APPENDIX B: Survey Instrument for Community and Health Service Providers

Montgomery Township Community Health Stakeholder survey

The purpose of this survey is to:
1. Quantify how many people in our community are experiencing barriers to access to health care or social services;
2. Identify resources that are available for these household to meet their needs;
3. Develop our outreach program to fill gaps in services and improve referrals; and
4. Enhance partnerships between service providers to improve service delivery

Survey I: for Health Care Providers
1. Please note whether the data you are providing is specific to Montgomery Township, or is averaged over a larger catchment area. What area? __________________________

2. How many admissions/ER visits do you have per year?
2.a. What percent of those visits are covered by
   Medicare?
   Medicaid?
   Private Insurance?
   No Insurance?

3. Demographics of your uninsured population
   Age Under 18 ______ 18-45 ______ 45-65 ______ 65+ ______
   Race Non-hispanic white ______ African American ______ Hispanic ______
   Asian ______
   Income ranges
   < 100% of poverty level ______ <$22K for family of 4
   100-250% of poverty level ______ < $55K for family of 4
   250-350% of poverty Level “Moderate Income” ______ <$77 K for a family of 4

4. Prevalence of preventable illness in uninsured population:
   4a. % presenting with chronic diseases:
      CVD ______
      Diabetes ______
      Asthma ______
      Colorectal-Breast-Cervical cancer ______

   4. b. Number of visits/days of hospitalization required to manage these cases annually.
       ___________

   Note: Ideally, we would like to compare prevalence of serious illness in these underserved cases compared to illness rates among those with access to care. We are seeking to develop evidence to show whether access to preventive care reduces the impact on acute care providers.

5. Please share any community needs assessment data you may have gathered from the last 5 years.
6. Please list the types of services your organization provides to the community (free or sliding scale clinical services/community education services/other outreach): (attach additional sheets if needed).

Survey 2: for Social Service Providers and Community Organizations
1. Please note whether the data you are providing is specific to Montgomery Township, or is averaged over a larger catchment area. What area? __________________________
2. How many at-risk clients do you serve per year? (total number of people seeking assistance).

At-risk means people who may have difficulty accessing medical, mental health, housing, or social support services on a short or long-term basis. It may be based on economic factors, job loss, physical frailty, or psycho-social factors. We are intentionally leaving this definition broad to better identify community issues in Montgomery. Few of our residents meet the Federal definition of “poor”, but many are struggling to make ends meet or keep their homes.

2a. Health Insurance status (numbers) of your at-risk clients (if known)
   - Medicare
   - Medicaid
   - Private insurance
   - none

3. Demographics of your at-risk population
   - Age
     - Under 18______
     - 18-45______
     - 45-65________
     - 65+_________
   - Race
     - Non-hispanic white________
     - African American________
     - Hispanic _______
     - Asian________
   - Income ranges
     - < 100% of poverty level_______
     - 100-250% of poverty level_______
     - 250-350% of poverty Level “Moderate Income”_______
     - Not low or moderate income, but experiencing short-term economic disruption_____

4. Types of services requested by your at-risk clients (check as many as apply)
   - Often
   - Sometimes
   - Rarely
   - Never
   - Food
   - Holiday baskets
   - Housing assistance
   - Mental Health
   - Rx assistance
   - Dental
   - Optical
   - Medical
   - Transportation
   - Energy costs
   - Legal
   - Filling out applications for insurance, negotiating bureaucracy
   - OTHER—Tell us what your clients need most:
     ____________________________________________________________________
     ____________________________________________________________________

5. Have you completed a needs assessment within the last 5 years, and can you share the results with us?

6. What services do you offer to your at-risk clients? (see above list)

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Survey #3: Schools and Day Cares
1. Please note whether the data you are providing is specific to Montgomery Township, or is averaged over a larger catchment area. What area? __________________________

2. How many children are eligible for the free/reduced price lunch program, or other “sliding Scale” programs you offer?_______ out of a total school population of __________

3. How many students do you have that presenting with chronic disease? (Diabetes/Asthma/other)________ children
   3a. How many of these children have poorly managed conditions that could benefit from preventive care and education on how to manage their conditions?_________
3b. How many students do not have health insurance? __________

3c. How many families are presenting with special needs/hardships that could benefit from short-term or specialty assistance programs? Types of services (check all that apply):

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<tr>
<th>Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
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<tr>
<td>Food</td>
<td>Holiday baskets</td>
<td>Housing assistance</td>
<td>Mental Health</td>
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<td>Rx assistance</td>
<td>Dental</td>
<td>Optical</td>
<td>Medical</td>
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<tr>
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APPENDIX C

“Peer Outreach” – NACCHO Grant Implementation Project

As a result of the surveys conducted with community agencies serving the residents of Montgomery, it appears that there is limited “hard” statistical data but a wealth of “soft”, more anecdotal data regarding the township’s at-risk population:

- “At-risk” population does not want to be recognized, i.e. families that have either experienced a financial crisis (loss of a job) or are having a difficult time maintaining their standard of living due to economic inflation (especially dramatically increased local taxes over the past 10-13 years).
- Montgomery residents want to be “givers”, not recipients, of support.
- There may be a GAP between the services that are available to at-risk residents and the AWARENESS that they exist, and how to access the needed services.
- The need to assist at-risk residents to shift their perspective, i.e. many at-risk residents are accustomed to receiving their goods and services (health care, medications, food, utilities) when they want them, how they want them, and without outside assistance or exposure – in Montgomery, privacy is a cherished commodity. (Newly) at-risk residents will need assistance in understanding that while supportive services may not be as ideal as what they are accustomed to – not as close, not as convenient, not as private – there are options available to help them through their (temporary) crisis.

The “Peer Outreach” model - tentatively named “I Have a Friend …” to reflect the desire for anonymity - will address these issues by using a more discreet, subtle method of outreach and promotion of support services and information. Many at-risk residents may be feeling embarrassment or shame for needing assistance (one family using the Food Pantry said “We were always the family bringing food to the Pantry … we never thought we would be using the Pantry”). While this is an important concept to acknowledge as a barrier to residents using support services, it may also be the KEY to developing a successful outreach program.

Developing “I have a Friend” will be a five (5) step process:

1. Create a clearinghouse of referral resources. Information will be available via a link on the municipal website and by phone.
2. Conduct focus groups of community leaders (PTA Executive Officers, Rotary Club members, representatives from the Senior Citizen Club and the Senior Nutrition Site, public meeting through the library, etc) to confirm that our project plans are “on target”.
4. Create tear-off flyers with contact information for referrals (phone and website information).
5. Utilization of “I Have a Friend” will be measured by 1. number of phone calls requesting information, 2. number of “hits” to the website, and 3. number of slips torn off of flyers. If possible, we will ask service providers to ask Montgomery participants “How did you hear about us?”.
The “Peer Outreach” Project will develop avenues that INDIRECTLY reach at-risk residents, including but not limited to:

- **BUILD COMMUNITY CAPACITY.** Organize neighborhood “Coffee Klatches” to educate not (currently) at-risk residents with information about support services – often it is information shared by “word of mouth” that is most effective when anonymity is important to those who are at-risk. Participants will be “ambassadors” for support services – based on the assumption that residents want to be “givers”, enrollment in a “Coffee Klatch” will rely on the message that “we need your help … do you want to help?”.  
- Utilize existing communication systems that are not specifically directed to at-risk residents, e.g. Parent Connect (Board of Education e-blast), municipal newsletter (electronic and paper), recreation newsletter and/or programs, National Night Out, Boy/Girl Scouts, Senior Center, Continuing Education, Montgomery News. 
  - Develop a “branded” flyer, notice, bookmark, etc that will be a quick link for residents who know of someone (neighbor, friend, family of child’s classmate) who may need some type of assistance … “I have a friend …”  
- Create a CLEARINGHOUSE of referral resources, including: Montgomery Public Health Services Directory – both hard (paper) and electronic versions; NJ Self Help Clearinghouse; “211” as a clearinghouse of support services (note - it will be important to contact 211 to be sure that all services available to Montgomery residents are entered into the 211 database); specific resources that may be most appropriate for our community, e.g. Food Pantry, pharmaceutical assistance, PSE&G (utilities) assistance program; private mental health providers; dental clinics.  
- Focus on potentially more at-risk sections of Montgomery, e.g. Princeton Hills and Pike Run. These are lower income housing developments - tear-off flyers will be posted in community centers and/or laundry rooms.  
- As there may be a Hispanic population that either lives – or works – in Montgomery, explore the possibility of translating outreach materials into Spanish. If possible, identify where these families live to target bilingual promotion in those geographic areas.