Assessment of the Uses of HealthierUS and Healthy People 2010

Informed Consent Statement

The Assistant Secretary for Planning and Evaluation (ASPE) and the Office of Disease Prevention and Health Promotion (ODPHP) at the U.S. Department of Health and Human Services (HHS) are conducting an evaluation of the HealthierUS and Healthy People 2010 programs. These initiatives are intended to improve the health of Americans through the promotion of disease control and prevention activities.

You are being asked to participate in the evaluation by completing this survey on behalf of your agency. Completing the survey should take no longer than 15 minutes.

There are no foreseeable risks by completing the survey. You may choose not to participate. If you should refuse, you will not be penalized. There are no immediate benefits due to your participation. However, by completing the survey you will provide HHS with important information on ways to improve the initiatives and promote specific strategies to prevent disease and improve health at the state, tribal, and local levels.

The information you provide on this survey will be held strictly confidential. Your organization's identity will be separated from the responses to the survey. The information gathered will be used solely by ASPE and ODPHP, or its representatives for research, and will not be disclosed or released to other persons for any purpose.

If you have questions about completing the survey, please contact NORC toll-free at 866-242-4364, or by email at Assessment_Survey@norc.org.

If you have questions about your rights as a participant in this research project, please call the NORC Institutional Review Board Administrator, Kathleen Parks, at (866) 309-0542.

Thank you in advance for your participation. Your responses to the survey, on behalf of your organization, will provide HHS with important information on ways to improve the initiatives and promote specific strategies to prevent disease and improve health at the state, tribal, and local levels.

Sponsored by the:
U.S. Department of Health and Human Services

Conducted by:
NORC
A national organization for research at the University of Chicago
Section I.  Background Information

1. What is the name of your organization?

2. Which of the following best describes your organization?
   1. State
   2. Local
   3. Tribal

3. Which of the following best describes your job title?
   1. Director of Health Department
   2. Deputy Director
   3. Program/Research Director
   4. Program/Research Manager
   5. Commissioner
   6. Manager
   7. Supervisor
   8. Clinic Administrator/Director
   9. Other (specify)

4. What is the size of your organization’s staff?
   Number of full-time equivalent employees

5. What is the size of the population served by your organization?

6. What are your organization’s priority areas? (check all that apply)
   1. Access to Care
   2. Child Health
   3. Childhood Diseases
   4. Chronic Disease
   5. Dental Care
   6. Disabilities
   7. Disease Prevention
   8. Environmental Health
   9. Health Disparities
   10. Health Statistics
   11. Healthcare Workforce
   12. Immunization
   13. Long Term Care
   14. Mental Health
   15. Nutrition
   16. Public Health Preparedness
   17. Primary Care
   18. Sex/Reproductive Health
   19. Substance Abuse (illicit drugs, alcohol, tobacco)
   20. Unintentional Injury
   21. Women’s Health
   22. Other (specify)
### Section II. Use of HealthierUS

The following questions refer to your organization’s knowledge, use, and perceptions of HealthierUS. HealthierUS is a Federal initiative that promotes better health and fitness in four areas: improving physical activity, improving nutrition and diet, use of preventive health, and encouraging healthy choices.

1. **Are you aware of HealthierUS?**
   - 1 [ ] Yes
   - 2 [ ] No  [ ] IF NO, GO TO SECTION IV ON PAGE 8

2. **Does your organization use HealthierUS?**
   - 1 [ ] Yes
   - 2 [ ] No  [ ] IF NO, GO TO SECTION III ON PAGE 6

3. **How does your organization use the HealthierUS initiative?**

   **For setting internal priorities:**
   - 1 [ ] Yes
   - 2 [ ] No
   - 3 [ ] Don’t know

   **a.** As a guide to set spending priorities in the organization
   - 1 [ ]
   - 2 [ ]
   - 3 [ ]

   **b.** As a framework for planning, goal-setting, or decision making
   - 1 [ ]
   - 2 [ ]
   - 3 [ ]

   **c.** Other (specify)

   **For collaboration/outreach:**
   - 1 [ ] Yes
   - 2 [ ] No
   - 3 [ ] Don’t know

   **a.** To guide priorities for the organization
   - 1 [ ]
   - 2 [ ]
   - 3 [ ]

   **b.** As a mechanism for building community partnerships for promoting health
   - 1 [ ]
   - 2 [ ]
   - 3 [ ]

   **c.** As a learning tool for staff new to the public health field
   - 1 [ ]
   - 2 [ ]
   - 3 [ ]

   **d.** To raise public awareness
   - 1 [ ]
   - 2 [ ]
   - 3 [ ]

   **e.** To improve the quality of medical care by educating and informing the medical community
   - 1 [ ]
   - 2 [ ]
   - 3 [ ]

   **f.** As a tool for promoting the utilization of preventive services
   - 1 [ ]
   - 2 [ ]
   - 3 [ ]

4. **How relevant is the HealthierUS initiative to the work of your organization?**
   (circle appropriate number)

<table>
<thead>
<tr>
<th>Not relevant</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Extremely relevant</th>
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</thead>
</table>

5. **To what degree has the HealthierUS initiative affected your organization’s progress toward its own health promotion and disease prevention goals and objectives?**

<table>
<thead>
<tr>
<th>Not affected</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Significantly affected</th>
</tr>
</thead>
</table>

6. **Has HealthierUS resulted in the development of new programs or the expansion of existing ones?**

   **a.** Developed new programs
   - 1 [ ]
   - 2 [ ]
   - 3 [ ]
   *If yes, please specify*

   **b.** Expanded existing programs
   - 1 [ ]
   - 2 [ ]
   - 3 [ ]
   *If yes, please specify*
7. Has your organization planned programs intentionally around one or more HealthierUS areas?

1. Yes  ➔ If yes, describe a specific instance in the space below.

2. No

8. What aspect of HealthierUS is most useful to your organization? (select one)

1. Media campaigns
2. Promotion of physical activity
3. Promotion of good nutritional habits
4. Promotion of healthy choices
5. Promotion of preventive health
6. Other (specify)

9. Does your organization measure changes in behavior or outcomes related to HealthierUS activities?

1. Yes
2. No  ➔ GO TO Q.11

10. If your organization does measure changes in behavior or outcomes related to the use of HealthierUS, how does it do so? (check all that apply)

1. Collection and evaluation of new data on health outcomes
2. Collection and assessment of qualitative data (e.g. case studies, focus groups)
3. Evaluation of trends using existing data on health outcomes
4. Other (specify)

11. How does your organization access information about HealthierUS? (check all that apply)

2. U. S. Department of Health and Human Services (HHS)
3. State Health Department
4. Office of Regional Health Administrators
5. Informal sources
6. Other (specify)
12. Through what form of communication does your organization prefer to receive information about HealthierUS activities? (check all that apply)  

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
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</thead>
<tbody>
<tr>
<td>a. National Steps to a HealthierUS summit or similar conferences</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>b. Reports/Publications</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>c. Website (<a href="http://www.healthierUS.gov">www.healthierUS.gov</a>)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>d. Organization does not wish to receive HealthierUS information</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

13. If HHS were to provide technical assistance to help increase your organization’s use of HealthierUS, in which areas would technical assistance be most helpful? (check all that apply)  

1. Translating HealthierUS into action  
2. Providing prevention guidelines  
3. Providing examples of how other states and/or organizations use HealthierUS  
4. Naming individuals at HHS who can provide assistance with HealthierUS  
5. Providing curriculum materials  
6. Providing data collection tools  
7. Providing data evaluation tools  
8. Using HealthierUS for partnering/coalition building  
9. Programs demonstrating progress toward HealthierUS areas  
10. Other (specify)  

14. Do any of the following prevent your organization from using HealthierUS more:  

**Issues related to the HealthierUS program:**  
<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
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</thead>
<tbody>
<tr>
<td>a. Don’t agree with HealthierUS priorities</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>b. Lack of guidance on how to implement</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>c. Too much material</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>d. Too little material</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>e. Other (specify)</td>
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**Issues related to your organization:**  
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<tr>
<th></th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>f. Insufficient financial resources available for programming/activities</td>
<td>1</td>
<td>2</td>
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<tr>
<td>g. Insufficient staff resources</td>
<td>1</td>
<td>2</td>
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<tr>
<td>h. Lack of buy-in from primary decision-makers</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>i. Competing priorities</td>
<td>1</td>
<td>2</td>
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<td>j. Other (specify)</td>
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<tr>
<td>Question</td>
<td>Response Area</td>
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<tr>
<td>15. What could HHS do to encourage more progress toward the objectives of the HealthierUS initiative?</td>
<td></td>
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<tr>
<td>16. Use the space below to share with us any additional comments you may have about HealthierUS:</td>
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</table>

Thank you for your comments regarding HealthierUS. Your responses are valuable.

Please continue with Section IV on Page 8.
Section III. For Non Users of HealthierUS

1. We are interested in learning more about why some organizations do not use HealthierUS. Select the reasons below that best describe why your organization does not use HealthierUS.

**Issues related to the HealthierUS program:**

- [ ] a. Don’t agree with HealthierUS priorities
- [ ] b. Lack of guidance on how to implement
- [ ] c. Too much material
- [ ] d. Too little material
- [ ] e. Other (specify)

**Issues related to your organization:**

- [ ] f. Insufficient financial resources available for programming/activities
- [ ] g. Insufficient staff resources
- [ ] h. Lack of buy-in from primary decision-makers
- [ ] i. Competing priorities
- [ ] j. Other (specify)

2. What is your opinion of the four areas of HealthierUS?

- [ ] 1. Too broad
- [ ] 2. Too narrow
- [ ] 3. Appropriate focus
- [ ] 4. No opinion

3. What could HHS do to encourage more progress toward the objectives of the HealthierUS initiative?

4. Do you think the HealthierUS initiative is lacking in some way?

- [ ] 1. Yes ➔ If yes, please describe how in the space below.
- [ ] 2. No
- [ ] 3. Don’t Know
5. Use the space below to share with us any additional comments you may have about HealthierUS:

Thank you for your comments regarding HealthierUS. Your responses are valuable.

Please continue with Section IV of the survey.
## Section IV. Use of Healthy People 2010 (HP2010)

Healthy People 2010 is a national health promotion and disease prevention initiative. Its overarching goals are to increase the quality and years of healthy life and eliminate health disparities. Healthy People 2010 consists of 28 primary focus areas and 467 measurable health objectives designed to identify the most significant preventable threats to health and to establish public health priorities.

### 1. Are you aware of Healthy People 2010 (HP2010)?
- [ ] Yes
- [ ] No → IF NO, GO TO END ON PAGE 13

### 2. Does your organization use HP2010?
- [ ] Yes
- [ ] No → IF NO, GO TO SECTION V ON PAGE 12

### 3. How does your organization use the HP2010 initiative?

**For research:**

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<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
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<tbody>
<tr>
<td>a. As a data source</td>
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**For collaboration/outreach:**

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<th>Yes</th>
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<th>Don’t know</th>
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<tr>
<td>b. To guide priorities for the organization</td>
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<tr>
<td>c. As a mechanism for building community partnerships for promoting health</td>
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<tr>
<td>d. As a learning tool for staff new to the public health field</td>
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**For setting internal priorities:**

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<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
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<tr>
<td>e. As a resource for comparison with organizational data</td>
<td>[ ]</td>
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<tr>
<td>f. As a guide to set spending priorities in the organization</td>
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<tr>
<td>g. As a framework for planning, goal-setting, or decision making</td>
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<tr>
<td>h. As a model for participatory setting in building organization’s own health agenda</td>
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<tr>
<td>i. Other (specify)</td>
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### 4. Based on the HP2010 objectives you are familiar with, how relevant are these objectives to the work of your organization? (circle appropriate number)

<table>
<thead>
<tr>
<th></th>
<th>Not relevant</th>
<th>Extremely relevant</th>
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<tr>
<td>1</td>
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### 5. To what degree has HP2010 affected your organization’s progress toward its own health promotion goals and objectives?

<table>
<thead>
<tr>
<th></th>
<th>Not significantly affected</th>
<th>Significantly affected</th>
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<tbody>
<tr>
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### 6. Has HP2010 resulted in the development of new programs or the expansion of existing ones?

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<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Developed new programs (If yes, please specify)</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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<tr>
<td>b. Expanded existing programs (If yes, please specify)</td>
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</tbody>
</table>
7. Has your organization planned programs intentionally around one or more HP2010 focus areas or objectives?
   1. Yes
   2. No

8. What aspect of HP2010 is the most useful to your organization? (select one)
   1. Overarching goals (eliminating health disparities and increasing quality and years of healthy life)
   2. Specific health objectives
   3. Data resources (including the separation of data by sub-population and identification of data sources for tracking)
   4. Participatory goal-setting process
   5. Other (specify)

9. Does your organization measure changes in behavior or outcomes related to use of HP2010?
   1. Yes
   2. No → IF NO, GO TO Q.11

10. If your organization does measure changes in behavior or outcomes related to the use of HP2010, how does it do so? (check all that apply)
    1. Collection and evaluation of new data on health outcomes
    2. Collection and assessment of qualitative data (e.g. case studies, focus groups)
    3. Evaluation of trends using existing data on health outcomes
    4. Other (specify)

11. How does your organization access HP2010 information? (check all that apply)
    1. The document (i.e., Healthy People 2010: Volumes I & II)
    2. Healthy People website (i.e., www.healthypeople.gov)
    3. Healthy People CD-ROM
    4. Federal contacts
    5. State Health Department
    6. Informal sources
    7. Other (specify)
12. Through what form of communication does your organization prefer to receive information about HP2010 activities? (check all that apply)  

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<tbody>
<tr>
<td>a. Listserv</td>
<td>Yes</td>
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<tr>
<td>b. Prevention Report</td>
<td>Yes</td>
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<tr>
<td>c. Healthy People quarterly newsletter</td>
<td>Yes</td>
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<tr>
<td>d. Regional meetings</td>
<td>Yes</td>
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<tr>
<td>e. Presentations at conferences</td>
<td>Yes</td>
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<tr>
<td>f. Workshops</td>
<td>Yes</td>
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<tr>
<td>g. Website</td>
<td>Yes</td>
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<tr>
<td>h. Organization does not wish to receive HP2010 information</td>
<td>Yes</td>
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</table>

13. Do any of the following prevent your organization from using HP2010 more:  

**Issues related to the Healthy People program:**  

<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>a. 10-yr timeframes for objectives are too long</td>
<td>Yes</td>
</tr>
<tr>
<td>b. 10-yr timeframes for objectives are too short</td>
<td>Yes</td>
</tr>
<tr>
<td>c. Don’t agree with HP2010’s priorities</td>
<td>Yes</td>
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<tr>
<td>d. Lack of guidance on how to implement</td>
<td>Yes</td>
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<tr>
<td>e. Too much material</td>
<td>Yes</td>
</tr>
<tr>
<td>f. Too little material</td>
<td>Yes</td>
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<tr>
<td>g. Program not presented as a work tool</td>
<td>Yes</td>
</tr>
<tr>
<td>h. Cost of the documents</td>
<td>Yes</td>
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<tr>
<td>i. Other (specify)</td>
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14. If HHS were to provide technical assistance to help increase your organization’s use of HP2010, in which areas would technical assistance be most helpful? (check all that apply)  

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<table>
<thead>
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<tbody>
<tr>
<td>1</td>
<td>Translating HP2010 into action</td>
</tr>
<tr>
<td>2</td>
<td>Guidance on collecting data to track progress toward HP2010 objectives</td>
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<tr>
<td>3</td>
<td>Providing examples of how other states and/or organizations use HP2010</td>
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<tr>
<td>4</td>
<td>Naming individuals at HHS who can provide assistance with HP2010</td>
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<tr>
<td>5</td>
<td>Providing curriculum materials</td>
</tr>
<tr>
<td>6</td>
<td>Providing data collection tools</td>
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<tr>
<td>7</td>
<td>Providing data evaluation tools</td>
</tr>
<tr>
<td>8</td>
<td>Using HP2010 for partnering/coalition building</td>
</tr>
<tr>
<td>9</td>
<td>Programs demonstrating progress toward HP2010’s goals</td>
</tr>
<tr>
<td>10</td>
<td>Other (specify)</td>
</tr>
</tbody>
</table>
15. What could HHS do to encourage more progress toward the goals and objectives of HP2010?

16. Use the space below to share with us any additional comments you may have about HP2010:

Thank you for completing this survey. Your responses are valuable. Please return your questionnaire in the postage-paid envelope to:

HealthierUS/Healthy People Project # 6093
C/O NORC
1 North State Street, Suite 1600
Chicago, Illinois  60602
1. We are interested in learning more about why some organizations do not use HP2010. Select the reasons below that best describe why your organization does not use HP2010.

**Issues related to the Healthy People program:**

- a. 10-yr timeframes for objectives are too long [ ] [ ]
- b. 10-yr timeframes for objectives are too short [ ] [ ]
- c. Don’t agree with HP2010’s priorities [ ] [ ]
- d. Lack of guidance on how to implement [ ] [ ]
- e. Too much material [ ] [ ]
- f. Too little material [ ] [ ]
- g. Cost of the documents [ ] [ ]
- h. Other (specify)

**Issues related to your organization:**

- i. Insufficient financial resources available for programming/activities [ ] [ ]
- j. Insufficient staff resources [ ] [ ]
- k. Lack of buy-in from primary decision-makers [ ] [ ]
- l. Competing priorities [ ] [ ]
- m. Other (specify) [ ] [ ]

2. What is your opinion of the number of focus areas (28) in HP2010?

- 1 [ ] Too many
- 2 [ ] Too few
- 3 [ ] Appropriate number
- 4 [ ] No opinion

3. What is your opinion of the number of objectives in HP2010?

- 1 [ ] Too many
- 2 [ ] Too few
- 3 [ ] Appropriate number
- 4 [ ] No opinion

4. What could HHS do to encourage more progress toward HP2010’s goals?

5. Do you think the HP2010 initiative is lacking in some way?

- 1 [ ] Yes ➔ If yes, please describe how in the space below.
- 2 [ ] No
- 3 [ ] Don’t Know
6. Use the space below to share with us any additional comments you may have about HP2010:

END

Thank you for completing this survey. Your responses are valuable. Please return your questionnaire in the postage-paid envelope to:

HealthierUS/Healthy People Project # 6093
C/O NORC
1 North State Street, Suite 1600
Chicago, Illinois 60602
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