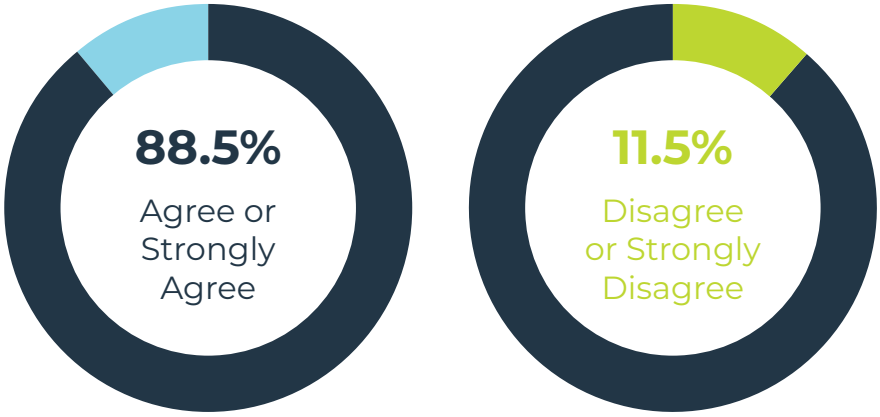
Domain Differences by Race



Composite Domain Differences by Race

(Max score of 80)

Do you see yourself as a member of the Greater Green Bay community?



In addition, a further series of questions on sense of belonging and length of residence were added to assess feelings of inclusion with the questions: "do you see yourself as a member of the Greater Green Bay community" and "how long have you lived in Greater Green Bay (Brown County, WI)?"

Data indicate 88.5% of respondents "agree" or "strongly agree" that they see themselves as a member of the community. When comparing sense of belonging to length of residence, data showed no correlation between how long someone lived in the community with their sense of belonging. Seeing oneself as a member of the community was positively correlated with the overall quality of life rating.

Below is the breakdown for length of residence for respondents.

Discussion

Measuring resident health and well-being countywide represents a profound shift from the reliance on objective data alone to drive health and well-being efforts, giving us local control of our data to make decisions directly based on the needs of our increasingly diverse community. Inclusion, trust and relationships ensure the effectiveness of our shared measurement. This project directly aims to develop these key drivers in an intentional effort to capture resident voice in the development of actions. Here are some key take-aways:

Despite 92.4% of respondents reporting "good" or "very good" on the quality of life rating, when asked questions specific to the four well-being domains, only one in five respondents reported a "good" well-being score (22.4%). Ultimately, domain scores provide us with a strategic look at where collective action may have the greatest impact.

- Survey data suggests that our community would benefit from efforts that prioritize psychological well-being and social connectedness.
- Important differences in individual domain scores and composite well-being score exist across education, income levels as well as race/ethnicity. Individuals with higher education and annual income levels reported higher well-being.
- Non-White individuals reported a lower composite well-being score compared to White individuals. These demographic trends suggest targeted areas for improving well-being for individuals in Greater Green Bay.
- There was a positive correlation between seeing oneself as a member of the community and their overall quality of life rating. Yet, there was no correlation between how long someone lived in the community and their sense of belonging. This result suggests length of residence in a community is not as important as feeling connected to your community.
- These findings are supported by an existing body of research showing that developing a sense of belonging and an inclusive community are especially important in determining overall quality of life and the well-being of the individuals living there.

Overall, the ability to drill-down to specific areas of well-being is an important step in collectively addressing the disparities preventing our neighbors from being well and achieving health equity.

Where We Go From Here

The release of these baseline findings is just the beginning. This project takes a three-pronged approach: a resident survey, panel to follow over time, and focus groups to ground truth findings. This process will continue to be refined to reflect lessons learned and strive for diversity of thought, representation and actions.

We're looking forward to working in collaboration with our community to take action on what we have learned. Moving from data to action is the next critical step and it involves everyone – government, education, business, nonprofits, and resident champions.

The findings are diverse and so too will be the solutions that we take - together - as a community to identify how we take steps forward for residents to live healthy, well, and fulfilling lives. Our commitment is to remain open to new, diverse ideas and approaches in order to reduce health and well-being disparities to improve the lives of all who call Greater Green Bay their home.

About Wello

Wello is a non-profit network that champions well-being because healthy, well people build strong, resilient communities. Founded in 2010 under the name Live54218, our mission is to advance action-oriented, community efforts to foster a culture of health and well-being for all in Greater Green Bay. We believe everyone should have the opportunity to be their best selves and live their best lives - to truly be well. Utilizing collective impact, we convene diverse, multi-sector partners under a shared, common agenda to catalyze innovative well-being solutions supported by Wello's shared measurement framework. Our approach focuses on creating cross-sector efficiencies across Brown County to address the intersection of well-being and the social determinants of health on individual and community health status at every age.

Wello completed a strategic planning process in 2018 resulting in a unifying, comprehensive, and evidence-based framework to approach well-being at a population level. When well-being is supported, we create not just health; we increase the quality of life for individuals and the community as a whole, allowing all to reach their fullest potential. Wello's network-based approach centers on equity, innovation, local measures of impact, and long-term sustainability. A collective focus on well-being also acts to strengthen our communities' ability to both retain and attract talented, purpose-driven citizens committed to creating a community that supports health and well-being.

For more information, please contact Wello with the subject line "Wello Measurement" at hello@wello.org