



UNIVERSITY OF WISCONSIN  
**RIVER FALLS**  
SURVEY RESEARCH CENTER

## **SAUK COUNTY PUBLIC HEALTH SURVEY REPORT**

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## **THE SURVEY RESEARCH CENTER**

The Survey Research Center (SRC) is a research organization at the University of Wisconsin – River Falls in River Falls, Wisconsin. Since 1990, the SRC has provided statistically sound, low-cost information gathering services for academics, local units of government, non-profit groups, school districts, and other organizations. The SRC conducts surveys on a wide variety of topics including customer satisfaction, resident experience, business climate, equity and inclusion, labor needs, etc. and completes about 25 to 30 survey projects per year. In alignment with its mission of strengthening communities and supporting education, all SRC projects have the goal of improving the welfare and quality of life for community residents, along with furthering the advancement of scientific research.

## **ACKNOWLEDGEMENTS**

The SRC would like to thank Dr. Treemanisha Stewart, former Public Health Director/Health Officer at Sauk County Public Health, for working with the SRC to develop a productive survey instrument and for promoting the survey. In addition, the SRC thanks Siobhan Allen, Health Data Analyst at Sauk County Public Health, for providing input and collaborating with the SRC to manage the project. Finally, the SRC would like to thank the residents of the Sauk County for taking the time to complete the survey. Without their robust engagement, the successful completion of this project would not have been possible.

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## EXECUTIVE SUMMARY

The survey aimed to gauge the opinions of Sauk County residents on how they gather information on public health issues and on the functions of Sauk County Public Health. The target population for the survey included all 28,307 urban and rural households and all 2,534 residents aged 15-17 years in Sauk County. The SRC received a total of **358 responses**, which represents a response rate of about **18%**. This sample size is slightly smaller than the target of 380 responses and allows for the construction of estimates with a **5.04% margin of error**. However, given that the deviation of the actual margin of error (5.04%) from the statistical standard (5%) is trivial, the SRC does not consider the accuracy of the estimates to be a concern for this report.

Key survey findings are as follows:

### Current & Preferred Sources of Information on Sauk County Happenings

- Over six in ten (62%) of respondents selected Facebook as their *current* method of seeking information on events, services, and changes in Sauk County, making it the most popular source among residents. The second most popular source of information was conversations with neighbors (56%) followed by local newspapers (44%).
- The top three *preferred* methods residents selected for receiving information on events, services, and changes happening in Sauk County were mailings (63%), Facebook (51%), and local newspapers (37%).
- Residents' *current* and *preferred* methods of receiving information do not align as many more residents indicated they currently receive information through Facebook than selected Facebook as their preferred method. Similarly, many residents rely on local newspapers currently to get information, but fewer residents would prefer to get information that way.

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

- The most popular method of seeking information on public health issues, among the seven methods listed in the question, was through an internet search. Over four in ten residents currently seek information through an internet search on child nutrition services (48%), child safety (50%), pregnancy services (46%), radon (56%), well water (48%), Narcan (45%), carbon monoxide detectors (59%), Medicaid (57%), mental health services (54%), and prescription lockboxes (51%). The only exception is vaccines, for which the top-rated method of seeking information was doctor visits (53%).
- The most *preferred* method of receiving information on public health issues is mailings. Well over half of all residents indicated that they prefer to receive information through mailings on child nutrition services (59%), child safety (61%), pregnancy services (55%), radon (64%), well water (65%), Narcan (54%), carbon monoxide detectors (62%), Medicaid (65%), mental health services (61%), vaccines (64%), and prescription lockboxes (63%).

- The second most *preferred* method of receiving information on public health issues is social media. Over four in ten residents indicated that they prefer to receive information through social media on child nutrition services (54%), child safety (56%), pregnancy services (53%), radon (45%), well water (44%), Narcan (54%), carbon monoxide detectors (51%), Medicaid (48%), mental health services (54%), vaccines (47%), and prescription lockboxes (49%).
- There is a notable discrepancy in residents' *current* versus *preferred* information sources. Residents have a strong preference for mailings and social media as methods of receiving information. However, in almost all cases less than one-quarter of residents currently receive information through these two methods.

### **Functions of Public Health Sauk County**

- 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, selected by almost two-thirds (64%) of residents. 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.

## SURVEY PURPOSE & METHODS

The survey aimed to gauge the opinions of Sauk County residents on how they gather information on public health issues and on the desired functions of Sauk County Public Health. In collaboration with Sauk County Public Health, the SRC developed the survey questionnaire and created both paper and online versions of the instrument. The target population for the survey included all 28,307 urban and rural households and all 2,534 residents aged 15-17 years in Sauk County.

The SRC used a mixed methods approach to develop the sampling frame for this survey. To target the rural regions of the county, 650 randomly selected households outside of the City of Baraboo and the City of Reedsburg were included in the sampling frame. The survey was distributed to these households through mail. Using the Dillman Tailored Design method, the initial mailing was followed by a post-card reminder three weeks later, and a second copy of the survey three weeks after the post-card reminder.

Residents of the City of Baraboo and the City of Reedsburg represented the urban population of Sauk County and were included as a separate component of the sampling frame. The SRC invited a random sample of 1,000 residents in the City of Baraboo and the City of Reedsburg to complete the online version of the survey through direct email. Another component of the sampling frame was teenage residents of Sauk County (age 15-17 years). A group of 333 randomly selected residents in this age group were invited to take the online survey through email. Periodic email reminders were sent to all recipients of the online survey.

Survey distribution began on March 11 and data collection concluded on April 29, after which no additional survey returns were considered. To construct statistically valid estimates (5% margin of error and within a 95% confidence interval), the SRC needed a sample size of 380 responses from the target population of 28,307 households in Sauk County. The SRC received a total of **358 responses**, which represents a response rate of about **18%**. This sample size is slightly smaller than the target of 380 responses and allows for the construction of estimates with a **5.04% margin of error**. In other words, the smaller sample size leads to somewhat less precise estimates compared to the statistical standard of 5% margin of error. However, given that the deviation of the actual margin of error (5.04%) from the statistical standard (5%) is trivial, the SRC does not consider the accuracy of the estimates to be a concern for this report.

In the next section, we describe the results of the survey. Each survey question has been summarized with the help of a figure and a short narrative. Open-ended responses are discussed in a separate section on page 18, followed by a full list of open-ended comments. In the last section of the report, we present the survey instrument and the frequencies of the responses.

Note: cumulative proportional percentages may not add up to exactly 100% in the figures and tables due to rounding of the numbers.

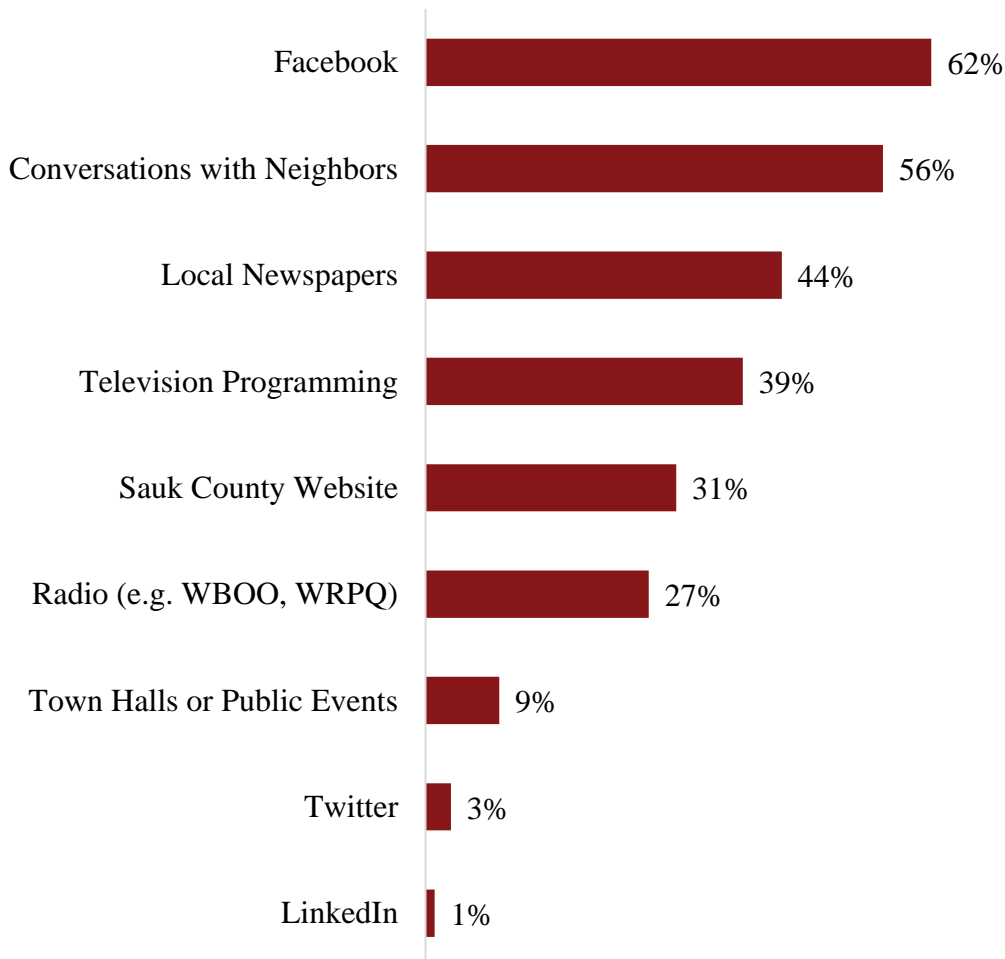
# SURVEY RESULTS

## Current Sources of Information on Sauk County Happenings

Residents were asked to indicate their top-three *current* sources of information regarding events, services, and changes happening in Sauk County. Figure 1 summarizes the results. About six in ten (62%) respondents selected Facebook, making it the most popular way residents seek information on happenings in Sauk County. The second most popular source of information, selected by over half of all respondents was Conversations with Neighbors (56%). Over four in ten (44%) respondents selected Local Newspapers.

The least popular ways residents seek information, selected by less than one in ten respondents were: Town Halls or Public Events (9%), Twitter (3%), and LinkedIn (1%). Around 8% of residents also provided text-entry comments using the “Other, specify:” option on the survey. These responses included email, online news sources, churches, internet search, and community centers.

**Figure 1. Current Information Sources on Sauk County Events**



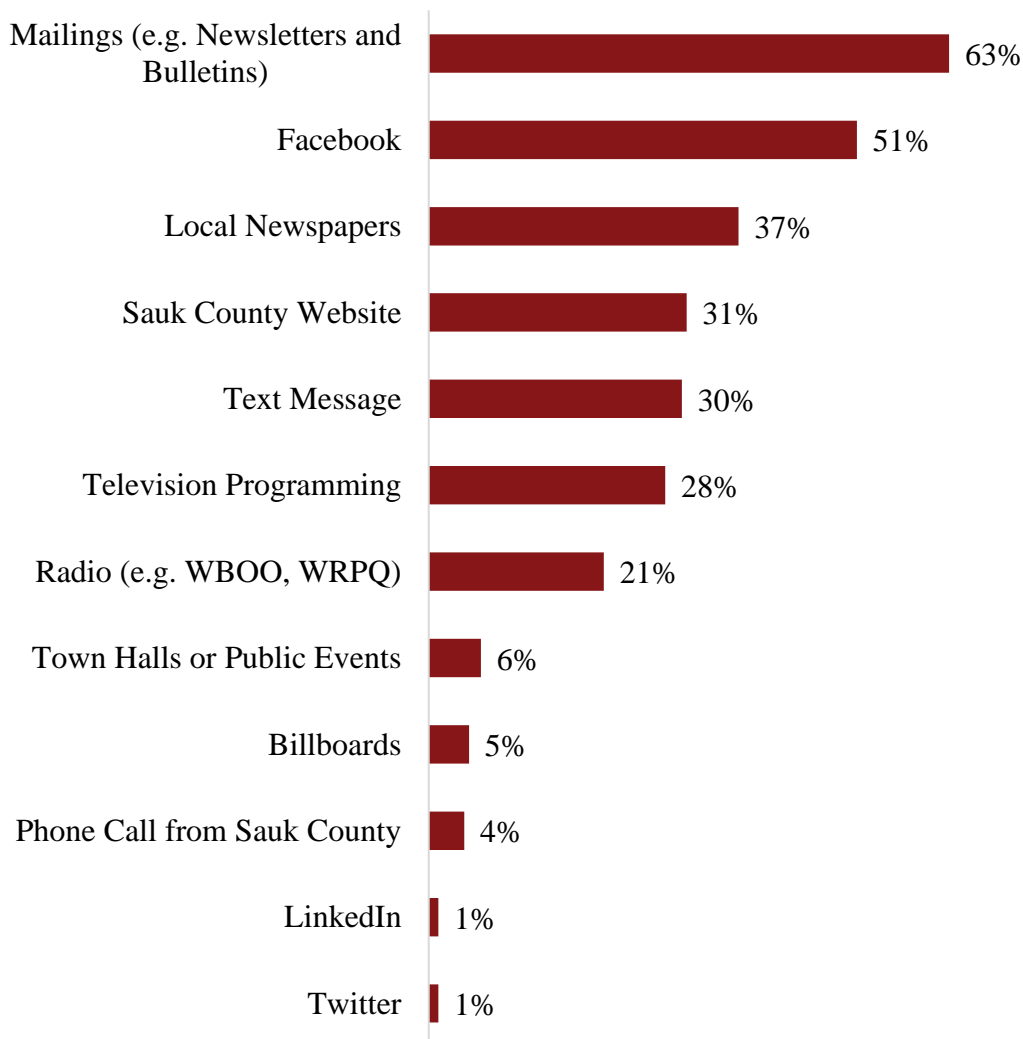


## Preferred Sources of Information on Sauk County Happenings

Residents were asked about their top three *preferred* sources of information regarding events, services, and changes happening in Sauk County. Figure 2 summarizes the results. About six in ten (63%) of respondents selected Mailings (e.g., newsletters and bulletins) as their most preferred source of information. The second most preferred source of information, selected by over half (51%) of all respondents was Facebook, which was also selected as the most popular way residents currently receive information (as shown in Figure 1). Over one-third of residents selected Local Newspapers (37%) as their third most preferred source of information, which was also the third most popular way residents currently get information (Figure 1).

The least popular preferences for getting information regarding Sauk County events, selected by less than one in ten respondents were: Town Halls or Public Events (6%), Billboards (5%), Phone Call from Sauk County (4%), LinkedIn (1%) and Twitter (1%). Around 8% of residents chose the Other (text-entry) option. The most common text-entry response was emails, provided by around half of the respondents who chose this option.

**Figure 2. Preferred Information Sources on Sauk County Events**



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

Residents were asked to indicate their *current* and *preferred* methods for seeking information on a variety of public health issues. Results are presented by juxtaposing the current and preferred information sources for each public health issue in each subsection below.

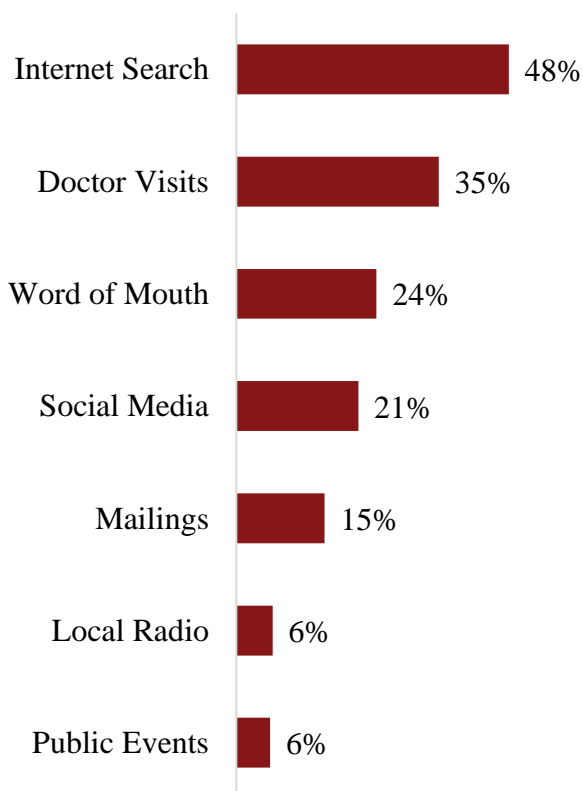
### Child Nutrition Services

Figure 3a summarizes *current* methods for seeking information on child nutrition services. Almost half (48%) of the residents selected Internet Search, making it the most popular way residents seek information on child nutrition services. Around one-third (35%) chose Doctors Visits, and another one-quarter (24%) chose Word of Mouth. About 8% of residents selected Other (text-entry), and responses included TV, family, school districts, and own research.

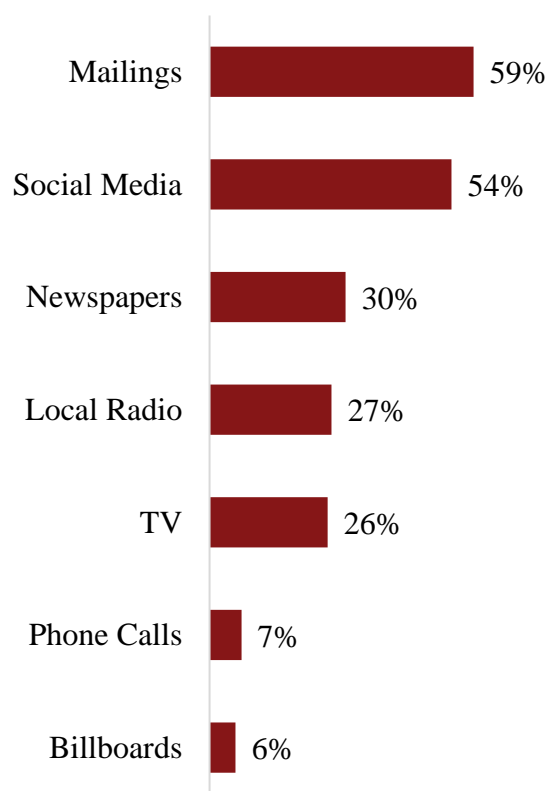
Figure 3b summarizes residents' *preferred* methods for seeking information on child nutrition. Over half of all respondents prefer to receive information through Mailings (59%) and Social Media (54%). Newspapers were the third most popular choice, selected by 30% of residents. Around 8% of residents selected Other (text-entry) and the most common response was emails. Other responses included text messages with links to websites, and internet search.

A notable result is that while the top two most preferred ways of receiving information are Mailings and Social Media, each selected by well over half of all respondents, less than one-in-five respondents currently seek information using these two sources.

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



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



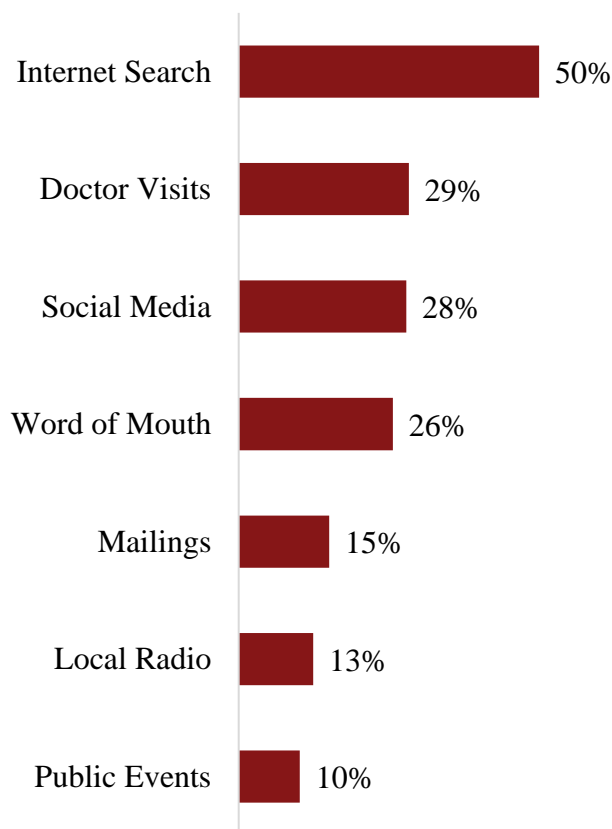
Child Safety

Figure 4a summarizes the *current* methods for seeking information on child safety. The most popular medium for seeking information on child safety, by a wide margin, is Internet Search. Exactly half of the residents selected this option. Over one-fourth of respondents selected Doctors Visits (29%), Social Media (28%), and Word of Mouth (26%). Much smaller proportions selected any of the other options. Around 6% of respondents selected Other (text-entry) and some of the common responses included TV, family, childcare professionals, and police.

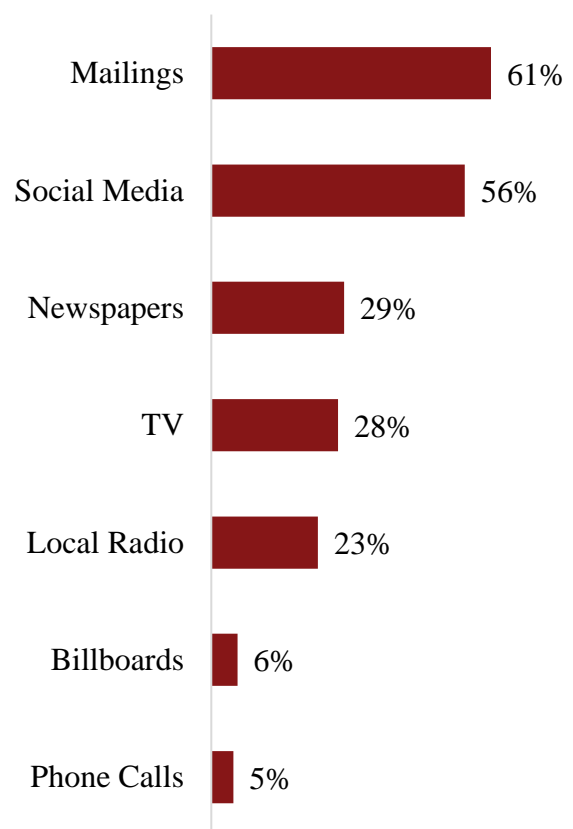
Figure 4b summarizes residents' *preferred* methods for seeking information on child safety. Over half of all respondents prefer to get information on child safety through Mailings (61%) and Social Media (56%). Newspapers were the third most popular choice, selected by 29% of respondents. Around 7% of respondents selected Other (text-entry) and the responses included doctors, emails, texts with a link, and school districts.

As is the case for child nutrition services, there is a significant discrepancy in the proportion of residents who currently seek information on child safety through Mailings and Social Media, and those who selected each as their preferred method. Well over half of the residents prefer to receive information through Mailings and Social Media, but less than one-third currently use those methods.

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



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

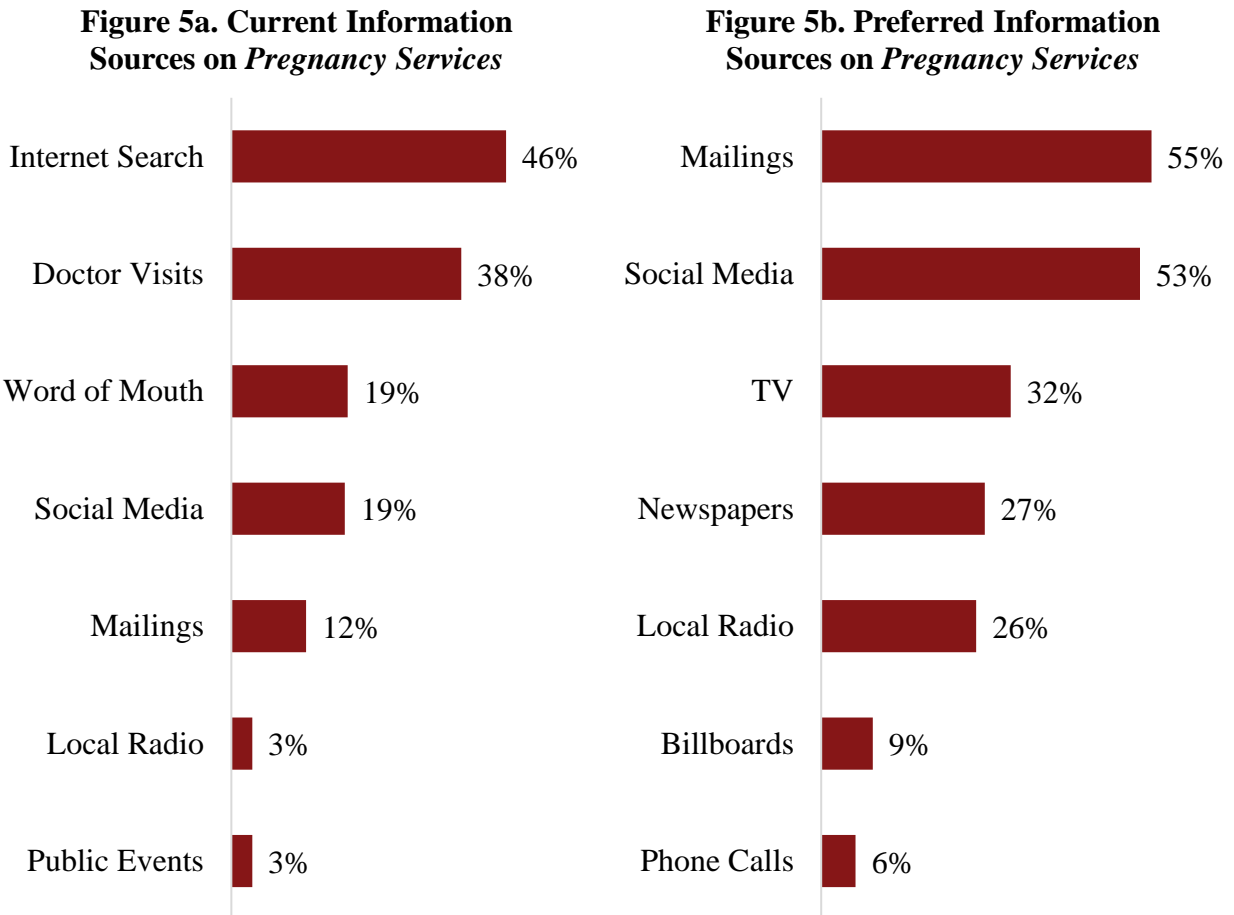


Pregnancy Services

Figure 5a summarizes the *current* methods for seeking information on pregnancy services. Consistent with other public health issues, Internet Search is the most popular way of seeking information on pregnancy services, with almost half (46%) of residents selecting this option. Over one-third rely on Doctors Visits (38%) and around one-fifth rely on Word of Mouth (19%) and Social Media (19%). Much smaller proportions selected any of the other options. Around 6% of residents selected Other (text-entry) and responses included OB-GYN and TV.

Figure 5b summarizes residents' *preferred* methods for seeking information on pregnancy services. Over half of all respondents prefer to get information through Mailings (55%) and Social Media (53%). TV was the third most popular choice, selected by 32% of respondents. Around 9% of residents selected Other (text-entry), with the most common response being email, followed by text messages with link.

As previously noted, there is a significant discrepancy in the proportion of residents who currently seek information through Mailings and Social Media, and those who selected each as their preferred method. Well over half of the residents prefer to receive information through Mailings and Social Media, but less than one-fifth currently use those methods.



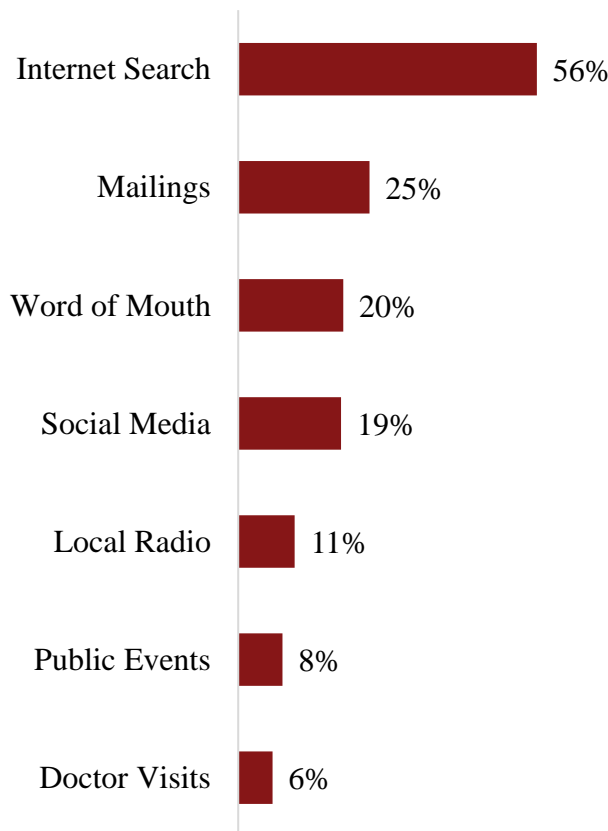
Radon

Figure 6a summarizes residents' *current* methods for seeking information on radon. The most popular medium for seeking information on radon, by a wide margin, is Internet Search, as 56% of residents selected this option. The rest of the options were selected by less than three in ten residents. Around one fourth, or less, rely on Mailings (25%), Word of Mouth (20%), and Social Media (19%) for information on radon. Around 6% of residents selected Other provided text-entry responses. These responses included TV, work, local newspapers, and Aging and Disability Resource Center (ADRC).

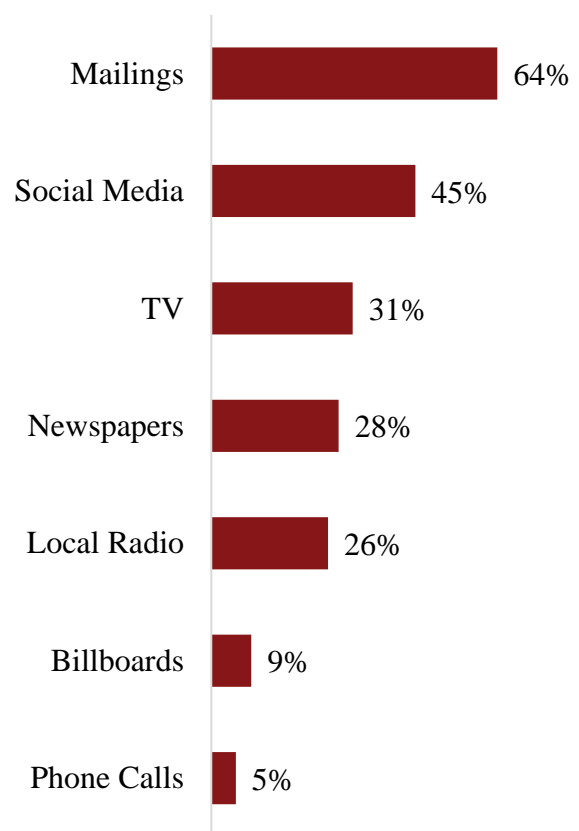
Figure 6b summarizes residents' *preferred* methods for seeking information on radon. Over six in ten residents prefer to get information through Mailings (64%) and over four-in-ten would prefer Social Media (45%). The third most popular choice, TV, was selected by 31% of residents. Around 7% of residents chose Other (text-entry) and the most common response was email, followed by internet search and text.

Consistent with previous responses, there is a large discrepancy in the proportion of residents who currently seek information through Mailings and Social Media, and those who selected each as their preferred method. The difference between the proportion of residents who *prefer* to receive and *currently* receive information was 39% for Mailings and 26% for Social Media.

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



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



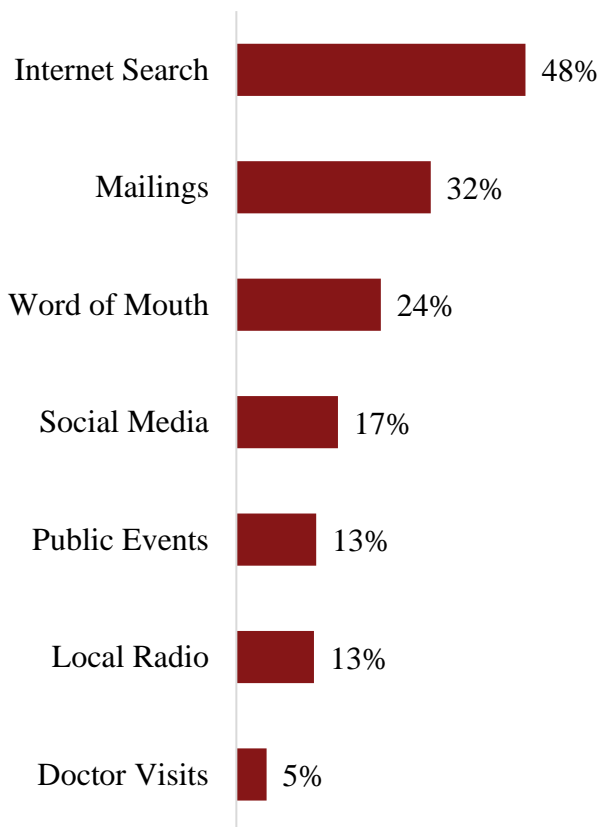
Well Water

Figure 7a summarizes the *current* methods for seeking information on well water. The most popular medium for seeking information on well water is Internet Search, with 48% choosing this option. The second popular choice, Mailings, was selected by around one-third (32%) of residents. Other less popular options included Word of Mouth (24%), and Social Media (17%). Around 7% of respondents selected the Other option. These text-entry responses included TV, local news outlets, and village hall.

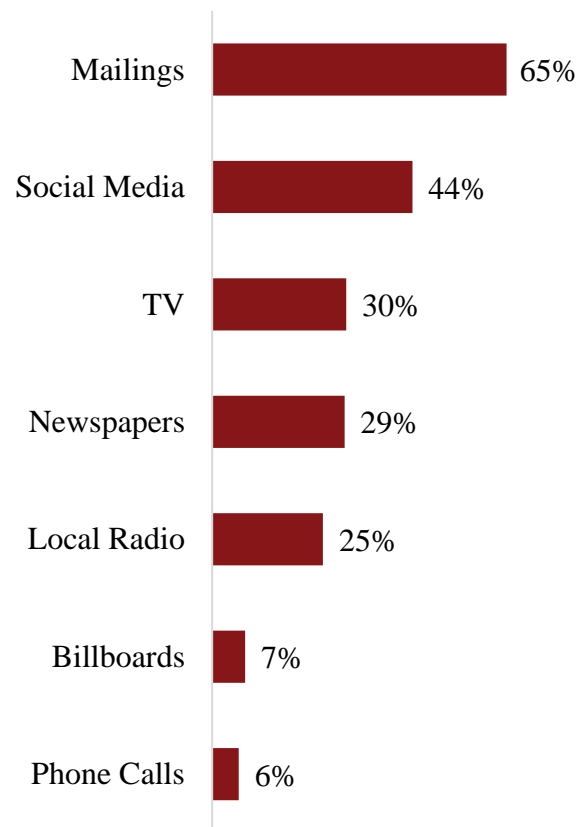
Figure 7b summarizes residents' *preferred* methods for seeking information on well water. Consistent with previous responses, residents show a strong preference for Mailings and Social Media. Almost two-thirds of residents prefer to get information on well water through Mailings (65%) and over two-fifths through Social Media (44%). TV was the third most popular choice, selected by 30% of residents. Around 6% of respondents selected the Other (text-entry) option and the two most common responses were email and texts with links.

There is again a significant discrepancy in the proportion of residents who currently seek information through Mailings and Social Media, and those who selected each as their preferred method. Over twice the number of residents would prefer to receive information through Mailings and Social Media than currently do.

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



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



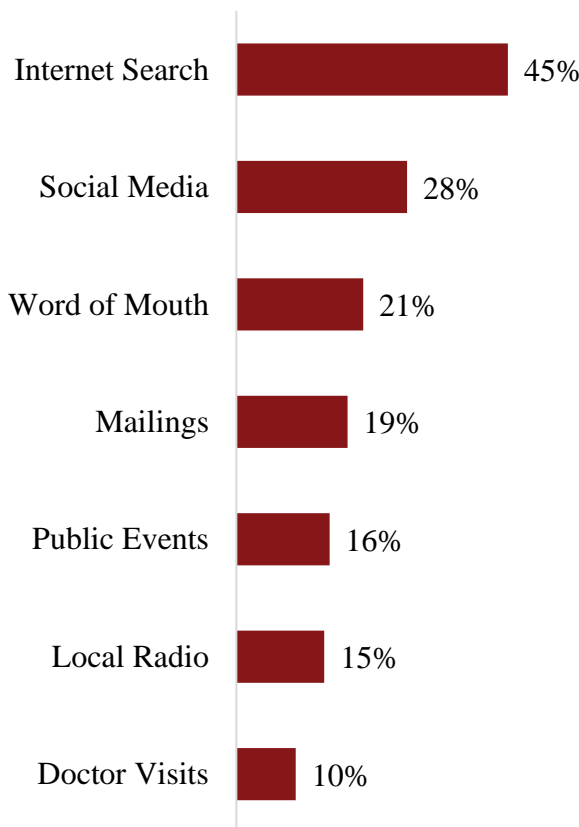
Narcan

Figure 8a summarizes the *current* methods for seeking information on Narcan. The most popular medium for seeking information on Narcan is, by a wide margin, Internet Search, as 45% of the residents chose this option. Social Media was the second most popular choice, selected by only 28% of residents. Around two-in-ten or fewer residents selected other responses. Around 9% of residents selected Other and provided text-entry responses. The most common text-entry response was TV. Other responses included workplace and police.

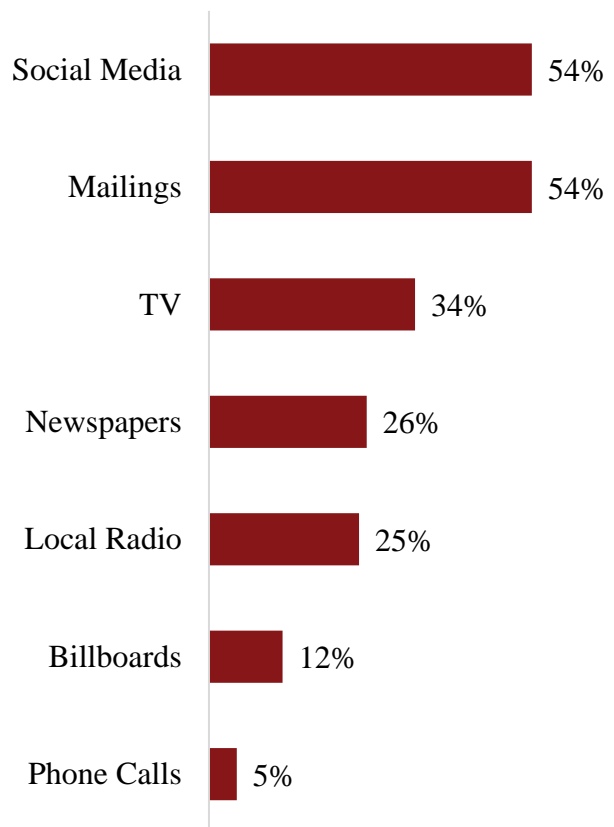
Figure 8b summarizes residents' *preferred* methods for seeking information on Narcan. Residents prefer both Mailings and Social Media equally over other sources of information. Over half of all residents prefer to get information on Narcan through Social Media (54%) and Mailings (54%). The third most popular choice was TV, selected by 34% of residents. Around 6% of respondents also selected Other (text-entry) and consistent with earlier results, email emerged as a preferred method of communication here.

One consistent finding is that there is a significant discrepancy in the proportion of residents who currently seek information through Mailings and Social Media, and those who selected each as their preferred method. The discrepancy between the current use of Mailings as an information source and preferred use is particularly stark for Narcan.

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



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



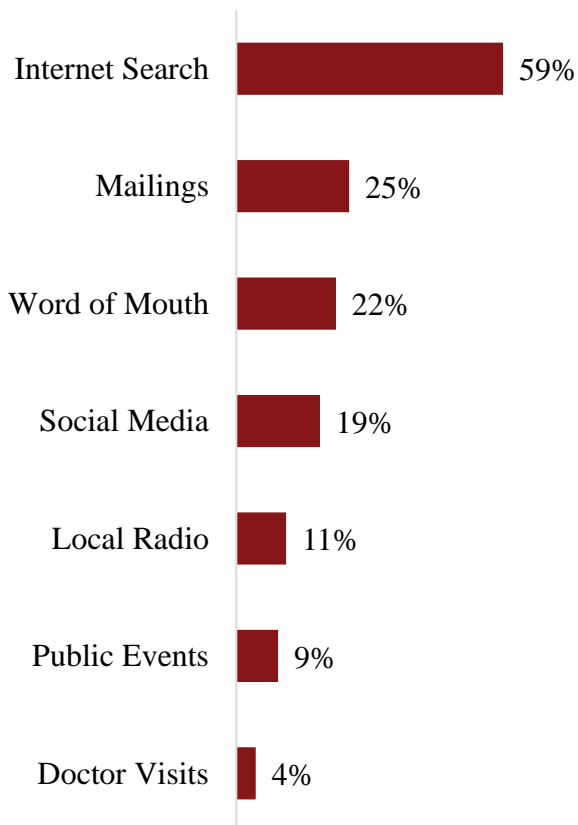
### Carbon Monoxide Detectors

Figure 9a summarizes the *current* methods for seeking information on carbon monoxide detectors. The most popular medium for seeking information on carbon monoxide detectors, by a wide margin, is Internet Search, with around three-fifths (59%) of residents choosing this option. Mailings was the second most popular choice but selected by only one-fourth (25%) of residents and 22% selected Word of Mouth. Other responses were selected by less than two in ten residents. Around 4% of residents selected the Other (text-entry) option. These comments included TV and the workplace.

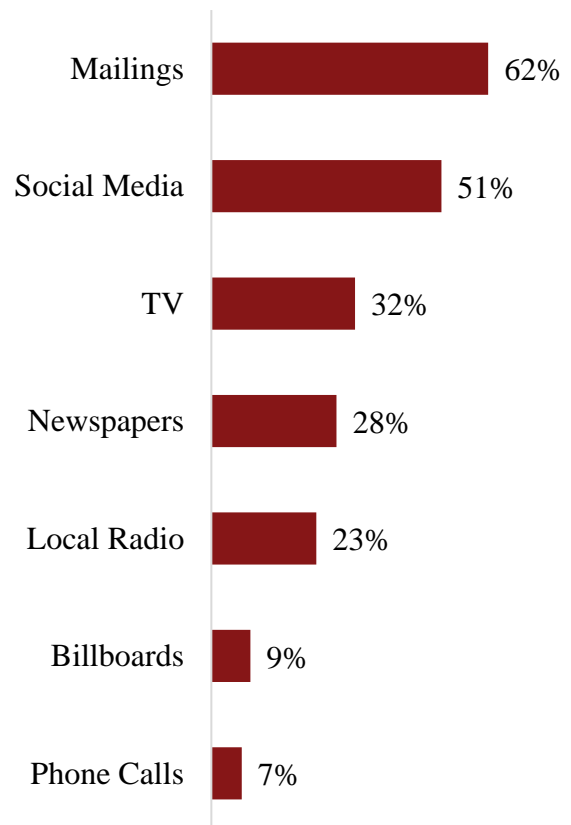
Figure 9b summarizes residents' *preferred* methods for seeking information on carbon monoxide detectors. Over half of all residents prefer to get information on carbon monoxide detectors through Mailings (62%) and Social Media (51%). The third most popular choice was TV, selected by 32% of residents. Around 6% of respondents selected Other (text-entry). The most common text-entry response was email, followed by texts and internet search.

As with other public health issues, the proportion of residents who currently seek information through Mailings and Social Media is significantly lower than those who selected each as their preferred method.

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



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





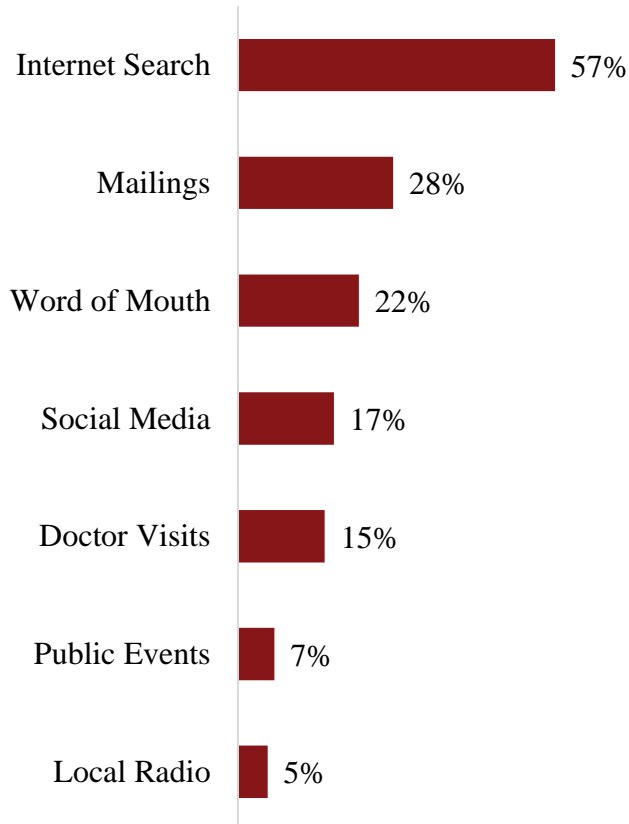
Medicaid/Badger care

Figure 10a summarizes the *current* methods for seeking information on Medicaid/Badger Care. The most popular medium for seeking information on these governmental health insurance plans is Internet Search, with over half (57%) of residents choosing this option. Mailings was the second most popular choice, selected by over one-fourth (28%) of residents. A non-trivial proportion of residents also rely on Word of Mouth (22%) to get this information. Other responses were selected by less than two in ten residents. Around 7% of residents selected Other (text-entry) and indicated Aging and Disability Resource Center (ADRC), workplace, and TV, as sources of information on Medicaid in their comments.

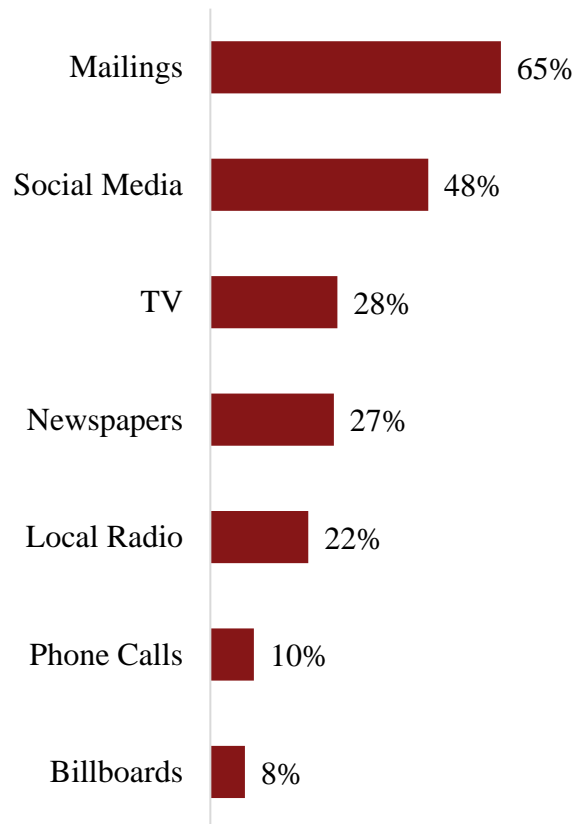
Figure 10b summarizes residents' *preferred* methods for seeking information on Medicaid/Badger Care. Over three-fifths (65%) of residents prefer to get information on these health insurance plans through Mailings. Social Media, selected by almost half (48%) of the residents, is the second most preferred method. The third most popular choice was TV, selected by 28% of residents. Around 6% of respondents selected Other (text-entry) and the responses included emails, text messages, and internet search.

Comparing the *current* and *preferred* methods of information sources, the proportion of residents who currently seek information through Mailings and Social Media is substantially lower than those who selected each as their preferred method.

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



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



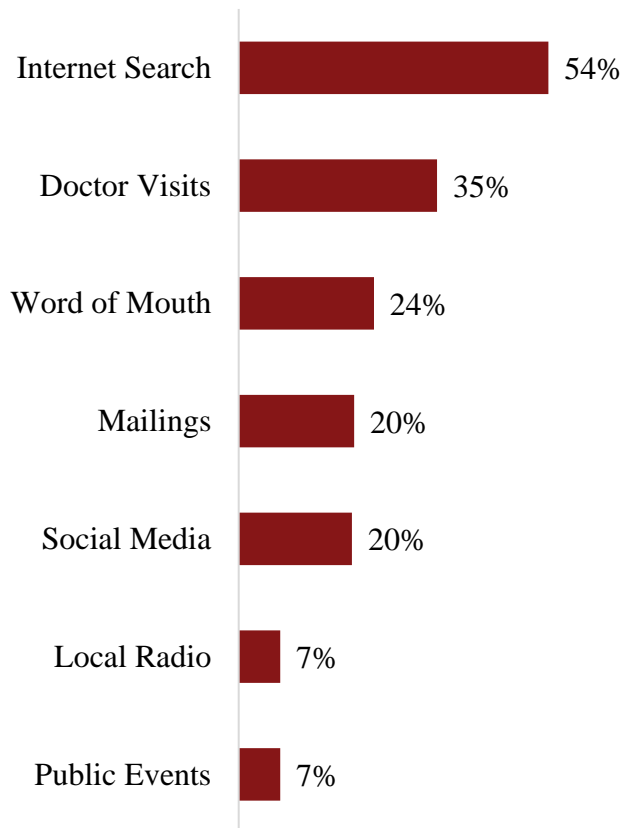
Mental Health Services

Figure 11a summarizes the *current* methods for seeking information on mental health services. The most popular medium for seeking information on mental health services is Internet Search, with over half (54%) of residents choosing this option. Doctors Visits were the second most popular choice, followed by Word of Mouth. Around 6% of residents selected Other (text-entry) and these responses included TV, work, and social workers.

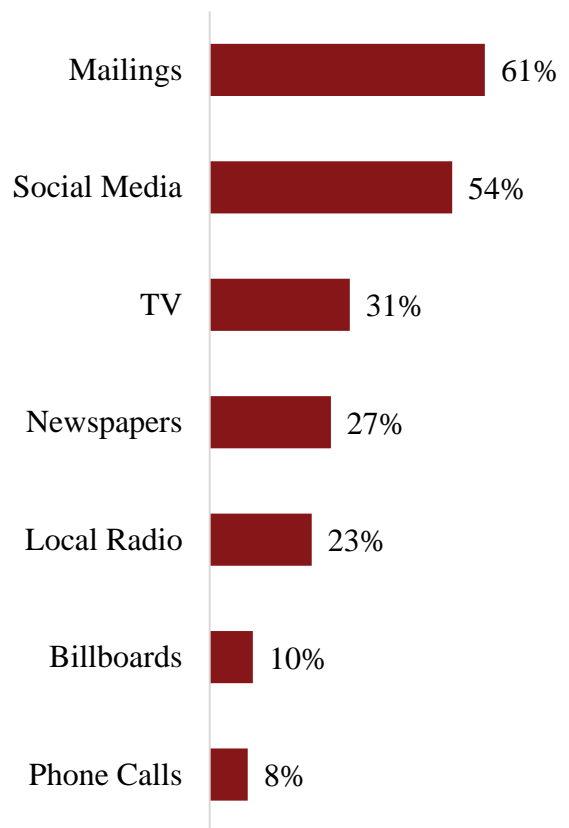
Figure 11b summarizes residents' *preferred* methods for seeking information on mental health services. Well over half of residents prefer to get information on mental health services through Mailings (61%) and Social Media (54%). The third most popular choice was TV, selected by 31% of residents. Around 7% of respondents selected Other (text-entry). Common text-entry responses included emails, doctors' visits, text messages, and internet search.

As with other public health issues, the proportion of residents who currently seek information through Mailings and Social Media is substantially lower than those who prefer to receive information through these methods. Over three times as many residents prefer to get information on mental health services through Mailings than currently do.

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



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

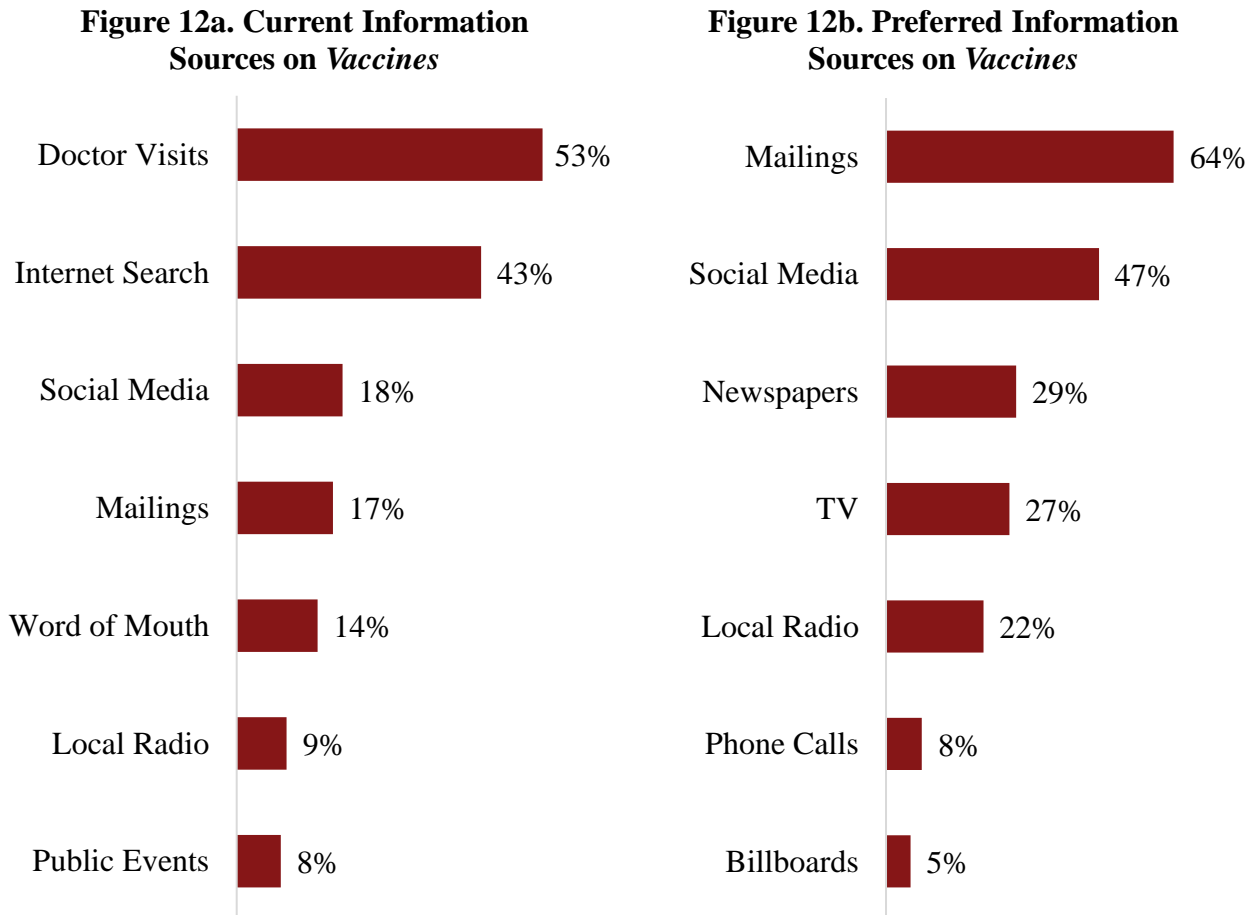


Vaccines

Figure 12a summarizes the *current* methods for seeking information on vaccines. The most popular medium for seeking information on vaccines is Doctor Visits with over half (53%) of the residents selecting this option. Internet Search was the second most popular choice selected by 43% of residents. Notably, vaccines are the only public health issue for which Doctor Visits are the primary source of information for Sauk County residents, and for which Doctor Visits ranked above Internet Search. Around 6% of residents selected Other (text-entry). These responses included TV, workplace, and local newspapers.

Figure 12b summarizes residents' *preferred* methods for seeking information on vaccines. Over six in ten residents prefer to get information on vaccines through Mailings (64%) and almost half selected Social Media (47%). The third most popular choice was Newspapers, selected by 29% of residents. Around 9% of respondents selected Other (text-entry), with most respondents listing doctors' visits; other responses included emails, text messages, and internet search.

There is again a substantial discrepancy in the proportion of residents who currently seek information through Mailings and Social Media, and those who selected each as their preferred method.



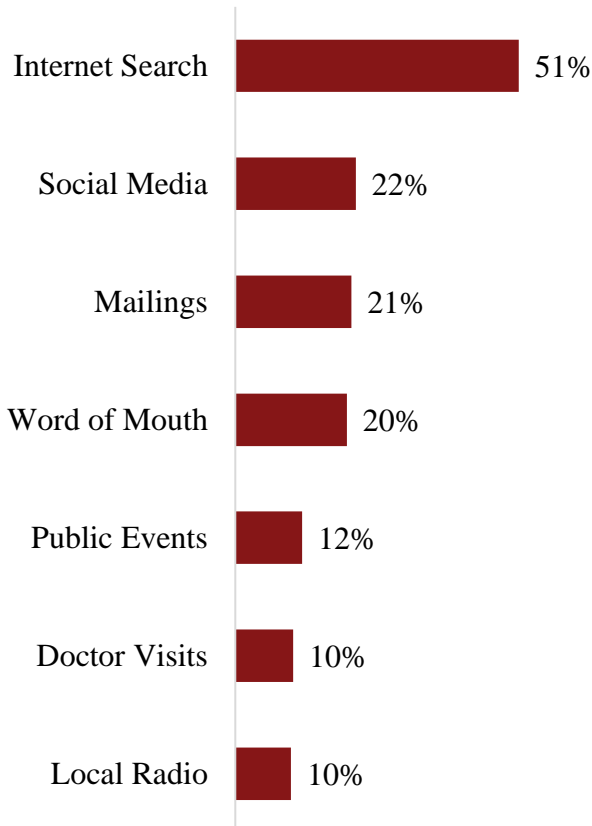
Prescription Lockboxes or Gun Locks

Figure 13a summarizes the *current* methods for seeking information on drug and gun safety devices like prescription lockboxes or gun locks. The most popular medium for seeking information on these devices, by a wide margin, is Internet Search, with over half (51%) of residents choosing this option. Social Media was the second most popular choice selected by 22% of residents, followed by Mailings (21%) and Word of Mouth (20%). Other responses were selected by small proportions of residents. Around 7% of residents selected Other (text-entry) with the most common response being TV.

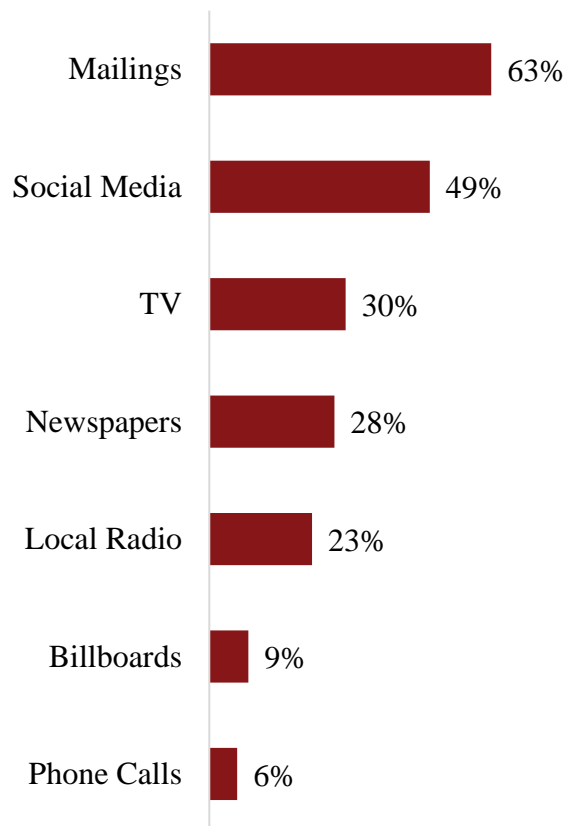
Figure 13b summarizes residents' *preferred* methods for receiving information on drug and gun safety devices. Over three-fifths of all residents prefer to get information on these devices through Mailings (63%) and around half prefer Social Media (49%). The third most popular choice was TV, selected by a third (30%) of residents. Around 7% of residents selected Other, and consistent with all previous results, email was listed as the most common response, followed by text messages, and internet searches.

For all public health issues, there is a substantial discrepancy in the proportion of residents who currently seek information through Mailings and Social Media, and those who selected each as their preferred method. Residents show a marked preference for Mailings and Social Media as information sources, but this preference does not match how they currently get information.

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



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

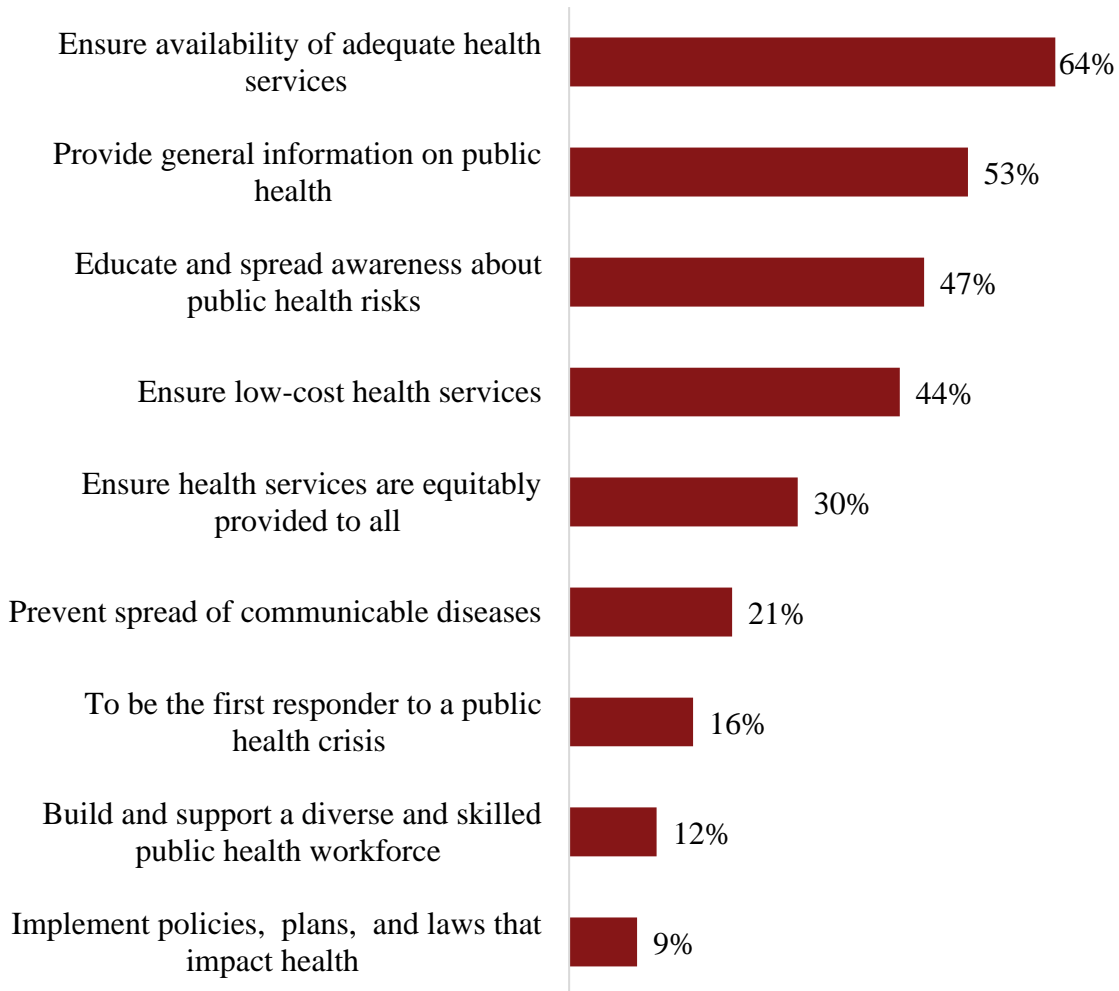


### Important Functions of Sauk County Public Health

Residents were asked to indicate what they feel the top three functions of Sauk County Public Health should be. Figure 14 summarizes the results. Over six in ten (64%) residents reported that the most important function of Sauk County Public Health should be to ensure that adequate health services are available in communities in Sauk County. This was followed by providing general information on public health issues, selected by over half (53%) of residents. The third most popular choice, selected by 47% of residents, was to educate and spread awareness about public health risks.

The three *least* important functions, identified by less than two in ten residents, included being a first responder to a public health crisis (16%), building and supporting a diverse and skilled public health workforce (12%), and implementing policies, plans, and laws that impact health (9%).

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



## **OPEN-ENDED INPUT ON SAUK COUNTY PUBLIC HEALTH**

An open-ended (text-entry) question asked respondents if there are any additional services or information that they would like Sauk County Public Health to provide for them. A total of 48 comments (including 14 miscellaneous comments) were received by the SRC. A synthesis of the comments is included below, and a full list of these comments is provided on the next few pages.

### **Information (23 comments)**

Residents expressed a desire for additional information on a variety of topics. No recurring theme emerged from the comments. Rather only one or two residents mentioned each topic, including mental health services and suicide prevention, information on accessing disability resources, information on services for senior residents, natural/holistic foods, crime, general public health issues, fraud alerts, medication changes, insurance deals, water and air quality assessment, tick-borne diseases, current status of COVID, and resources for parents with special needs children. Some residents also wanted more information on the location and function of Sauk County Public Health.

Comments also addressed preferences for communication from Sauk County Public Health. Residents highlighted their preference for newsletters being mailed out to provide information on various topics. In particular, older residents may prefer mailing newsletters and doctors' visits to stay updated on upcoming events, changes, and public health issues. A couple of residents also expressed a preference to not get information through texts messages or calls.

### **Resources/Services (11 comments)**

Residents expressed a desire for more resources for certain vulnerable populations. Residents would prefer additional resources for senior citizens, including more affordable housing and increased resources to help seniors with fraud prevention. Residents would also like lower/no cost services and affordable housing for low-income residents and single mothers. Additionally, residents would like more resources available and support for job applications for disabled individuals.

**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?**

**Information**

*“State of WI, Department of Natural Resources, did a terrible job in dealing with chronic wasting disease when it first appeared in the deer population. In the rural area we have deer feeding, dying, [and] leaving their waste on our land. Public health Sauk County should keep rural residents informed about [this] and risks of prions in our water or [if] it [is] taken up into plants that we consume. Also, timely information on tick borne disease and how to avoid [it]. I think this needs to be in [the] paper/radio/mailings in early spring and again in [the] Fall when ticks are a big issue.”*

*“I think you are doing a great job keeping us informed :) Suicide prevention probably falls under mental health but needs to be talked about all on its own.”*

*“More detailed mental health services.”*

*“Provide more information on benefits of eating whole natural foods/holistic foods. Advocate [for] the community garden.”*

*“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.”*

*“More awareness and cautionary action regarding the issue of crime in Sauk County.”*

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

*“Do not ever, under any circumstances, text, call, or email community members from bought and farmed internet Dath, most annoying tactic!”*

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

*“Wait - ensuring that all information provided to the public is as complete & accurate as possible, based in science, and free from manipulation, disinformation, prejudice and politicization.”*

*“A visible location of [the] service centers? Where are they located?”*

*“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.”*

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

*“Newsletters to update folks on changes to law or new bills to address fraud alert, medication changes, and cost saving or insurance deals.”*

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

*“We don't watch much TV or listen to the radio. Would rather not have to use billboards- too many cluttering up [the] roadways. Since most of our phone calls are spam risks, [we] would rather not receive calls or text messages. Would like to keep our phones private.”*

*“Send a monthly newsletter to Sauk County residents of upcoming events.”*

*“Community water quality assessment. Air quality assessment. Inform communities and neighbors of environmental judgements against farmers or industries.”*

*“Insurance issue, wills, POA.”*

*“What is [the] current status of covid?”*

*“Early childhood education and expected developmental expectations; parent coaching and help for parents of children with special needs.”*

*“How [can we] get disability? Have a friend who needs it. Does not know how and where to go to get it.”*

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

## **Resources/services**

*“More help in heating and utility bills.”*

*“Helping those with disabilities in school and when applying for jobs.”*

*“There is a Public Health Crisis in Sauk County in terms of EMS Response. In many towns there is only one ambulance and sometimes there are not enough staff to run them. This causes a neighboring town to support [them] with motor aid - leaving their town without coverage. Support legislation that would allow volunteers to "Answer the call" without fear of employment retribution.”*

*“Free Health Care/Services to people who are addicted to drugs.”*



*“More services and support for single women, who are parents, and are trying to be self-sufficient.”*

*“Ensure that services available at low to no cost, are available within a timely manner and not drawn out further than what is needed.”*

*“Sauk County Health should have intervened but did not get involved in the schools when teachers were being exposed to children whose parents knew they had covid but put them back in schools anyway while they were still contagious. Parents did not have to report, and the school system was not concerned in protecting other students, their teachers, and some of the older folks who are babysitting or living with infected children. The schools dropped the ball and Sauk County Health either had no authority or the will or personnel to protect the community while covid was rampant. Covid is still with us to a lesser extent, but there will be further outbreaks like measles, and I am confident that no one will intervene on the community's behalf. What a sad state of affairs.”*

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

*“Housing for senior citizens and affordable [services].”*

*“There is a severe lack [of] support for marginalized people who are of age and are deceived by "romantic" partners seeking their disability income. If the victim is not cognizant of the deception and doesn't see the ruse enough to leave, then there is no intervention possible by law.”*

*“Providing discounts for low-income families to use gym facilities.”*

## **Miscellaneous**

*“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).”*

*“None. Less services and less bureaucracy are better. Please keep [the] costs of County Government at a minimum. Thank You.”*

*“No. Everything looks good.”*

*“More information should go public before selling Sauk County Health Center. Deep look into who is bidding and their reputation. Why does the county want to get rid of it? I have always heard it is so good - hate to risk it for profit.”*

*“Opioid Toxicity, vaccine acceptance, stupidity.”*

*“No, I think question 5 answers what Public Health Dept. should be doing.”*

*“No, I stay unplugged on purpose. If I need info, I will look for it.”*

*“No -- great survey.”*

*“Kudos to you for your Covid vaccine clinics, made me very happy to be able to go to the courthouse and get a shot. Please choose science over politics and/or religion.”*

*“Thanks for this survey!”*

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

*“I don't need / want any services at this time. I can take care of myself.”*

*“You're doing great work!”*

*“Food pantry's - Days of service.”*

## SURVEY RESULTS BY DEMOGRAPHIC GROUP

In this section, we discuss the statistical significance of differences between residents in the following demographic groups:

- Urban vs. Rural: Urban residents (those living in the City of Baraboo or the City of Reedsburg) compared to rural residents. A total of 143 responses were received from urban residents and 162 responses were received from rural residents.
- Teenagers vs. Adults: Teenage residents (age 15-17 years), compared to adult residents. A total of 52 teenagers and 305 adults responded to the survey.

Statistical significance indicates the reliability of an estimate. If the differences between statistics are labeled as “statistically significant,” this indicates that there is a 95% probability that the differences are not the result of some random chance. It is important to note that given the small sample size of teenage respondents, some differences between teenagers and adults may not be statistically significant even if they are large. With small sample sizes, the data usually lacks sufficient variation to estimate the entire distribution of a survey response.

Table 1 (starting on page 25) shows the differences between urban and rural residents, and Table 2 (starting on page 32) shows the differences between teenage residents and older adults. Differences that are statistically significant are indicated in **bold** font. Differences with a positive sign represent a positive difference, and those with a negative sign represent a negative difference between demographic groups.

Among the statistically significant differences between **urban and rural** residents:

- Urban residents are less likely than rural residents to *currently* get information about events, services, and changes happening in Sauk County from local newspapers like Sauk Prairie/Star News (-17%), Television programming (-16%), and Town halls or public events (-10%) and are 23% more likely to use Facebook to get this information.
- Urban residents are less likely than rural residents to *prefer* getting information about events, services, and changes in Sauk County through local newspapers like Sauk Prairie/Star News (-20%), Television programming (-16%), Town halls or public events (-8%) and more likely to *prefer* getting this information through Facebook (21%) and Text messages (17%).
- Urban residents are less likely than rural residents to *currently* seek information through Mailings on child nutrition services (-15%), carbon monoxide detectors (-13%), and prescription lockboxes or gun locks (-16%).
- Urban residents are less likely than rural residents to *currently* seek information through Word of Mouth on child safety (-18%), pregnancy services (-23%), radon (-12%), and well water (-13%).
- Urban residents are 17% less likely than rural residents to *currently* seek information through Doctors Visits on vaccines.

- Urban residents are 10% more likely than rural residents to *currently* seek information through Public Events on carbon monoxide detectors.
- Urban residents are less likely to *prefer* getting information through TV on child nutrition services (-24%), child safety (-25%), pregnancy services (-29%), radon (-27%), well water (-24%), Narcan (-33%), carbon monoxide detectors (-28%), Medicaid/badger care (-24%), mental health services (-22%), vaccines (-19%), and prescription lockboxes or gun locks (-22%) compared to rural residents.
- Urban residents are 15% less likely to *prefer* getting information through Mailings on prescription lockboxes or gun locks compared to rural residents.
- Urban residents are more likely to *prefer* getting information through Social media on child nutrition services (18%), Narcan (16%), carbon monoxide detectors (14%), Medicaid/Badger Care (16%), and vaccines (14%) compared to rural residents.

Among the statistically significant differences between **teenage and adult** residents:

- Teenagers are less likely than adults to *currently* seek information through Mailings on child nutrition services (-16%), pregnancy services (-16%), Narcan (-20%), Medicaid/Badger care (-21%), mental health services (-18%), and prescription lockboxes or gun locks (-19%).
- Teenagers are 11% less likely than adults to *currently* seek information through the Local Radio on vaccines. In fact, no teenage respondent selected Local Radio as a means to seek information on vaccines.
- Teenagers are 11% more likely than adults to *currently* seek information through Doctor Visits on radon.
- Teenagers are 23% less likely than adults to *prefer* receiving information through Mailings on Medicaid/Badger care.

## Urban versus Rural Residents

**Table 1.1. Survey Results of Urban vs. Rural Respondents**

	Urban	Rural	Difference
<i>How do you currently get information about events, services, or changes happening in Sauk County?</i>			
Sauk Prairie/Star News	36%	53%	<b>-17%</b>
Television programming	33%	49%	<b>-16%</b>
Radio (e.g. WBOO, WRPQ)	31%	28%	3%
Sauk County website	36%	27%	9%
Conversations with neighbors	57%	57%	0%
Town halls or public events	5%	15%	<b>-10%</b>
Facebook	72%	49%	<b>23%</b>
LinkedIn	0%	1%	-1%
Twitter	2%	3%	-1%
<i>What are the top three methods through which you prefer to be notified about events, services, or changes happening in Sauk County? Select three only</i>			
Sauk Prairie/Star News	30%	50%	<b>-20%</b>
Television programming	23%	39%	<b>-16%</b>
Radio (e.g. WBOO, WRPQ)	23%	22%	1%
Sauk County website	34%	26%	8%
Mailings (e.g. newsletters and bulletins)	61%	69%	-8%
Billboards	5%	5%	0%
Town halls or public events	2%	10%	<b>-8%</b>
Facebook	62%	41%	<b>21%</b>
LinkedIn	0%	2%	-2%
Twitter	1%	1%	0%
Phone call from Sauk County	4%	4%	0%
Text message	38%	21%	<b>17%</b>
<i>What are your <u>current</u> methods of seeking information regarding each of the following? Select all that apply in each row.</i>			
<i><u>Child nutrition services</u></i>			
Word of mouth	21%	32%	-11%
Local radio	7%	9%	-2%
Internet search	51%	46%	5%
Public events	4%	9%	-5%
Social media	18%	24%	-6%
Doctor visits	38%	39%	-1%
Mailings	11%	26%	<b>-15%</b>

**Table 1.2. Survey Results of Urban vs. Rural Respondents**

	Urban	Rural	Difference
<i><u>Child safety</u></i>			
Word of mouth	16%	34%	<b>-18%</b>
Local radio	11%	19%	-8%
Internet search	55%	48%	7%
Public events	9%	13%	-4%
Social media	23%	33%	-10%
Doctor visits	32%	28%	4%
Mailings	12%	23%	-11%
<i><u>Pregnancy services</u></i>			
Word of mouth	7%	30%	<b>-23%</b>
Local radio	3%	6%	-3%
Internet search	49%	45%	4%
Public events	1%	6%	-5%
Social media	14%	25%	-11%
Doctor visits	39%	43%	-4%
Mailings	11%	20%	-9%
<i><u>Radon</u></i>			
Word of mouth	15%	27%	<b>-12%</b>
Local radio	9%	14%	-5%
Internet search	59%	56%	3%
Public events	9%	10%	-1%
Social media	17%	19%	-2%
Doctor visits	7%	5%	2%
Mailings	22%	33%	-11%
<i><u>Well Water</u></i>			
Word of mouth	17%	30%	<b>-13%</b>
Local radio	15%	15%	0%
Internet search	55%	48%	7%
Public events	12%	15%	-3%
Social media	17%	16%	1%
Doctor visits	8%	2%	6%
Mailings	33%	39%	-6%

**Table 1.3. Survey Results of Urban vs. Rural Respondents**

	Urban	Rural	Difference
<i><u>Narcan</u></i>			
Word of mouth	22%	23%	-1%
Local radio	19%	16%	3%
Internet search	48%	45%	3%
Public events	19%	16%	3%
Social media	26%	31%	-5%
Doctor visits	12%	9%	3%
Mailings	16%	28%	-12%
<i><u>Carbon Monoxide Detectors</u></i>			
Word of mouth	17%	25%	-8%
Local radio	12%	13%	-1%
Internet search	61%	61%	0%
Public events	16%	6%	<b>10%</b>
Social media	18%	16%	2%
Doctor visits	5%	4%	1%
Mailings	20%	33%	<b>-13%</b>
<i><u>Medicaid/Badger Care</u></i>			
Word of mouth	19%	24%	-5%
Local radio	5%	6%	-1%
Internet search	59%	56%	3%
Public events	5%	9%	-4%
Social media	17%	14%	3%
Doctor visits	16%	20%	-4%
Mailings	29%	36%	-7%
<i><u>Mental health services</u></i>			
Word of mouth	24%	26%	-2%
Local radio	10%	7%	3%
Internet search	59%	50%	9%
Public events	10%	6%	4%
Social media	20%	18%	2%
Doctor visits	32%	41%	-9%
Mailings	17%	29%	-12%

**Table 1.4. Survey Results of Urban vs. Rural Respondents**

	Urban	Rural	Difference
<i><u>Vaccines</u></i>			
Word of mouth	10%	18%	-8%
Local radio	6%	14%	-8%
Internet search	46%	38%	8%
Public events	10%	6%	4%
Social media	19%	16%	3%
Doctor visits	47%	64%	<b>-17%</b>
Mailings	14%	23%	-9%
<i><u>Prescription Lockboxes or Gun Locks</u></i>			
Word of mouth	15%	25%	-10%
Local radio	10%	14%	-4%
Internet search	55%	51%	4%
Public events	15%	10%	5%
Social media	25%	22%	3%
Doctor visits	12%	10%	2%
Mailings	16%	32%	<b>-16%</b>
<i><b>What are your top three <u>preferred</u> methods of receiving information from Public Health Sauk County regarding each of the following? Select no more than three in each row.</b></i>			
<i><u>Child nutrition services</u></i>			
Social media	64%	46%	<b>18%</b>
TV	14%	38%	<b>-24%</b>
Local radio	31%	28%	3%
Newspapers	34%	32%	2%
Mailings	57%	66%	-9%
Billboards	5%	6%	-1%
Phone calls	7%	10%	-3%
<i><u>Child safety</u></i>			
Social media	62%	51%	11%
TV	15%	40%	<b>-25%</b>
Local radio	26%	26%	0%
Newspapers	34%	31%	3%
Mailings	64%	67%	-3%
Billboards	7%	5%	2%
Phone calls	3%	7%	-4%



**Table 1.5. Survey Results of Urban vs. Rural Respondents**

	Urban	Rural	Difference
<i><u>Pregnancy services</u></i>			
Social media	61%	48%	13%
TV	18%	47%	<b>-29%</b>
Local radio	32%	26%	6%
Newspapers	28%	32%	-4%
Mailings	54%	63%	-9%
Billboards	11%	9%	2%
Phone calls	3%	10%	-7%
<i><u>Radon</u></i>			
Social media	53%	40%	13%
TV	19%	46%	<b>-27%</b>
Local radio	27%	29%	-2%
Newspapers	27%	34%	-7%
Mailings	63%	72%	-9%
Billboards	8%	9%	-1%
Phone calls	6%	5%	1%
<i><u>Well Water</u></i>			
Social media	52%	39%	13%
TV	18%	42%	<b>-24%</b>
Local radio	28%	24%	4%
Newspapers	27%	36%	-9%
Mailings	64%	72%	-8%
Billboards	7%	8%	-1%
Phone calls	6%	6%	0%
<i><u>Narcan</u></i>			
Social media	63%	47%	<b>16%</b>
TV	18%	51%	<b>-33%</b>
Local radio	29%	28%	1%
Newspapers	26%	30%	-4%
Mailings	50%	64%	-14%
Billboards	13%	12%	1%
Phone calls	4%	7%	-3%

**Table 1.6. Survey Results of Urban vs. Rural Respondents**

	Urban	Rural	Difference
<i><u>Carbon Monoxide Detectors</u></i>			
Social media	60%	46%	<b>14%</b>
TV	18%	46%	<b>-28%</b>
Local radio	28%	23%	5%
Newspapers	27%	32%	-5%
Mailings	64%	68%	-4%
Billboards	7%	9%	-2%
Phone calls	7%	8%	-1%
<i><u>Medicaid/Badger Care</u></i>			
Social media	57%	41%	<b>16%</b>
TV	16%	40%	<b>-24%</b>
Local radio	23%	25%	-2%
Newspapers	26%	33%	-7%
Mailings	62%	75%	-13%
Billboards	6%	8%	-2%
Phone calls	12%	10%	2%
<i><u>Mental health services</u></i>			
Social media	61%	48%	13%
TV	20%	42%	<b>-22%</b>
Local radio	29%	21%	8%
Newspapers	25%	31%	-6%
Mailings	62%	67%	-5%
Billboards	9%	10%	-1%
Phone calls	9%	10%	-1%
<i><u>Vaccines</u></i>			
Social media	56%	42%	<b>14%</b>
TV	18%	37%	<b>-19%</b>
Local radio	24%	23%	1%
Newspapers	26%	35%	-9%
Mailings	64%	72%	-8%
Billboards	8%	4%	4%
Phone calls	9%	9%	0%

**Table 1.7. Survey Results of Urban vs. Rural Respondents**

	Urban	Rural	Difference
<i>Prescription Lockboxes or Gun Locks</i>			
Social media	56%	46%	10%
TV	20%	42%	<b>-22%</b>
Local radio	29%	21%	8%
Newspapers	28%	32%	-4%
Mailings	58%	73%	<b>-15%</b>
Billboards	9%	10%	-1%
Phone calls	6%	8%	-2%
<i>Which of the following do you think should be the top three functions of the Public Health Sauk County. Select three only.</i>			
Provide general information on public health issues	53%	53%	0%
To be the first responder to a public health crisis	17%	16%	1%
Educate and spread awareness about public health risks	55%	44%	11%
Ensure that health services are provided to residents efficiently and at low-cost.	42%	46%	-4%
Create, champion, and implement policies, plans, and laws that impact health	11%	8%	3%
Ensure that adequate health services are available in communities in Sauk County	61%	66%	-5%
Prevent the spread of communicable diseases	21%	21%	0%
Ensure that health services are equitably provided to all community members	32%	29%	3%
Build and support a diverse and skilled public health workforce	7%	13%	-6%

## Teenage versus Adult Residents

**Table 2.1. Survey Results of Teenage vs. Adult Respondents**

	Teenagers	Adults	Difference
<i>How do you currently get information about events, services, or changes happening in Sauk County?</i>			
Sauk Prairie/Star News	44%	45%	-1%
Television programming	29%	42%	-13%
Radio (e.g. WBOO, WRPQ)	17%	30%	-13%
Sauk County website	27%	31%	-4%
Conversations with neighbors	60%	57%	3%
Town halls or public events	4%	10%	-6%
Facebook	73%	60%	13%
LinkedIn	2%	1%	1%
Twitter	2%	2%	0%
<i>What are the top three methods through which you prefer to be notified about events, services, or changes happening in Sauk County? Select three only</i>			
Sauk Prairie/Star News	27%	40%	-13%
Television programming	18%	31%	-13%
Radio (e.g. WBOO, WRPQ)	16%	22%	-6%
Sauk County website	41%	30%	11%
Mailings (e.g. newsletters and bulletins)	55%	65%	-10%
Billboards	8%	5%	3%
Town halls or public events	6%	7%	-1%
Facebook	55%	51%	4%
LinkedIn	0%	1%	-1%
Twitter	2%	1%	1%
Phone call from Sauk County	6%	4%	2%
Text message	41%	29%	12%
<i>What are your <u>current</u> methods of seeking information regarding each of the following? Select all that apply in each row.</i>			
<i>Child nutrition services</i>			
Word of mouth	21%	27%	-6%
Local radio	0%	8%	-8%
Internet search	59%	48%	11%
Public events	0%	7%	-7%
Social media	28%	22%	6%
Doctor visits	38%	39%	-1%
Mailings	3%	19%	<b>-16%</b>

**Table 2.2. Survey Results of Teenage vs. Adult Respondents**

	Teenagers	Adults	Difference
<i>Child safety</i>			
Word of mouth	30%	27%	3%
Local radio	3%	15%	-12%
Internet search	57%	51%	6%
Public events	10%	11%	-1%
Social media	30%	29%	1%
Doctor visits	37%	30%	7%
Mailings	7%	18%	-11%
<i>Pregnancy services</i>			
Word of mouth	29%	19%	10%
Local radio	0%	5%	-5%
Internet search	54%	47%	7%
Public events	0%	4%	-4%
Social media	18%	20%	-2%
Doctor visits	43%	42%	1%
Mailings	0%	16%	<b>-16%</b>
<i>Radon</i>			
Word of mouth	10%	22%	-12%
Local radio	7%	12%	-5%
Internet search	62%	57%	5%
Public events	7%	9%	-2%
Social media	24%	18%	6%
Doctor visits	17%	6%	<b>11%</b>
Mailings	14%	28%	-14%
<i>Well Water</i>			
Word of mouth	28%	25%	3%
Local radio	9%	15%	-6%
Internet search	50%	51%	-1%
Public events	12%	14%	-2%
Social media	28%	16%	12%
Doctor visits	12%	4%	8%
Mailings	22%	36%	-14%

**Table 2.3. Survey Results of Teenage vs. Adult Respondents**

	Teenagers	Adults	Difference
<i><u>Narcan</u></i>			
Word of mouth	21%	23%	-2%
Local radio	10%	17%	-7%
Internet search	52%	47%	5%
Public events	17%	17%	0%
Social media	34%	29%	5%
Doctor visits	14%	11%	3%
Mailings	3%	23%	<b>-20%</b>
<i><u>Carbon Monoxide Detectors</u></i>			
Word of mouth	29%	22%	7%
Local radio	6%	13%	-7%
Internet search	57%	61%	-4%
Public events	6%	10%	-4%
Social media	31%	17%	14%
Doctor visits	6%	4%	2%
Mailings	20%	27%	-7%
<i><u>Medicaid/Badger Care</u></i>			
Word of mouth	28%	22%	6%
Local radio	6%	6%	0%
Internet search	66%	57%	9%
Public events	6%	7%	-1%
Social media	28%	15%	13%
Doctor visits	9%	18%	-9%
Mailings	12%	33%	<b>-21%</b>
<i><u>Mental health services</u></i>			
Word of mouth	19%	25%	-6%
Local radio	3%	8%	-5%
Internet search	66%	54%	12%
Public events	6%	8%	-2%
Social media	25%	19%	6%
Doctor visits	34%	37%	-3%
Mailings	6%	24%	<b>-18%</b>

**Table 2.4. Survey Results of Teenage vs. Adult Respondents**

	Teenagers	Adults	Difference
<i><u>Vaccines</u></i>			
Word of mouth	8%	15%	-7%
Local radio	0%	11%	<b>-11%</b>
Internet search	54%	41%	13%
Public events	11%	8%	3%
Social media	22%	18%	4%
Doctor visits	49%	57%	-8%
Mailings	8%	19%	-11%
<i><u>Prescription Lockboxes or Gun Locks</u></i>			
Word of mouth	23%	21%	2%
Local radio	3%	12%	-9%
Internet search	60%	53%	7%
Public events	17%	12%	5%
Social media	20%	23%	-3%
Doctor visits	17%	11%	6%
Mailings	7%	26%	<b>-19%</b>
<i><b>What are your top three <u>preferred</u> methods of receiving information from Public Health Sauk County regarding each of the following? Select no more than three in each row.</b></i>			
<i><u>Child nutrition services</u></i>			
Social media	68%	53%	15%
TV	20%	28%	-8%
Local radio	20%	29%	-9%
Newspapers	24%	33%	-9%
Mailings	48%	62%	-14%
Billboards	4%	6%	-2%
Phone calls	0%	9%	-9%
<i><u>Child safety</u></i>			
Social media	61%	55%	6%
TV	21%	30%	-9%
Local radio	14%	26%	-12%
Newspapers	21%	32%	-11%
Mailings	50%	66%	-16%
Billboards	7%	6%	1%
Phone calls	4%	5%	-1%

**Table 2.5. Survey Results of Teenage vs. Adult Respondents**

	Teenagers	Adults	Difference
<i><u>Pregnancy services</u></i>			
Social media	60%	54%	6%
TV	20%	35%	-15%
Local radio	20%	28%	-8%
Newspapers	24%	30%	-6%
Mailings	48%	59%	-11%
Billboards	4%	10%	-6%
Phone calls	0%	7%	-7%
<i><u>Radon</u></i>			
Social media	58%	45%	13%
TV	23%	35%	-12%
Local radio	19%	28%	-9%
Newspapers	23%	31%	-8%
Mailings	54%	68%	-14%
Billboards	12%	9%	3%
Phone calls	4%	6%	-2%
<i><u>Well Water</u></i>			
Social media	55%	44%	11%
TV	21%	33%	-12%
Local radio	21%	26%	-5%
Newspapers	21%	32%	-11%
Mailings	62%	69%	-7%
Billboards	10%	7%	3%
Phone calls	3%	6%	-3%
<i><u>Narcan</u></i>			
Social media	63%	54%	9%
TV	22%	38%	-16%
Local radio	11%	28%	-17%
Newspapers	26%	28%	-2%
Mailings	44%	58%	-14%
Billboards	15%	12%	3%
Phone calls	0%	6%	-6%



**Table 2.6. Survey Results of Teenage vs. Adult Respondents**

	Teenagers	Adults	Difference
<i><u>Carbon Monoxide Detectors</u></i>			
Social media	59%	51%	8%
TV	21%	35%	-14%
Local radio	14%	25%	-11%
Newspapers	24%	30%	-6%
Mailings	48%	67%	-19%
Billboards	14%	8%	6%
Phone calls	3%	8%	-5%
<i><u>Medicaid/Badger Care</u></i>			
Social media	63%	47%	16%
TV	20%	31%	-11%
Local radio	13%	24%	-11%
Newspapers	23%	30%	-7%
Mailings	47%	70%	<b>-23%</b>
Billboards	13%	7%	6%
Phone calls	3%	11%	-8%
<i><u>Mental health services</u></i>			
Social media	67%	53%	14%
TV	23%	34%	-11%
Local radio	17%	24%	-7%
Newspapers	23%	29%	-6%
Mailings	47%	65%	-18%
Billboards	13%	10%	3%
Phone calls	3%	10%	-7%
<i><u>Vaccines</u></i>			
Social media	53%	48%	5%
TV	17%	30%	-13%
Local radio	17%	24%	-7%
Newspapers	23%	32%	-9%
Mailings	53%	69%	-16%
Billboards	7%	6%	1%
Phone calls	3%	9%	-6%

**Table 2.7. Survey Results of Teenage vs. Adult Respondents**

	Teenagers	Adults	Difference
<i>Prescription Lockboxes or Gun Locks</i>			
Social media	50%	50%	0%
TV	19%	34%	-15%
Local radio	19%	24%	-5%
Newspapers	23%	30%	-7%
Mailings	54%	67%	-13%
Billboards	8%	10%	-2%
Phone calls	0%	7%	-7%
<i>Which of the following do you think should be the top three functions of the Public Health Sauk County. Select three only.</i>			
Provide general information on public health issues	54%	53%	1%
To be the first responder to a public health crisis	11%	17%	-6%
Educate and spread awareness about public health risks	34%	49%	-15%
Ensure that health services are provided to residents efficiently and at low-cost.	46%	44%	2%
Create, champion, and implement policies, plans, and laws that impact health	11%	9%	2%
Ensure that adequate health services are available in communities in Sauk County	71%	64%	7%
Prevent the spread of communicable diseases	17%	21%	-4%
Ensure that health services are equitably provided to all community members	31%	30%	1%
Build and support a diverse and skilled public health workforce	17%	10%	7%

# SURVEY INSTRUMENT

Dear community member,

We are conducting a survey to understand resident perceptions of Sauk County Public Health and preferred methods of receiving information regarding public health issues. Survey results will be used to improve how we serve our community and how we share public health information with residents. Yours is one of a small number of Sauk County households who have been randomly selected to provide their feedback.

As an incentive for completing the survey, all respondents will be entered into a random drawing to win one of ten **\$100 gift cards**. To be eligible for the random drawing, please complete the full survey and return it in the postage-paid envelope enclosed.

To take the survey online, please enter **[tinyurl.com/saukcountypublichealth](https://tinyurl.com/saukcountypublichealth)** into your browser or scan the QR code below with your mobile phone/device. Please do not take the online survey if you choose to complete the enclosed paper survey.

The survey is expected to take less than 10 minutes to complete. The Survey Research Center (SRC) at University of Wisconsin - River Falls is implementing the survey on our behalf. Your response will be treated in a completely confidential manner. The SRC will combine all responses, and the results will be provided to us in summarized form only. Your name will not be associated with your responses to survey questions.<sup>1</sup>

For questions regarding the survey content, please contact Dr. Treemanisha Stewart, Sauk County's Director of Public Health, using the contact information in the signature line. For technical assistance with the survey, please contact Dr. Shaheer Burney, Director of the SRC, at [shaheer.burney@uwrf.edu](mailto:shaheer.burney@uwrf.edu).

Thank you for your time and participation!



Dr. Treemanisha Stewart  
Public Health Director, Public Health Sauk County  
[treemanisha.stewart@saukcountywi.gov](mailto:treemanisha.stewart@saukcountywi.gov)



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<sup>1</sup> This research has been approved by UW-River Falls' Institutional Review Board (IRB# FY2024-57). Participation in this survey is voluntary and you can stop at any time. If you choose not to participate or stop participating, or skip any questions, there will be no negative consequences to you. Participating will not change anything about your relationship with the researchers or our departments. Participation will not expose you to any risk beyond the normal level of stress that is encountered in your daily routine. If you have concerns about the study, please contact Greg Ruegsegger, Chair of the IRB, at [irb@uwrf.edu](mailto:irb@uwrf.edu).

# SAUK COUNTY PUBLIC HEALTH SURVEY

Please return by April 22, 2024

Fill the circle that most closely describes your response:

Like this:  Not like this:

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

- |   |  |
|---|--|
| <p><b>155</b> Sauk Prairie/Star News</p> <p><b>138</b> Television programming</p> <p><b>97</b> Radio (e.g. WBOO, WRPQ)</p> <p><b>109</b> Sauk County website</p> <p><b>199</b> Conversations with neighbors</p> | <p><b>32</b> Town halls or public events</p> <p><b>220</b> Facebook</p> <p><b>4</b> LinkedIn</p> <p><b>11</b> Twitter</p> <p><b>29</b> Other, specify: _____</p> |
|---|--|

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

- |   |  |
|---|--|
| <p><b>131</b> Sauk Prairie/Star News</p> <p><b>100</b> Television programming</p> <p><b>74</b> Radio (e.g. WBOO, WRPQ)</p> <p><b>109</b> Sauk County website</p> <p><b>220</b> Mailings (e.g. newsletters and bulletins)</p> <p><b>17</b> Billboards</p> <p><b>27</b> Other, specify: _____</p> | <p><b>22</b> Town halls or public events</p> <p><b>181</b> Facebook</p> <p><b>4</b> LinkedIn</p> <p><b>4</b> Twitter</p> <p><b>15</b> Phone call from Sauk County</p> <p><b>107</b> Text message</p> |
|---|--|

**3. What are your current methods of seeking information regarding each of the following? Select all that apply in each row.**

	Word of mouth	Local radio	Internet search	Public events	Social media	Doctor visits	Mailings	Other (specify):
Child nutrition services	54	14	105	13	47	78	34	17
Child safety	58	28	113	23	63	64	34	13
Pregnancy services	39	7	92	7	38	77	25	12
Radon	52	28	148	22	51	17	65	15
Well Water	67	36	134	37	47	14	90	20
Narcan	49	34	105	36	66	23	43	21
Carbon Monoxide Detectors	62	31	166	26	52	12	70	11
Medicaid/Badger Care	53	13	139	16	42	38	68	16
Mental health services	62	19	142	19	52	91	53	16
Vaccines	42	26	127	23	55	159	50	17
Prescription Lockboxes or Gun Locks	50	25	127	30	54	26	52	17

4. Public Health Sauk County wants to ensure that residents have access to timely and accurate information about public health issues. What are your **top three preferred** methods of receiving information from Public Health Sauk County regarding each of the following? Select no more than three in each row.

	Social media	TV	Local radio	Newspapers	Mailings	Billboards	Phone calls	Other (specify):
Child nutrition services	121	59	61	68	132	13	16	18
Child safety	126	63	53	66	139	13	11	17
Pregnancy services	111	66	54	57	115	18	12	18
Radon	117	81	67	73	164	23	14	19
Well Water	121	81	67	80	178	20	16	16
Narcan	127	81	59	62	127	29	11	15
Carbon Monoxide Detectors	136	85	62	74	163	23	18	17
Medicaid/Badger Care	120	70	54	68	160	19	24	15
Mental health services	140	81	59	70	159	25	22	18
Vaccines	131	76	60	80	177	15	22	24
Prescription Lockboxes or Gun Locks	118	73	55	67	151	21	15	17

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

- |  |   |
|--|---|
| <p><b>164</b> Provide general information on public health issues</p> <p><b>51</b> To be the first responder to a public health crisis</p> <p><b>146</b> Educate and spread awareness about public health risks</p> <p><b>136</b> Ensure that health services are provided to residents efficiently and at low-cost.</p> <p><b>28</b> Create, champion, and implement policies, plans, and laws that impact health</p> | <p><b>200</b> Ensure that adequate health services are available in communities in Sauk County</p> <p><b>67</b> Prevent the spread of communicable diseases</p> <p><b>94</b> Ensure that health services are equitably provided to all community members</p> <p><b>36</b> Build and support a diverse and skilled public health workforce</p> <p><b>6</b> Other, specify: _____</p> |
|--|---|

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?

7. To be entered into the random draw for one of ten \$100 gift cards, please provide your name and phone number or email address in the space below.

**THANK YOU FOR COMPLETING THE SURVEY!**

**Please return the completed survey in the postage-paid envelope included.**

Sauk County Public Health is also conducting the Sauk County Area Community Health Survey (currently underway). The 5-minute survey is meant to gauge what is going well in our community and what needs improvement. We request that you also complete this survey also. Note that participation in this survey is completely voluntary. Non-participation in this survey will NOT affect your likelihood of receiving one of ten \$100 gift cards mentioned above.

The Community Health Survey can be accessed in English or Spanish using the following links and QR codes.

**English:**

[tinyurl.com/saukcountycommunityhealth](https://tinyurl.com/saukcountycommunityhealth)



**Spanish:**

[tinyurl.com/saukcountycommunityhealthsp](https://tinyurl.com/saukcountycommunityhealthsp)

