

# How Do Sauk County Residents Get Health Information Survey Results



Together we thrive

# Why did we conduct this survey?

The goal was to learn how Sauk County Residents gather information on public health issues and gauge the opinions on the desired functions of Public Health.

We contracted with the Survey Research Center at the University of WI-River Falls to conduct the survey.



This research has been approved by UW-River Falls' Institutional Review Board (IRB# FY2024-57).



# Who was sent the survey?

- Mailed to 650 randomly selected households outside of the cities of Baraboo and Reedsburg (Rural Residents)
- Emailed to 1,000 randomly selected residents in the cities of Baraboo and Reedsburg (Urban Residents)
- Emailed to 333 randomly selected Teenage Residents ages 15-17
- Survey distribution began on March 11, 2024 and data collection concluded on April 29, 2024





# Who answered the survey?

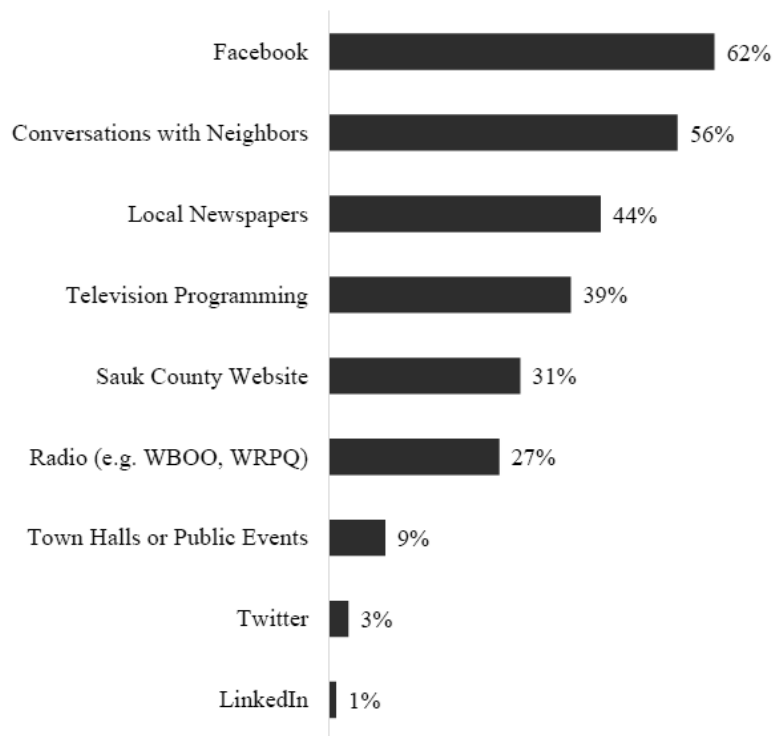
- 358 total responses
  - 162 responses from Rural Residents
  - 143 responses from Urban Residents
  - 52 responses from Teenage Residents ages 15-17



# 1. How do you currently get information about events, services, or changes happening in Sauk County?

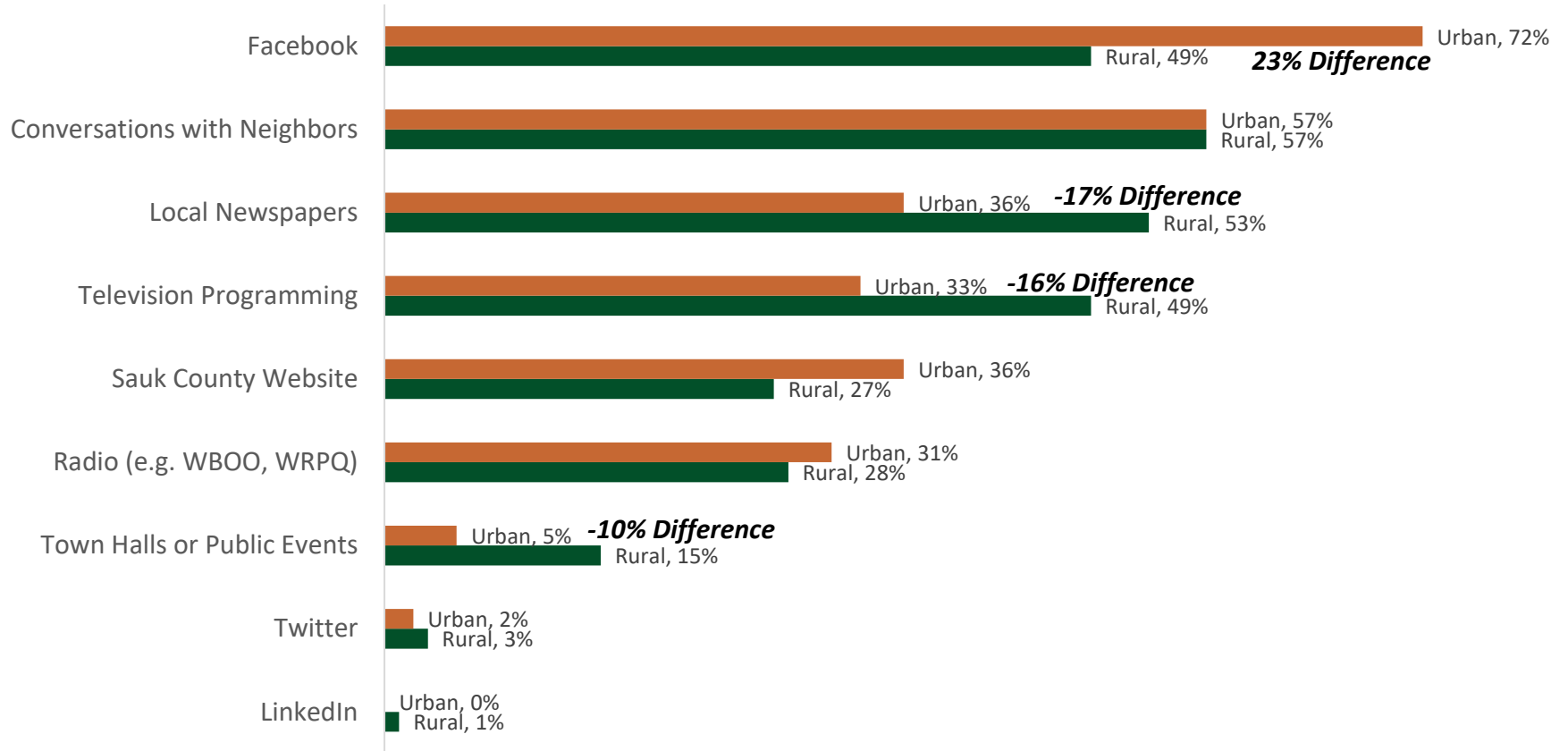
Over 6 in 10 respondents selected **Facebook** as their **current** method of seeking information.

Figure 1. Current Information Sources on Sauk County Events



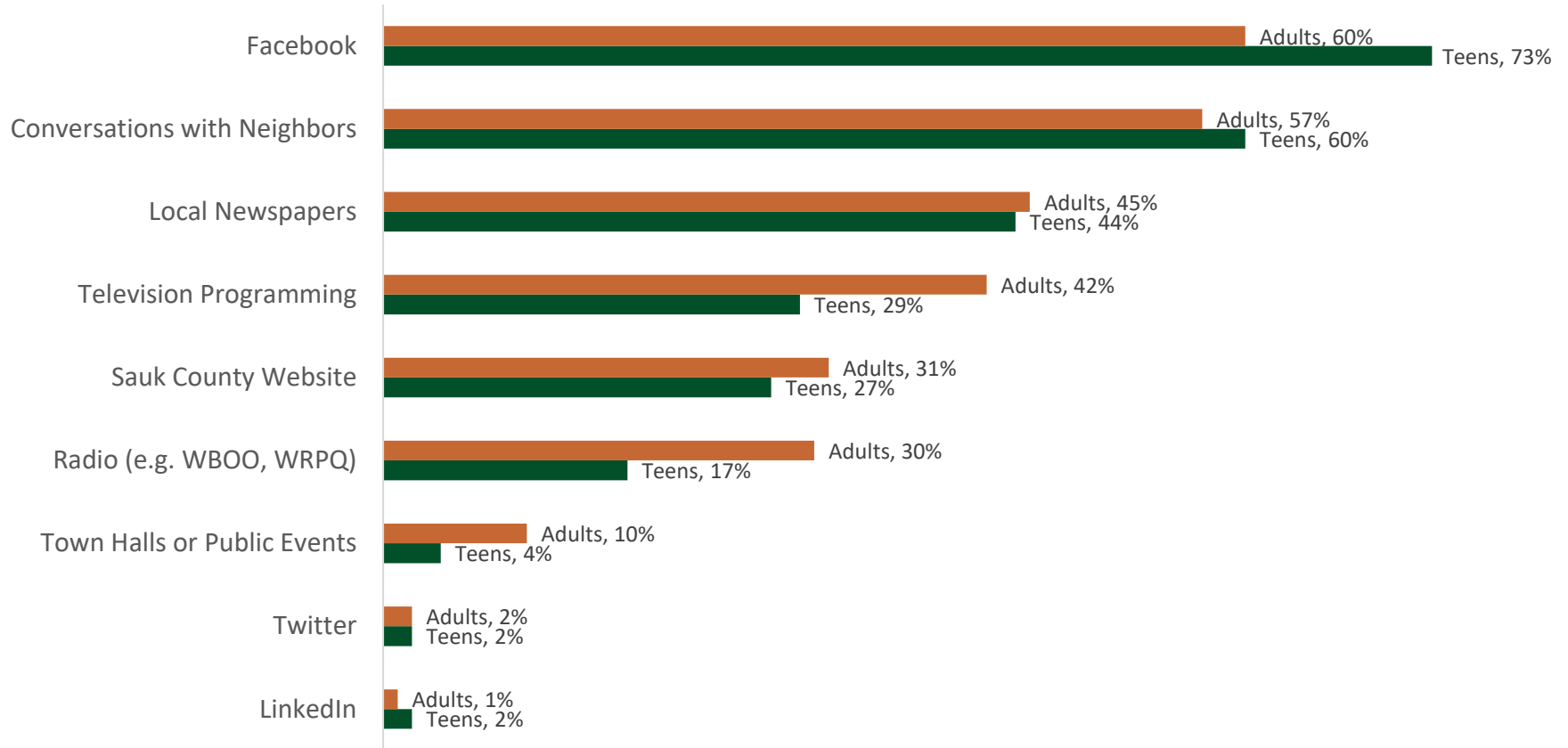


# Current Sources of Information on Sauk County Happenings: Urban vs Rural Respondents





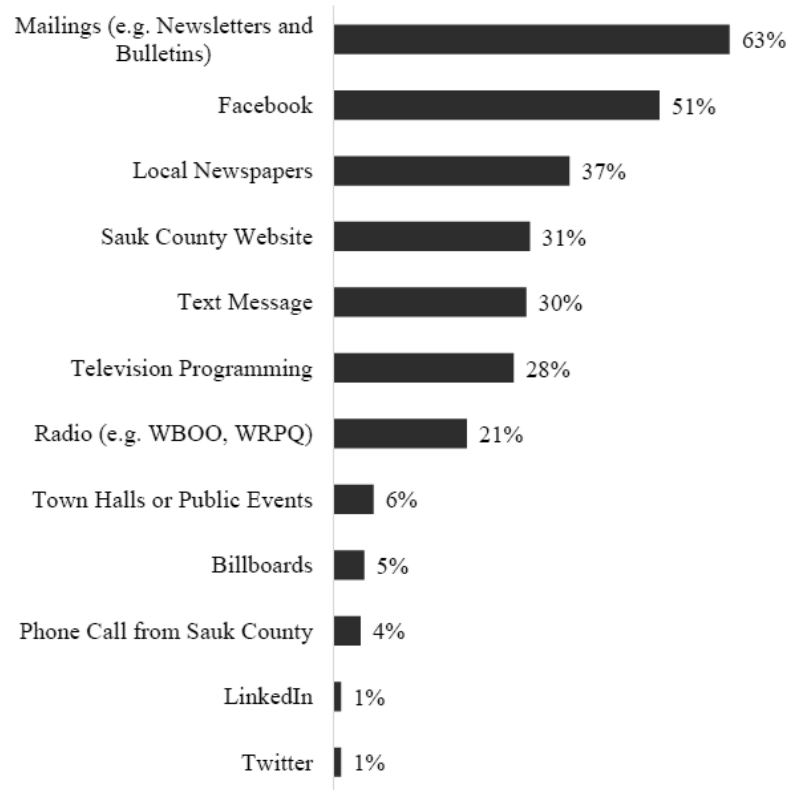
# Current Sources of Information on Sauk County Happenings: Teen vs Adult Respondents



## 2. What are the top three methods through which you prefer to be notified about events, services, or changes happening in Sauk County?

Over 6 in 10 respondents selected mailings as their **preferred** method for receiving information on events, services, ar

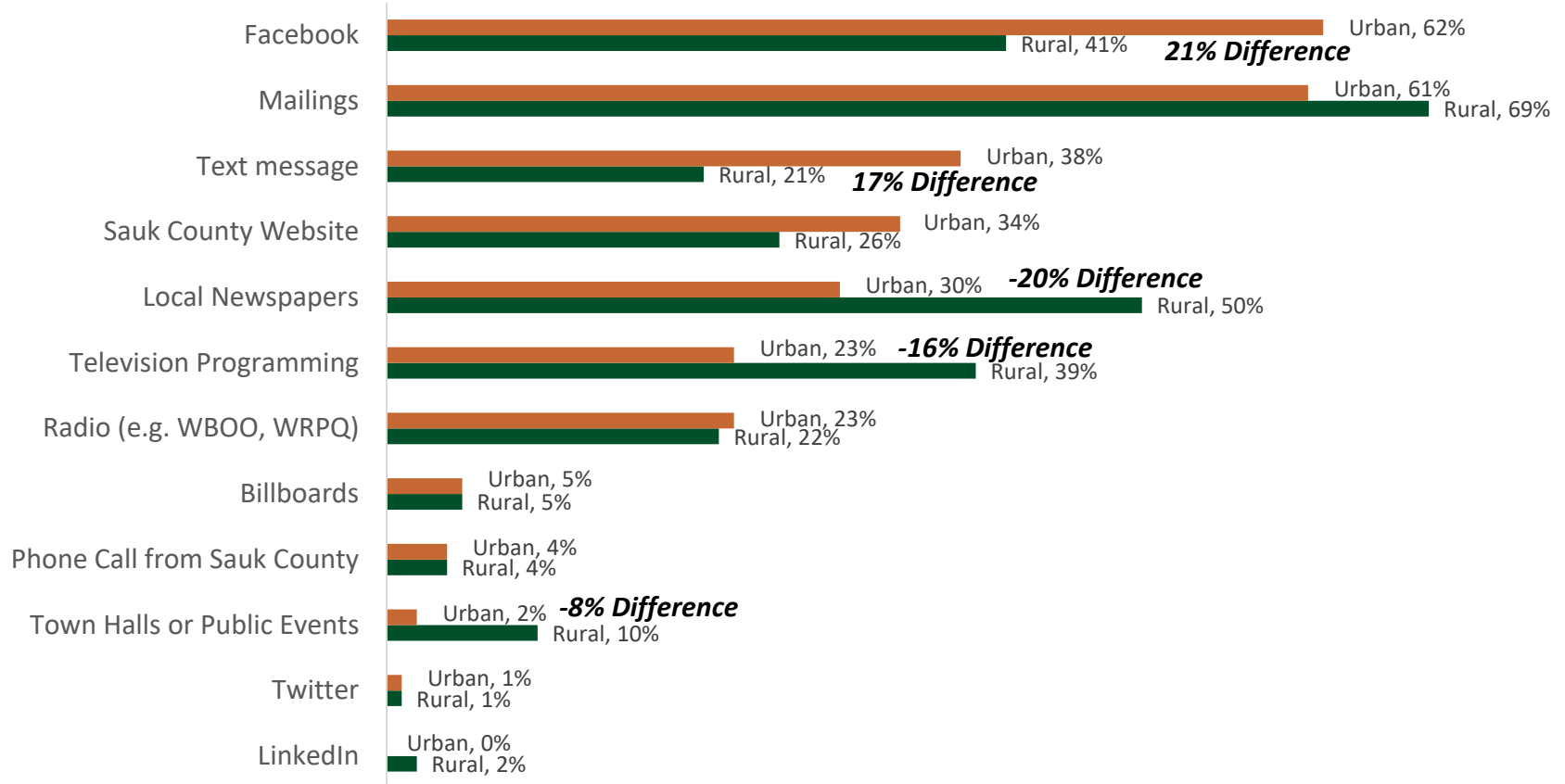
Figure 2. Preferred Information Sources on Sauk County Events





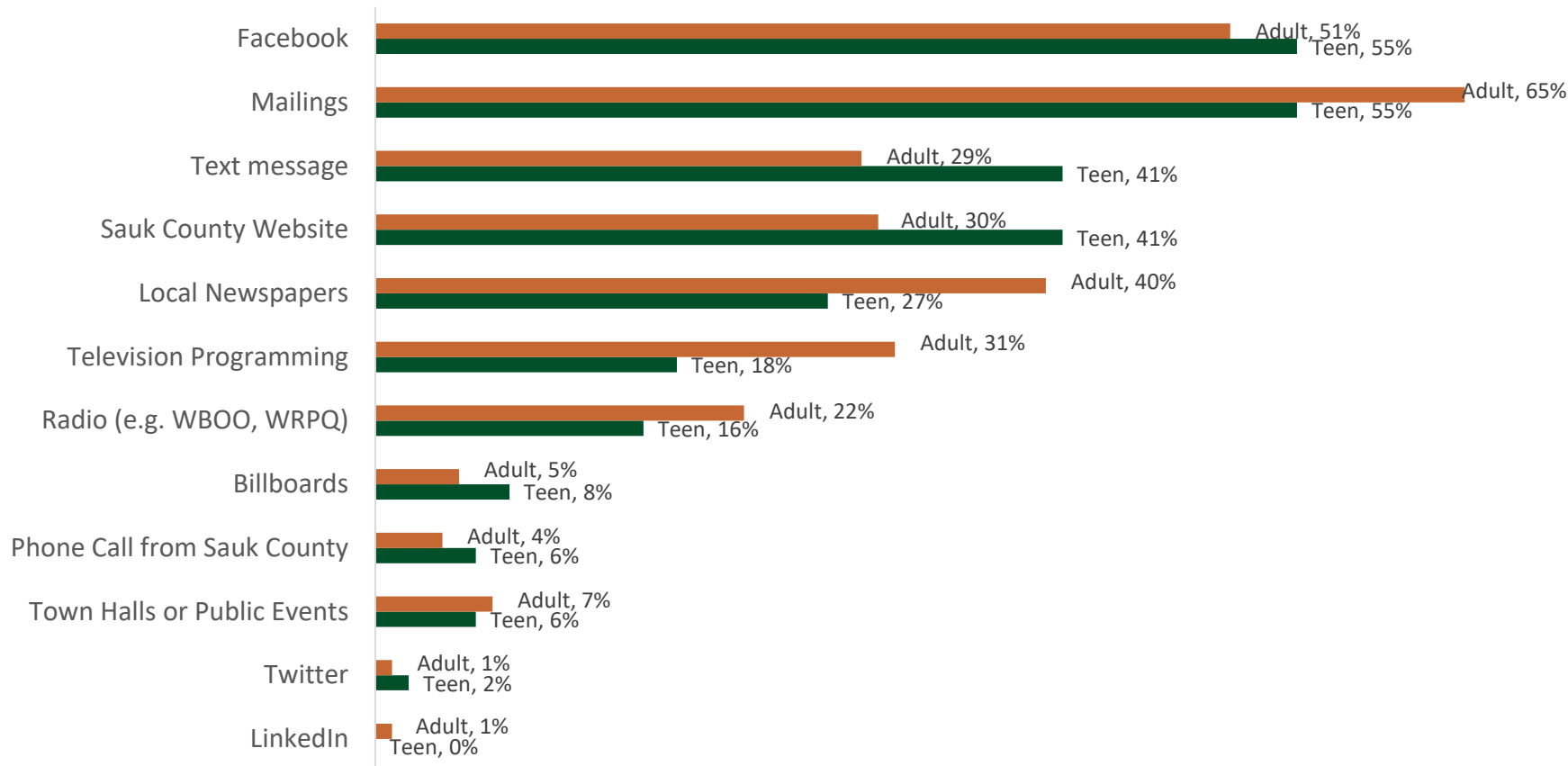


# Preferred Sources of Information on Sauk County Happenings: Urban vs Rural Respondents





# Preferred Sources of Information on Sauk County Happenings: Teen vs Adult Respondents





## Current & Preferred Sources of Information on Public Health Issues

The most popular method of seeking information on public health issues was through an **internet search**. The only exception is vaccines, for which the top-rated method of seeking information was **doctor visits**.

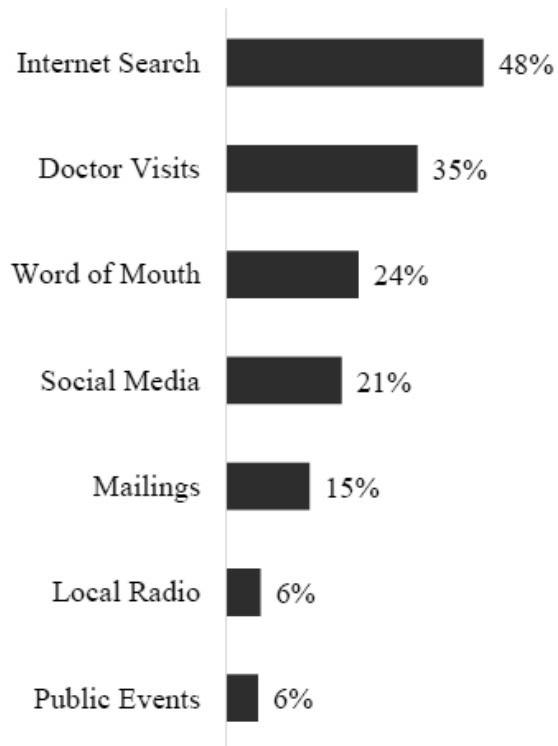
The most preferred method of receiving information on public health issues is **mailings**. The second most preferred method is **social media**.

The next slides will show responses for each public health issue.

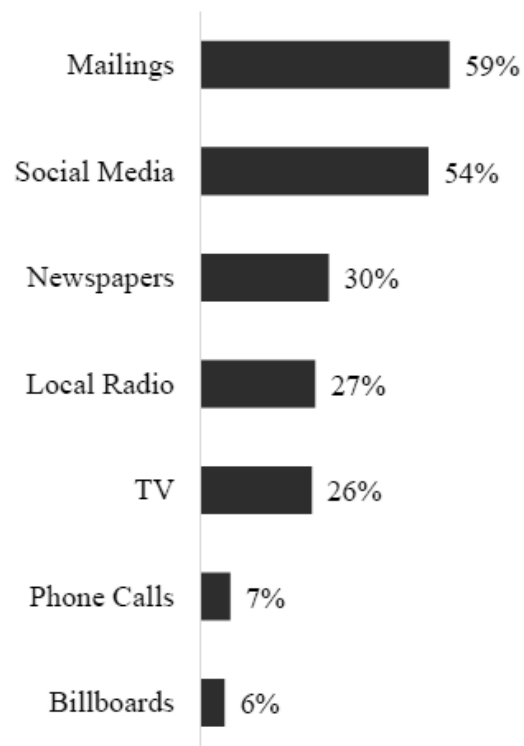


## Current & Preferred Sources of Information on Public Health Issues: Child Nutrition Services

**Figure 3a. Current Information Sources on *Child Nutrition Services***



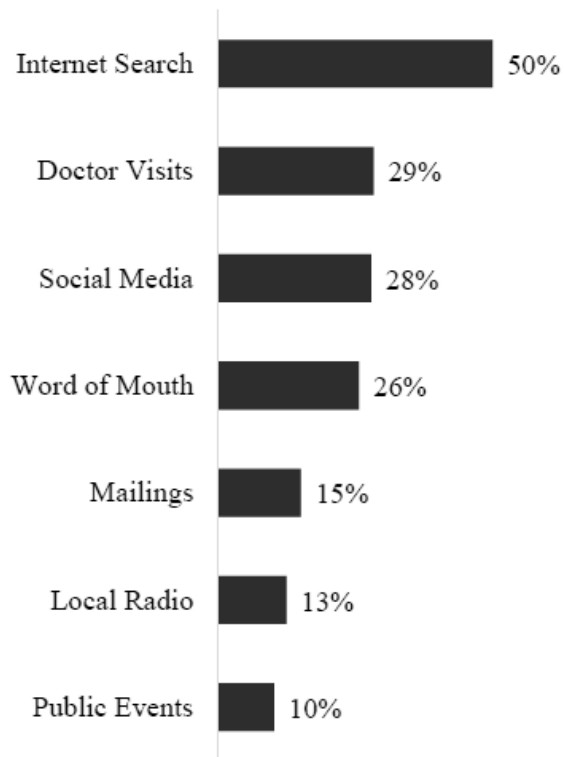
**Figure 3b. Preferred Information Sources on *Child Nutrition Services***



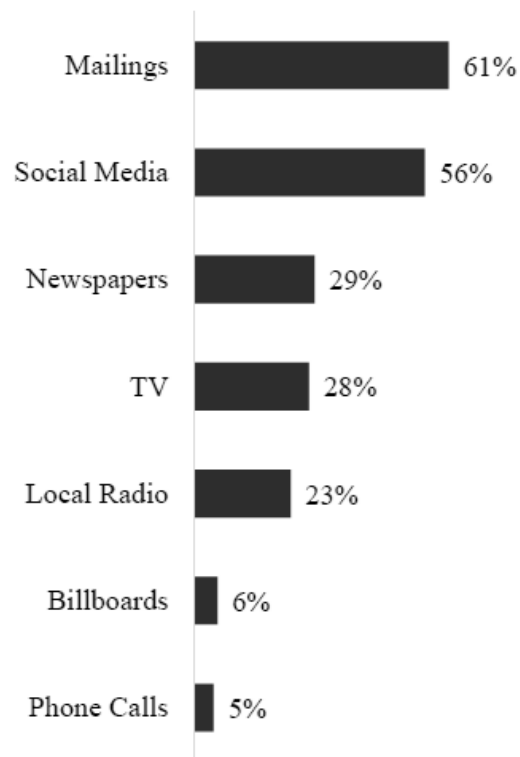


## Current & Preferred Sources of Information on Public Health Issues: Child Safety

**Figure 4a. Current Information Sources on *Child Safety***



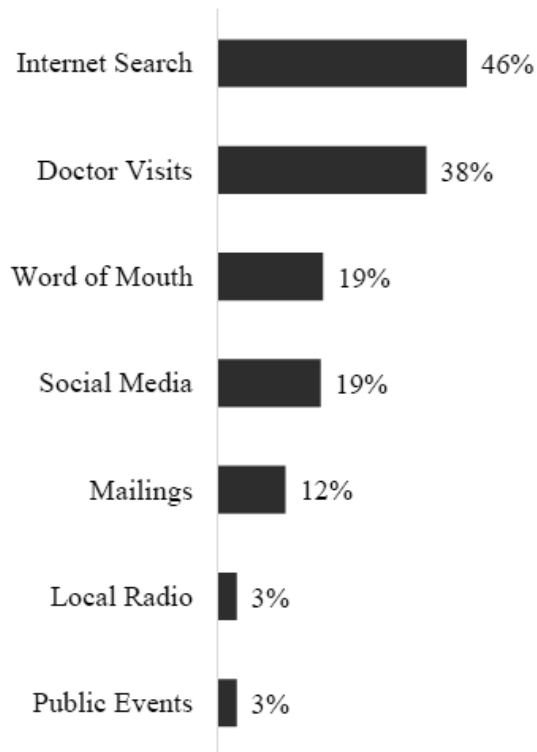
**Figure 4b. Preferred Information Sources on *Child Safety***



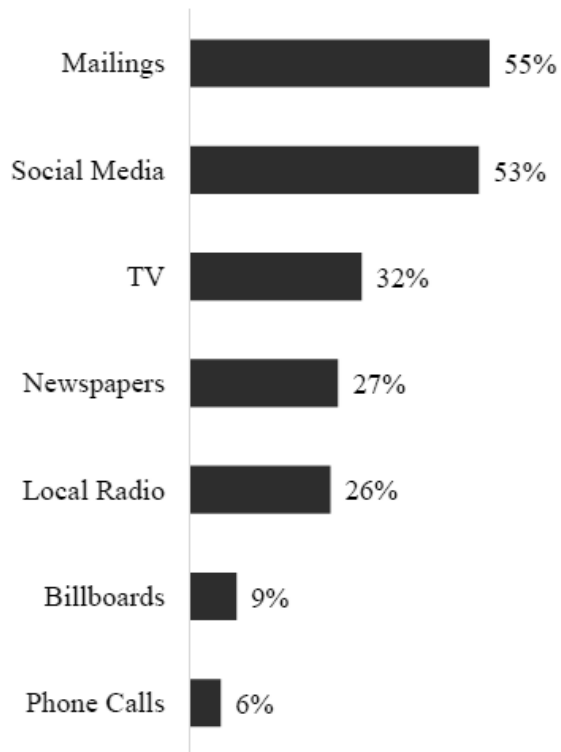


## Current & Preferred Sources of Information on Public Health Issues: Pregnancy Services

**Figure 5a. Current Information Sources on *Pregnancy Services***



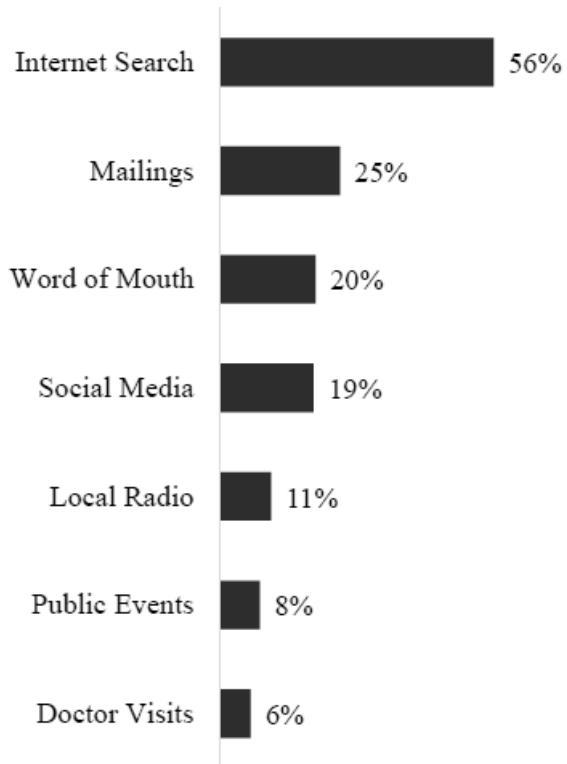
**Figure 5b. Preferred Information Sources on *Pregnancy Services***



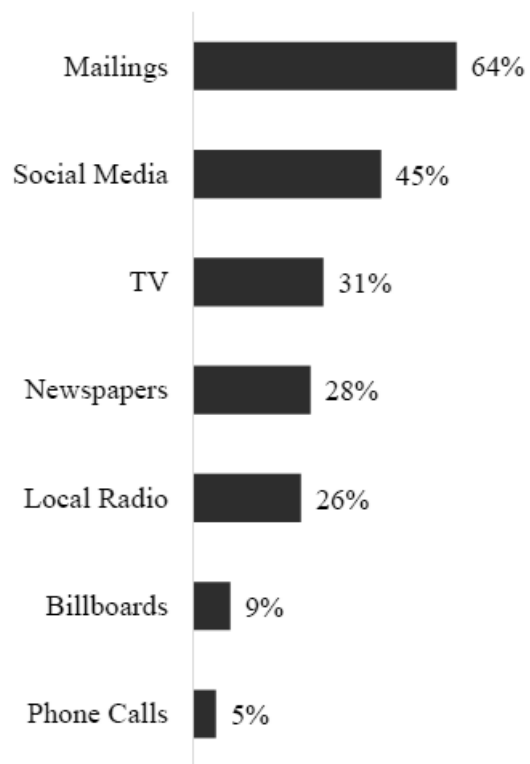


## Current & Preferred Sources of Information on Public Health Issues: Radon

**Figure 6a. Current Information Sources on Radon**



**Figure 6b. Preferred Information Sources on Radon**

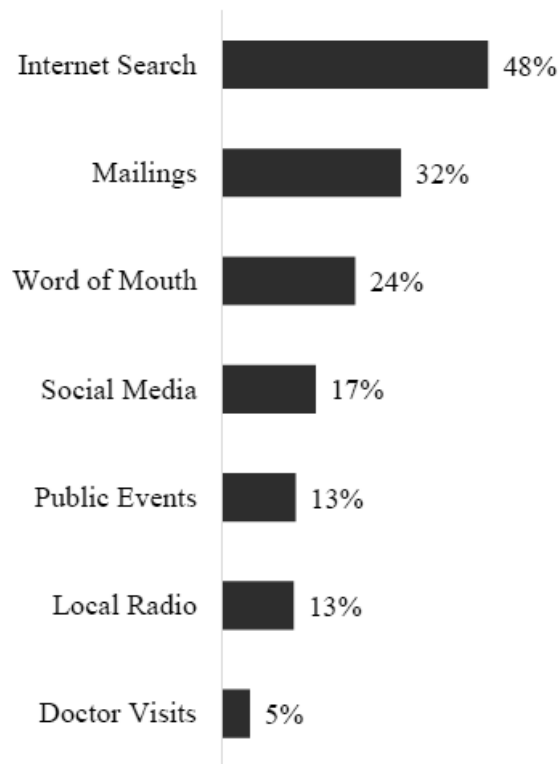




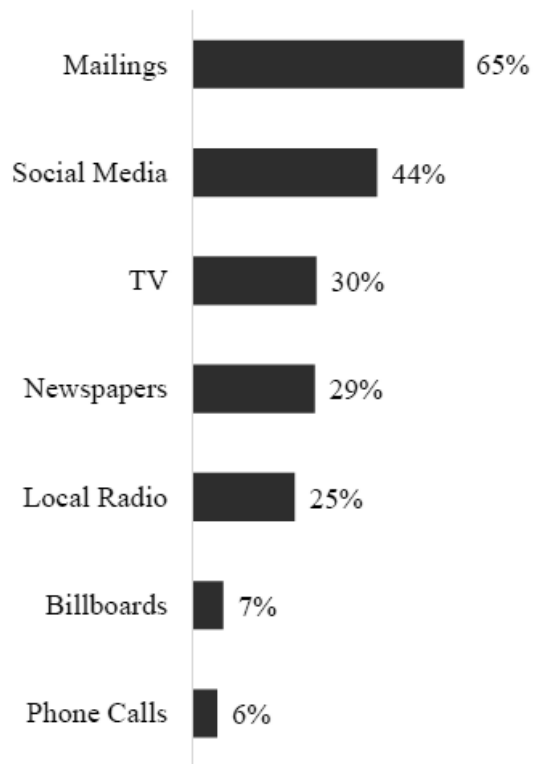


## Current & Preferred Sources of Information on Public Health Issues: Well Water

**Figure 7a. Current Information Sources on Well Water**



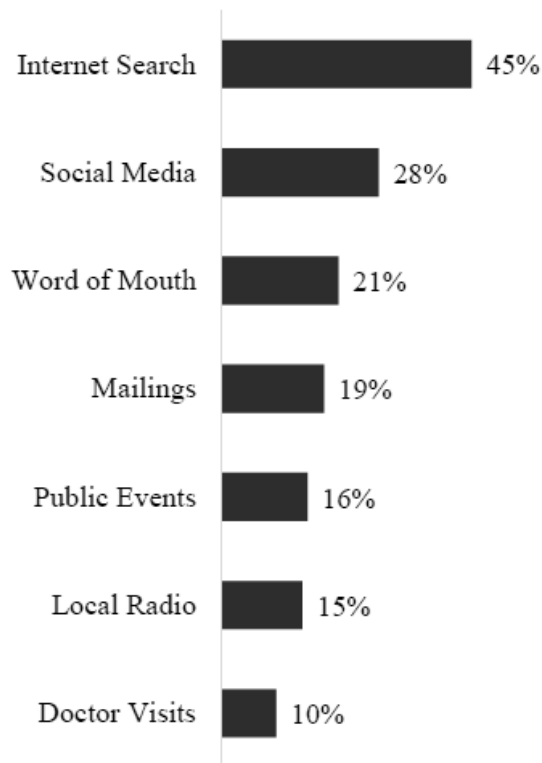
**Figure 7b. Preferred Information Sources on Well Water**



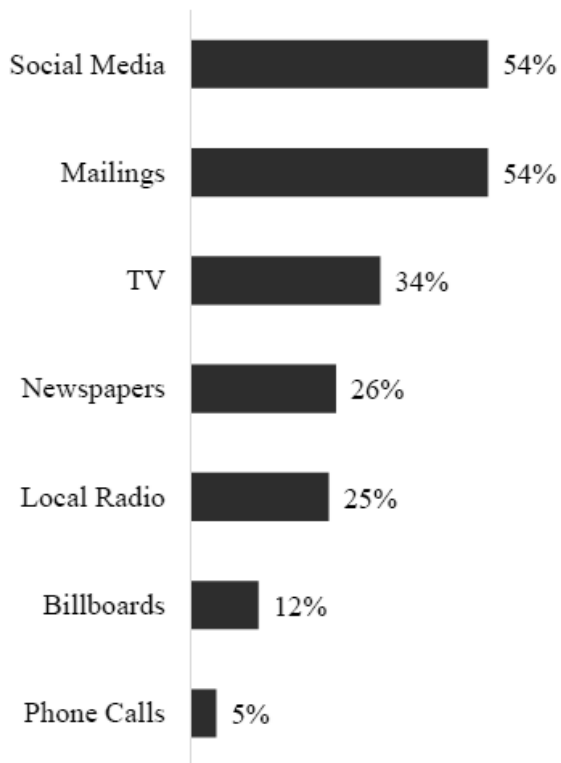


## Current & Preferred Sources of Information on Public Health Issues: Narcan

**Figure 8a. Current Information Sources on *Narcan***



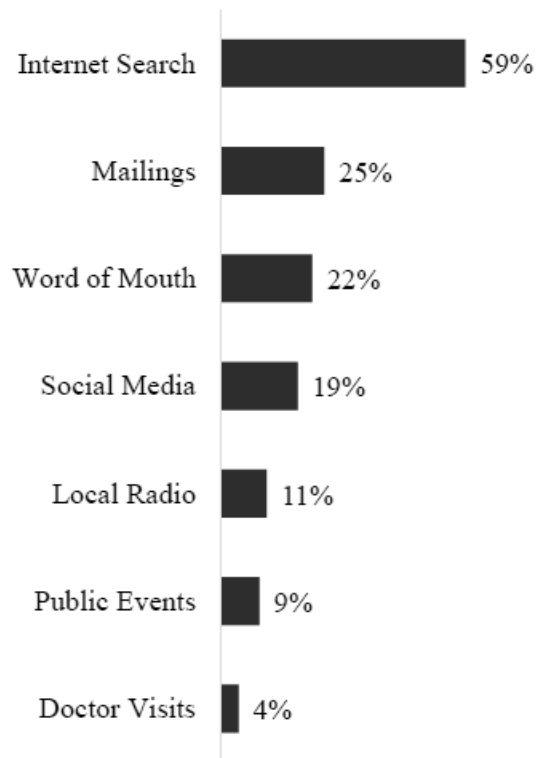
**Figure 8b. Preferred Information Sources on *Narcan***



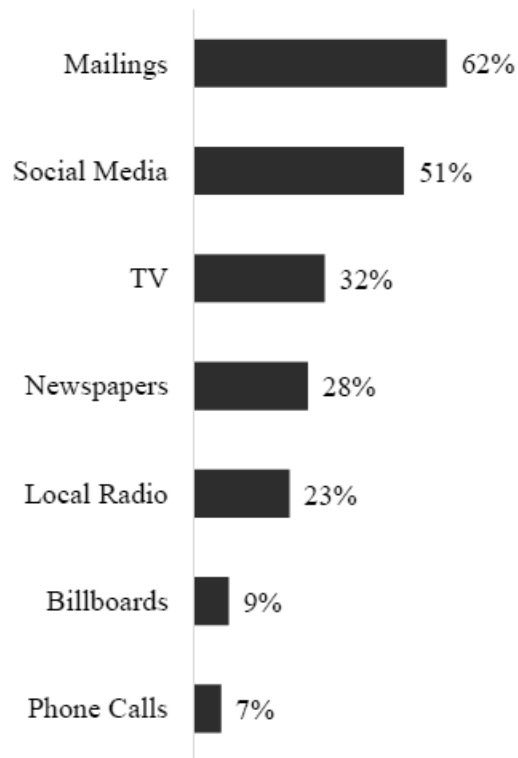


## Current & Preferred Sources of Information on Public Health Issues: Carbon Monoxide Detectors

**Figure 9a. Current Information Sources on *C. Monoxide Detectors***



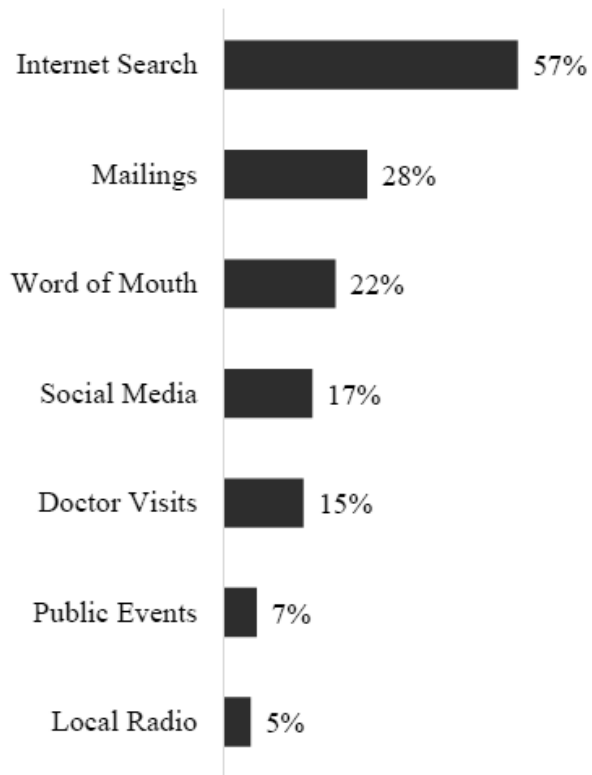
**Figure 9b. Preferred Information Sources on *C. Monoxide Detectors***



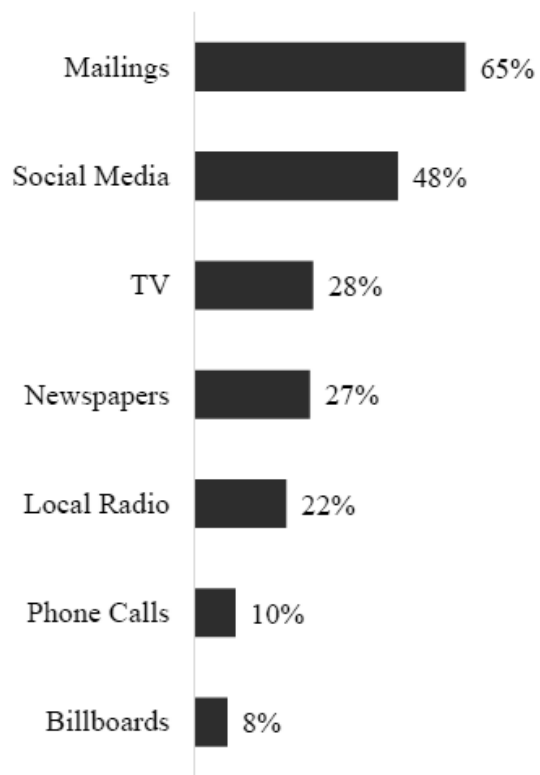


## Current & Preferred Sources of Information on Public Health Issues: Medicaid/Badger Care

**Figure 10a. Current Information Sources on Medicaid/Badger Care**



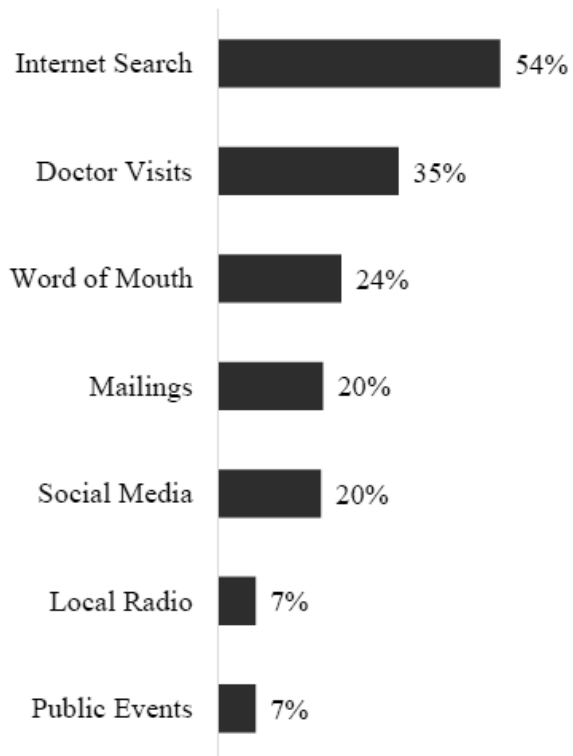
**Figure 10b. Preferred Information Sources on Medicaid/Badger Care**



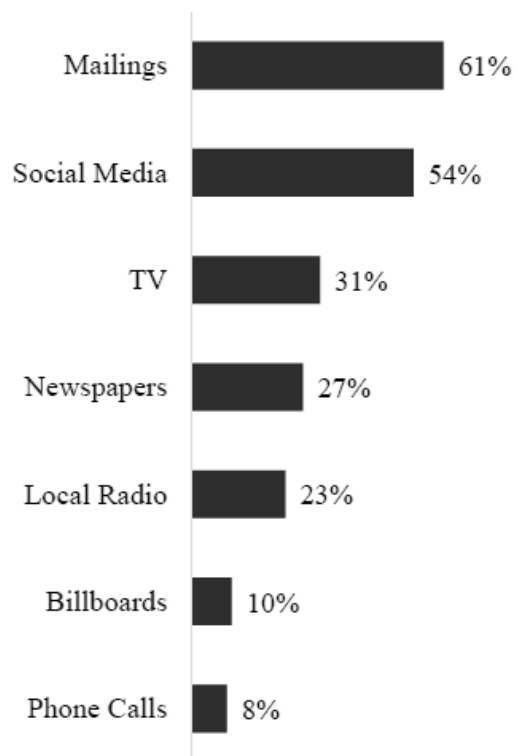


## Current & Preferred Sources of Information on Public Health Issues: Mental Health Services

**Figure 11a. Current Information Sources on *Mental Health Services***



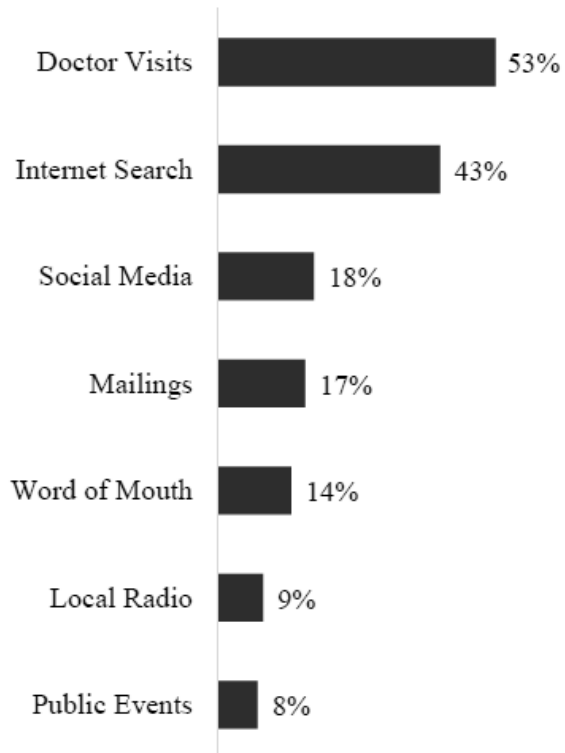
**Figure 11b. Preferred Information Sources on *Mental Health Services***



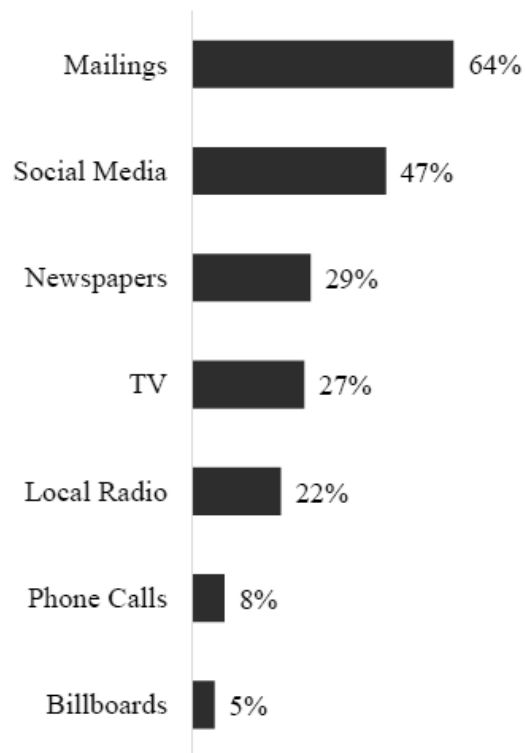


## Current & Preferred Sources of Information on Public Health Issues: Vaccines

**Figure 12a. Current Information Sources on Vaccines**



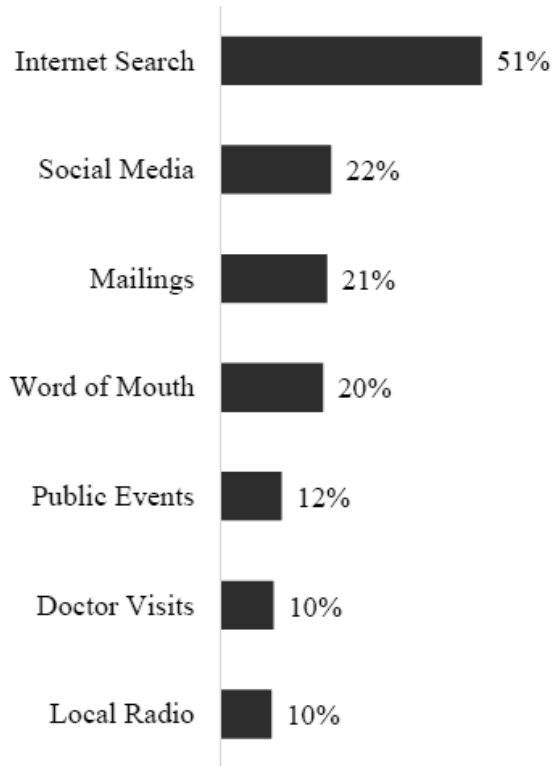
**Figure 12b. Preferred Information Sources on Vaccines**



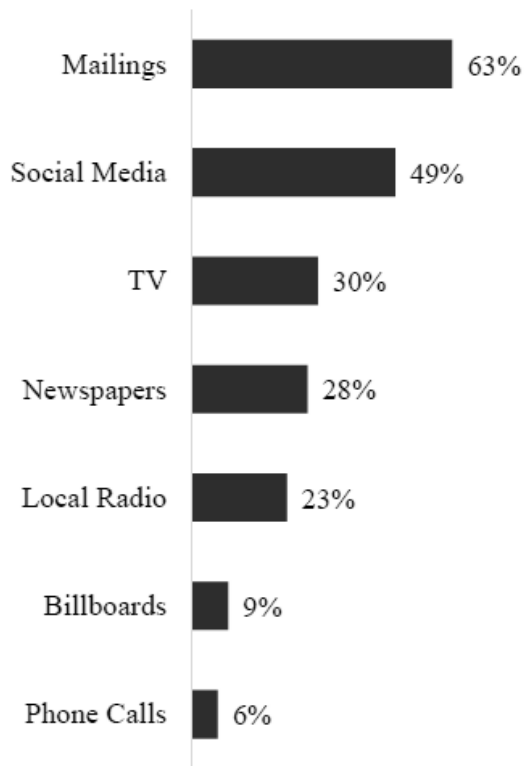


## Current & Preferred Sources of Information on Public Health Issues: Safety Devices (Prescription Lockboxes/Gun Locks)

**Figure 13a. Current Information Sources on *Safety Devices***



**Figure 13b. Preferred Information Sources on *Safety Devices***



# Opinions on the Functions of Public Health Sauk County

5. Which of the following do you think should be the **top three** functions of the Public Health Sauk County. **Select three only.**

Provide general information on public health issues

To be the first responder to a public health crisis

Educate and spread awareness about public health risks

Ensure that health services are provided to residents efficiently and at low-cost.

Create, champion, and implement policies, plans, and laws that impact health

Ensure that adequate health services are available in communities in Sauk County

Prevent the spread of communicable diseases

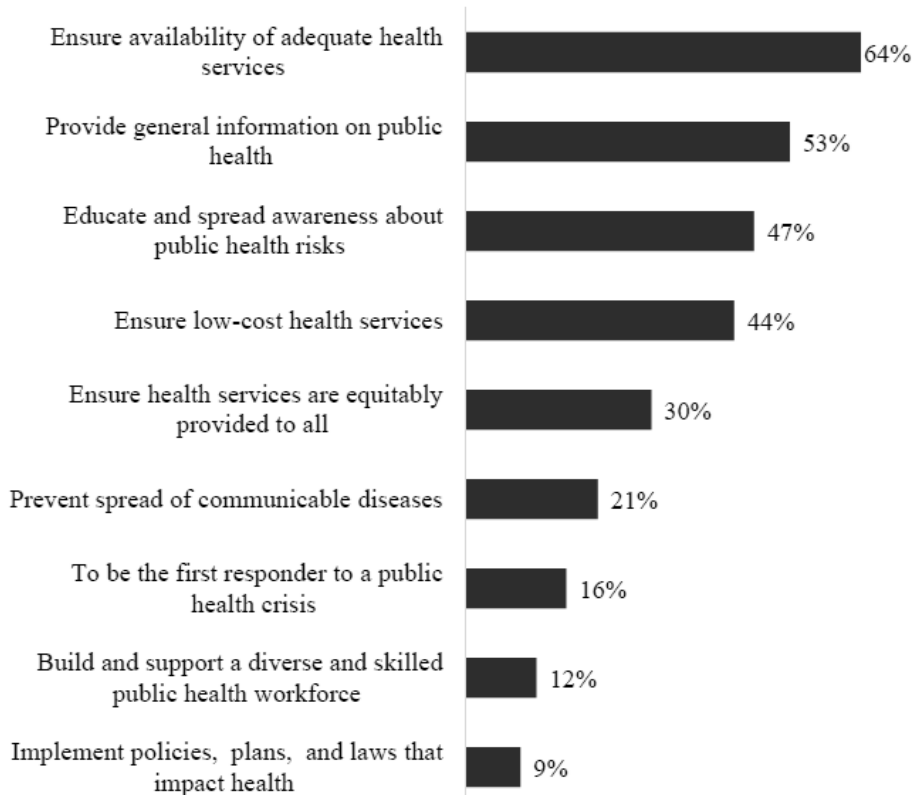
Ensure that health services are equitably provided to all community members

Build and support a diverse and skilled public health workforce

Other, specify: \_\_\_\_\_

According to residents, the most important function of the Sauk County Public Health should be to *ensure that adequate health services are available in the community*. The second and third most important functions, selected by about half of the residents, should be to *provide general information on public health issues* and to *educate and spread awareness about public health risks*.

**Figure 14. Most Important Functions of Sauk County Public Health**





# Comments

6. Are there any additional services or information that you would like the Sauk County Public Health department to provide that has not been covered in the survey already?

*"I don't even know what Public Health Sauk County is or does. As far as I know, I have to have insurance to get healthcare, unlike most other nations."*

*"When considering radio as communication method, please include WRCO out of Richland Center. Spring Green, and others in the Southwest corner, consider that "our" radio station. Use libraries as a communication outlet as well."*

*"Mental Health as a public health issue needs more awareness."*

*"Focus on taking care of the children's health if you must prioritize limited resources."*

*"Housing resources, grants, help for the low income or single mommies."*

*"Housing for senior citizens and affordable [services]."*

*"I think the health dept is doing a good job."*

# Comments

*“Contacting the elderly can be a real problem. Forget the computer, most elderly people do not have one. No matter our circumstance we get mail, watch TV, listen to radio, and see [the] doctor. Other than knocking on the door, that's the key.*

*EXAMPLE: I'm 85, my wife (89) and in poor health. My background is computer science, I have smart phones and computers, but I don't live on them like younger people do. My time is occupied taking care of me, my wife, and our home. The best way to keep me informed is through doctor (handouts) or mail. TV would be next best. Possibly have the county do a quarterly mailing.”*

*“I feel that you have covered: 1) immunization 2) preventative healthcare 3) awareness of new health issues or changes in our environment that impact our health 4) safe clean wells (water).”*

*“Information for aging community members [and] services that are available to them. So many don't know what services are available.”*

*“Keep people informed of [any] impending health risk to the public + work to keep us all safe and healthy.”*

# Next Steps:

- Use what we learned to tailor messaging about public health issues and services
- Budget considerations:
  - Mailings are expensive; however, they were frequented indicated as the preferred way Sauk County residents want to receive information
  - Social media ads as another way to reach people