

VCH COMMUNITY ENGAGEMENT



Making better
decisions together
with patients
and families



My Health My Community

Community Engagement Summary Report

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Prepared by: VCH Community Engagement
ce@vch.ca 604-714-3779








Background

My Health My Community (MHMC) is a regional population survey that collects local-level data to better understand the determinants of health and wellbeing for the populations we serve. This information aims to help local governments and community organizations in developing strategies for creating health promoting environments. Results from the first round of the survey are available on our [website](#), including our community profiles and neighborhood profiles for community-specific health information. These results have been used to inform municipal healthy living strategies.

Planning is underway for the second round of MHMC to be launched in fall 2019. Prior to the survey launching, we wanted to hear from patients and families about how to make the survey user – friendly and accessible to everyone.

How we engaged

-  In June 2019, CEAN members were asked to pilot the survey and answer questions related to their experience with the survey.
-  A focus group was held in June to gain more input on the MHMC survey from
-  participants to do a deeper dive into how to make it easy to understand, so that it can be completed by anyone; 18 and older, who wishes to participate.
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What we asked

1. What do think about the length of the survey?
2. Does the literacy level allow for ease of access?
3. Were you engaged while taking the survey?
How could you be more engaged?
4. Was it appealing to view?
5. What could make it more interactive?
6. If you could share one more thing with the project team it would be.....

KEY POINTS:

- Literacy level needs to be checked and survey questions made accessible
- Reduce redundancy in questions
- Questions are city centric; people in rural areas will be taking this survey
- Language used negatively enforces stigma felt by populations
- Graphics could be valuable to support understanding of size or averages questions
- Flow of questions, recognizing level of intimacy, could increase engagement

What we heard

Length

- Length of survey may impact engagement and completion; if literacy level is too high it can impact the capacity of a person to remain engaged and to complete
- Look for synergies in questions in order to group them to reduce overall number of questions
- Some questions are redundant consider combining or streamlining
- Overall consider the length and try to make it as clear and concise as possible.

Literacy

- Consider the literacy level
- On the whole I felt the language was on the sophisticated side. Grade 9 or 10 level
- Consider literacy level no higher than Gr. 6 level
- Have language that is accessible
- Use less abstract concepts; use operational terms e.g instead of climbing the stairs use walking
- Consider context when using qualifiers such as moderate e.g in describing activity
- Consider shortening sentences – make them as succinct as possible; remove the noise around the question
- Use concrete examples to describe feelings; not “down and blue” but “sad”
- Health Assessment Q10 neighbourhood noise. Is odour a commonly used word?
- In questions about moderate activities, bowling how many people would know what this is?
- I thought the question about serving subjective provide a visual of a serving size for fruits and veggies.
- Questions asking a person to state an average are hard to answer and hard to estimate

- There was a question about diabetes Q74? Should be termed fasting glucose test as that language is more approachable than diabetes screening

Engagement

- Add preface or context to provide rationale for questions
- Ordering of question – consider the depth of the question. Place “deeper” questions later in the survey once a level of relationship has been established placing these too early can increase the sense of intrusion
- Ordering the question to move from more approachable and easier to answer and progressing to more intimate questions later on
- Group questions that are more sensitive together and place them nearer the end of the survey
- Income level may be too intimate or private to ask consider changing to levels such as low, middle or high people will know where they fall.
- Housing question with all the extra questions is onerous

Appealing

- Being asked to reflect on a months’ worth of food consumption may be unrealistic; difficult to remember what I ate over a month
- Consider changing the questions to “on average how many fruits and veggies do you consume each day? With choices
- The term serving is too subjective consider adding images to demonstrate size or something relatable like size of your fist
- The question on housing cost was involved and required calculations – simplify it to one amount

Other areas to consider

- Like the comprehensiveness of questions in the inclusion of women and children's concerns
- Consider adding a question about % of monthly income spent on food
- For household income leave it open ended "estimate your annual household income" not a progressive choice
- Preface questions that may be more intimate with context – These questions are being asked because.....
- Many of the questions are personal and if you can articulate why the questions are being asked, what they are informing and what changes may be realized then this could result in a higher response rate.
- Questions related to substance use are very personal in nature and when the word 'sensitive' is used to acknowledge these questions that just creates heightened anxiety
- For questions related to transgender population don't preface by suggesting these are hard. People know this and don't; need their anxiety heightened. By using a qualifier such as 'hard' you are confirming a stigma for the trans community
- Consider questions related to caregiving; not just children but adult caregivers for adults. This is an important sector of the population and one that is growing and has many implications for health and civic governments
- Question about caregiving can provide insight when compared to other responses to understand utilization of support services
- Consider adding a question about vaccination of children e.g. Are your child's vaccinations up to date? Yes, No, Don't know
- Question 65, 66, 67 about bias in health care interactions are very good questions to include but what will they inform or change. Preface or context would be helpful to explain what will be done with this data
- Great that there are questions related to climate change but what about air quality or pollution related questions
- For the question about being affected by wild fires qualify or ask for time range e.g. in the last five years
- Q84 is redundant could Q86 cover it by adding 'do you own an air conditioner'
- The definition of neighbourhood is different for each person. May need to define this either as a geographical area or an understanding of what constitutes a neighbourhood
- Questions about neighbourhood may need to be teased out to define a physical space and /or the people who live and pass through or the non-physical attributes of a neighbourhood or community
- HIV screening the question was not aware. Answer added was "not aware it was recommended"
- City focused questionnaire the questions indicate city living. Are the sidewalks well maintained? What sidewalks? Not relevant to rural areas.
- The whole section made a lot of assumptions about the fact a person lives in the city. Transit stop. What transit stop?
- Q106 I found this question intrusive
- Quite good at not making it feel like that there was ulterior motives to questions.

“This is a very city focused questionnaire; the questions indicate city living. Are the sidewalks well maintained? What sidewalks? Not relevant to rural areas”.

Who we heard from

10 members of VCH’s Community Engagement Advisory Network were invited to pilot the survey and then were invited to provide further input in a focus group or by phone.

“For questions related to transgender population don’t preface by suggesting these are hard. People know this and don’t need their anxiety heightened. By using a qualifier such as ‘hard’ you are confirming a stigma for the trans community”

Summary and Recommendations

- Consider using graphics to demonstrate measures that are difficult to visualize or estimate
- Consider that people in rural areas will be taking this survey; rewrite questions that are city centric.
- Provide context for questions especially those that are considered more personal or confidential
- Consider the flow of the questions to avoid concerns about the privacy and confidentiality and increase engagement
- Consider using simple and concrete language to replace conceptual language



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