

# **APPENDIX B**

## **Consumer Surveys and Analysis**

## Community Health Assessment Consumer Survey 2012 - 2013

The Erie County Department of Health is currently working with community partners to solicit information from residents to help with public health planning for the next four years. We want to know what you think! Please take a few moments to fill out this survey, your responses will help us identify gaps in services and needs in the community. We can then use this information to create a plan to fill the gaps and address the needs going forward. Thank you for your time and help with this effort.

### A INTRODUCTION

1 What health topics are you interested in learning more about?

<input type="checkbox"/>	Alcohol Use/Abuse
<input type="checkbox"/>	Arthritis
<input type="checkbox"/>	Asthma
<input type="checkbox"/>	Blood Pressure
<input type="checkbox"/>	Cancer
<input type="checkbox"/>	Children's Health
<input type="checkbox"/>	Cholesterol
<input type="checkbox"/>	Dental Health
<input type="checkbox"/>	Depression
<input type="checkbox"/>	Diabetes
<input type="checkbox"/>	Drug Use/Abuse (including prescriptions)
<input type="checkbox"/>	Environment and Housing
<input type="checkbox"/>	Family Planning
<input type="checkbox"/>	Food Safety
<input type="checkbox"/>	Heart Disease and Heart Health
<input type="checkbox"/>	HIV and AIDS
<input type="checkbox"/>	Immunizations
<input type="checkbox"/>	Infectious Diseases
<input type="checkbox"/>	Injury Prevention
<input type="checkbox"/>	Lead Poisoning
<input type="checkbox"/>	Nutrition
<input type="checkbox"/>	Overweight/Obesity
<input type="checkbox"/>	Physical Activity and Fitness
<input type="checkbox"/>	Sexually Transmitted Diseases
<input type="checkbox"/>	Stress
<input type="checkbox"/>	Stroke
<input type="checkbox"/>	Tobacco

2 If there are other health topics you are interested in, what are they?



3 Where do you get most of your health information? (check one)

- Doctor or Medical Provider
- Library
- Newspaper or Magazine
- School Nurse
- Computer/Internet
- Television or Radio
- Friends and Family
- Health Insurance Company
- Social Services
- Head Start
- WIC
- Other



If you selected other where do you get most of your health information?

**B YOUR HABITS AND YOUR HEALTH**

**In this section we want to learn about your perceptions and behaviors associated with your individual health status.**

1 How often do you participate in physical activity or exercise?

- 5-7 times per week for at least 30 minutes each time
- 2-4 times per week for at least 30 minutes each time
- 1-3 times per week for at least 30 minutes each time
- No weekly time for exercise, but try to add physical activity when possible (walk instead of going by car, take the stairs instead of the elevator, etc)
- No physical activity or exercise beyond regular daily activities



2 Which, if any, of the following would help you become more active? Check all that apply.

- Transportation to the park or gym
- Groups to participate with
- Workshops or classes about exercise
- Safe place to walk or exercise
- Individual instruction or personal trainer
- Information about programs in your neighborhood
- Discounts for exercise programs or gym memberships
- Lowcost sneakers, sweatsuits, or other equipment
- A friend to exercise with
- Activities you can do with your children

3 Is there anything else that would help you become more active? What?

4 How many servings of fruits and vegetables combined do you eat every day on average? (A serving is 1 cup or a fist sized piece)

- More than 5 cups/pieces per day
- 5 cups/pieces per day
- 4 cups/pieces per day
- 3 cups/pieces per day
- 2 cups/pieces per day
- 1 cup/piece per day
- 0 cups/pieces per day

5 How many cups/pieces of fruits and vegetables combined do you think you should eat everyday?

- More than 5
- 5
- 4
- 3
- 2
- 1
- 0

6 What keeps you from eating more fruits and vegetables everyday? Check all that apply.

- Time it takes to prepare
- Cost
- Difficulty getting fresh fruits and vegetables on a regular basis (they are not available where you regularly shop or getting to a grocery store is difficult)
- Don't like them
- Family dosen't like them
- Don't know how to cook them or prepare them
- Other

7 If you selected other, what else keeps you from eating more fruits or vegetables?

8 Do you have health insurance?

- Yes
- No

9 If you do have health insurance, is this insurance..

- Private insurance from your (or spouse's or parent's) work
- Medicaid
- Medicare
- Purchased by you directly from the insurance company
- Child Health Plus
- Other

10 If you selected other, what type of insurance do you have?

11 How often do you see a doctor or medical person?



- For a yearly check-up
- Several times a year
- Only when I'm sick
- I don't

12 Where do you usually seek medical care? (select one)

- Your regular doctor
- At a hospital emergency room
- In a clinic
- Other

13 If you selected other, where do you usually get medical care?

14 How would you describe your overall health?



- Excellent
- Good
- Fair
- Poor

15

If you were to eat healthier (more fruits and vegetables) and exercise more (walked more) do you think that it would make a difference in how you feel?

- Yes, it would make me feel better
- Yes, it would make me feel worse
- There would be no change in how I feel

16 How often do you take a multi-vitamin?



- Daily
- Every other day
- Weekly
- Never

17 How many cups of water do you drink each day? (A 20oz water bottle holds 2.5 cups)

<input type="checkbox"/>	Less than 4 cups
<input type="checkbox"/>	4 - 6 cups
<input type="checkbox"/>	6 - 8 cups
<input type="checkbox"/>	8 - 10 cups
<input type="checkbox"/>	10 + cups

18 When you eat away from home where do you normally eat?

<input type="checkbox"/>	At a friend or family member's house
<input type="checkbox"/>	Fast food restaurant
<input type="checkbox"/>	Sitdown restaurant
<input type="checkbox"/>	I don't eat out

19 When eating out do you order based on taste or health?

<input type="checkbox"/>	Taste only
<input type="checkbox"/>	Health only
<input type="checkbox"/>	Taste and health balance

20 What are your most frequented sections of the grocery store? (List 1 as the most visited and 7 as the least visited)

<input type="checkbox"/>	Produce
<input type="checkbox"/>	Snack (chip aisle)
<input type="checkbox"/>	Meat/Poultry
<input type="checkbox"/>	Dairy
<input type="checkbox"/>	Frozen
<input type="checkbox"/>	Canned
<input type="checkbox"/>	Baked

21 How often do you use tobacco products?

<input type="checkbox"/>	Daily
<input type="checkbox"/>	Weekly
<input type="checkbox"/>	Sparingly
<input type="checkbox"/>	Never

22 How often do you drink 4 or more alcoholic drinks at one setting?

Daily  
 Weekly  
 Monthly  
 Never

23 What drugs do you use recreationally? (Choose all that apply)  
Please be honest, we guarantee your anonymity

Marijuana  
 Stimulants including prescription drugs  
 Opiates including prescription drugs  
 Painkillers  
 Anxiety medication  
 I never use drugs recreationally

24 How many hours of sleep do you think the average adult needs per night?

4 - 6 hours  
 6 - 8 hours  
 8 - 10 hours  
 10 + hours

25 I would consider my average mood to be \_\_\_\_\_.

Happy  
 Average  
 Unhappy  
 Depressed

26 I would say that I have \_\_\_\_\_ energy compared to the average person.

More  
 Average  
 Less

**C HEALTH NEEDS IN YOUR COMMUNITY**

**In this section we are interested in knowing what you think are the most important issues related to health in your community.**

**1** What three health issues are you most concerned about? Please pick three.

- Can't get in to see a doctor (can't get an appointment)
- Health insurance
- Don't have the money to go to a doctor
- Transportation to the doctor
- Tobacco or smoking cigarettes or cigars
- Physical activity
- Nutrition
- Obesity or overweight
- Diabetes
- Asthma
- Cancer
- HIV and AIDS
- Sexually transmitted diseases
- Immunizations
- Injury
- Mental Health
- Alcohol and drug abuse
- Dental care
- High blood pressure
- Heart Disease
- Cholesterol
- Arthritis
- Teen pregnancy
- Depression
- Other

**2** If you selected other, what health issue(s) are you concerned about?

3 What do you think needs to be done to deal with the health issues you are concerned about?



4 Have you had difficulty finding a particular healthcare service for you or your family? If so, what was the service you needed to find and can you tell us what happened?

**D DEMOGRAPHICS**

**Tell us about yourself**

1 Your age range:



- 17 or under
- 18-29
- 30-39
- 40-49
- 50-59
- 60 and over
- prefer not to answer

2 Gender

- Male
- Female
- Other
- Prefer not to answer



**3** Race/Ethnicity (check all that apply)

- American Indian
- Hispanic/Latino
- African American
- White/Caucasian
- Asian/Pacific Islander
- Other
- Prefer not to answer

**4** Zip code where you live

**5** County where you live

**6** How many people live in your home, including yourself? (Please enter number for each age group)

- Number of Children (17 and under)
- Number of Adults (18 to 64)
- Number of Seniors (65 and over)

**7** Household Income

- Under \$15,000 per year
- \$15,000 - \$24,999 per year
- \$25,000 - \$34,999 per year
- \$35,000 - \$44,999 per year
- \$45,000 - \$54,999 per year
- \$55,000 - \$64,999 per year
- \$65,000 - \$84,999 per year
- \$85,000 or more per year

**8** What is your height and weight?

- Height
- Weight

**E THANK YOU!**

**Thank you for taking the time to answer these questions. Your responses will be very helpful to our planning for the next few years. If you have any other comments about health issues or health needs in the community, please add them below. Thank you again!**

**1** Please enter any additional comments below.

ERIE COUNTY  
DEPARTMENT OF  
HEALTH

Consumer Health Survey

Part #1

# Background Information

“The mission of the Erie County Department of Health is to protect the public’s health and to prevent disease and premature death through the promotion of healthy living and wellness.”

## **Purpose of Survey:**

-To discover the health quality of the residents of Erie County by means of quantifying important health factors via survey.

## **plan:**

-After discovering which aspects of health residents tend to neglect they plan to prioritize Erie county’s public education and services accordingly

# Our Problem

-How can we more accurately and efficiently pinpoint the health of our neighbors while creating links between lifestyle choices and their consequences?

# Our Goals

- 1) To add more important health-related questions to the survey.
  - Daily vitamin / supplement intake
  - Water(cups / day)
  - Dining at restaurants(health conscious restaurant / food choices?)
  - Favorite sections of grocery store(# fav-least fav.)
  - Substance use / abuse

# Goals (continued)

- 2) To ask follow-up questions in hopes of noticing a direct link between daily choices and positive and negative consequences.
  - Mood(vs. average person)
  - Energy level (vs. average person)
  - Over/underweight?
  - Chronic illness/disease (respondent lists ailments)

# Goals (continued)

- 3) To alter the format of the survey to accommodate our new questions in an organized manner.
- 4) To simplify existing questions and eliminate blank space to facilitate faster survey-taking.

PART #2

Possible Solutions

# WAYS TO MEET OBJECTIVES

- Making more efficient surveys
- Finding better ways to distribute surveys
- Engage public into wanting to take the surveys
- Integrate with social media (Facebook, Twitter, Buffalo.com, etc.)

# Specific Methods

- Condense long questions.
- Simplify language.
- Use social media to distribute link.
- E-mail vast quantity of businesses.(Any & all)
- Use small gift as incentive.
- Make respondents recognise importance.
- Integrate lifestyle-based questions.
- Integrate consequent questions. (reflections of lifestyle)

# Methodologies

## Electronic Brainwriting

-Chatting on Google Docs

## Face to face brainstorming

-meet @ spot coffee

## Gather as many solutions as possible

-Omitting few possibilities

# Concepts of Focus

## **Improvement:**

- More relevant health questions.
- Link to lifestyle choices

## **Quality:**

- Shorten / Reword
- Simpler / more comprehensible
- Culturally sensitive
- Address literacy / language barriers

## **Connection:**

- Utilize social media.
- Contact businesses.

## Similar Organizations' Objectives

- Test the survey before giving it to the public
- Find out your target audience
- Social Media
  - Facebook
  - Twitter
  - LinkedIn
  - E-Mail
- Offer a small gift in exchange for taking the survey
  - pens / pencils

## The Innovation Center's Evaluation methods (researcher)

- Relevant and culturally sensitive.
- Consider workability of methods.
- Consider possible language barriers.
- What is the cultural context at play?
- Multiple methods = vast analysis.

# PART #3

Evaluating Possible Solutions



# Simplify Language (Absolute)

## Positive

- Culturally sensitive
- Literacy sensitive
- Easy for most people to comprehend

## Negative

- Some might think we lack sophistication
- Some may question authenticity

# Social Media Use (Absolute)

## Positive

- Multiple people at once

- Potential for high results

## Negative

- Target audience may not use social media

- Overlooked by social network users

# Contact ∞ Businesses (Absolute)

## Positive

- Potential results high
- Creating awareness in local businesses
- Relatively easy to do

## Negative

- Time consuming
- Majority will probably ignore our survey

# Make Survey Anonymous only (Absolute)

## Positive

- Ensures honesty for invasive questions

- Secures peoples' privacy

## Negative

- Online responders may feel identity will be revealed

# Survey Our Families (Absolute)

## Positive

- Comfortable to ask family members
- Easy 25-100 results

## Negative

- Family members might be dishonest about certain questions

# Integrate Lifestyle-Based Questions (Relative)

## Positive

- Much more health-related questions
- Erie county DOH can implement more specific services

## Negative

- Survey will take longer unless we condense / remove other questions

# Use of gifts as incentive (Relative)

## Positive

- Draws people in to take a survey

## Negative

- Gift may not be useful for everyone
- We don't have an expendable budget

# Condense Long Questions (Relative)

## Positive

- More people are willing to take shorter surveys
- Takes less time for each survey to be finished

## Negative

- Less specific questions

# Remove Blank Space (Relative)

## Positive

- Survey will appear shorter
- Use less paper
- Saves trees

## Negative

- Page may look crowded

# Convince Responders that they Are Doing Right by Our Community (Relative)

## Positive

- Makes people empowered to take / finish the survey

## Negative

- Members might be having a bad day
- Not feeling ambitious

# PART # 4

Recommendation

## Solutions (suggested content)

- Improve survey questions (lifestyle)
- Simplify complex language
- Eliminate blank space
- Make survey strictly anonymous

# Solutions (methodology)

## **Business Contacts**

- Walmart
- Target
- Geico
- Kaleida Health
- Catholic Health System
- HSBC & M&T

## Solutions (methodology)

### **News Contacts**

- Contact Channels 2, 4 & 7.
- Attempt to get 10-15 sec. plug.
- Try to get link posted on WGRZ, WIVB, CW23, WKBW

## Solutions (methodology)

### **Wiper Blade Advertising**

- Print slogan & link on small fliers.
- 6-10 per piece of paper.
- Stuff fliers under wipers everywhere!

**NO CAR GOES UNSTUFFED!!!!**

## Solutions (methodology)

### **Slogans**

"Gadge your health and represent your community, take our survey!"

"Are you healthy? Take our survey and find out"

"Show you care, be aware"

# Solutions (methodology)

## Utilize Social Media

- Twitter
  - Hashtags
    - #eriecounty #health #survey #healthsurvey #fitness #wellbeing #wellness
- Facebook
  - Event Invites
    - Create an invitation to all of our Facebook friends who can then pass the link on to their own friends

# PART #5

Implementation

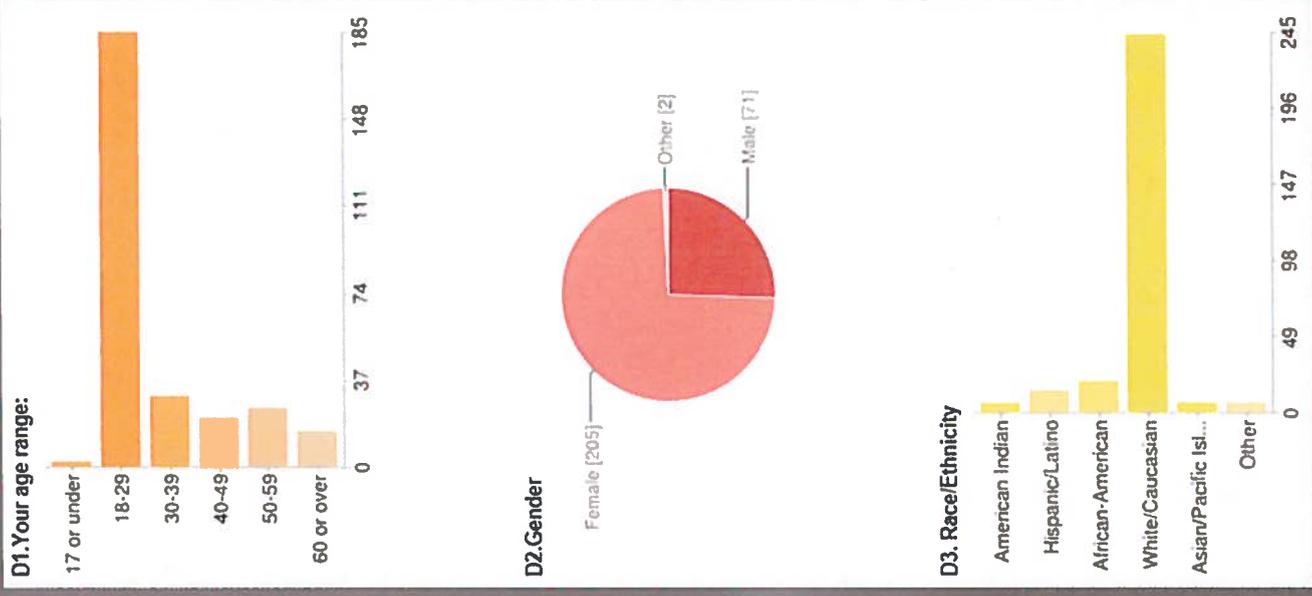
## What we did

- Called every local news station
- Called/e-mailed many local businesses
- Posted on Facebook
- Created a Twitter account
- Made and distributed flyers (200-300 each)
- Distributed 300 flyers to 4 local gyms having staff put them out where people might pick them up
- Got family members to participate
- Mass email through student life

# Demographics

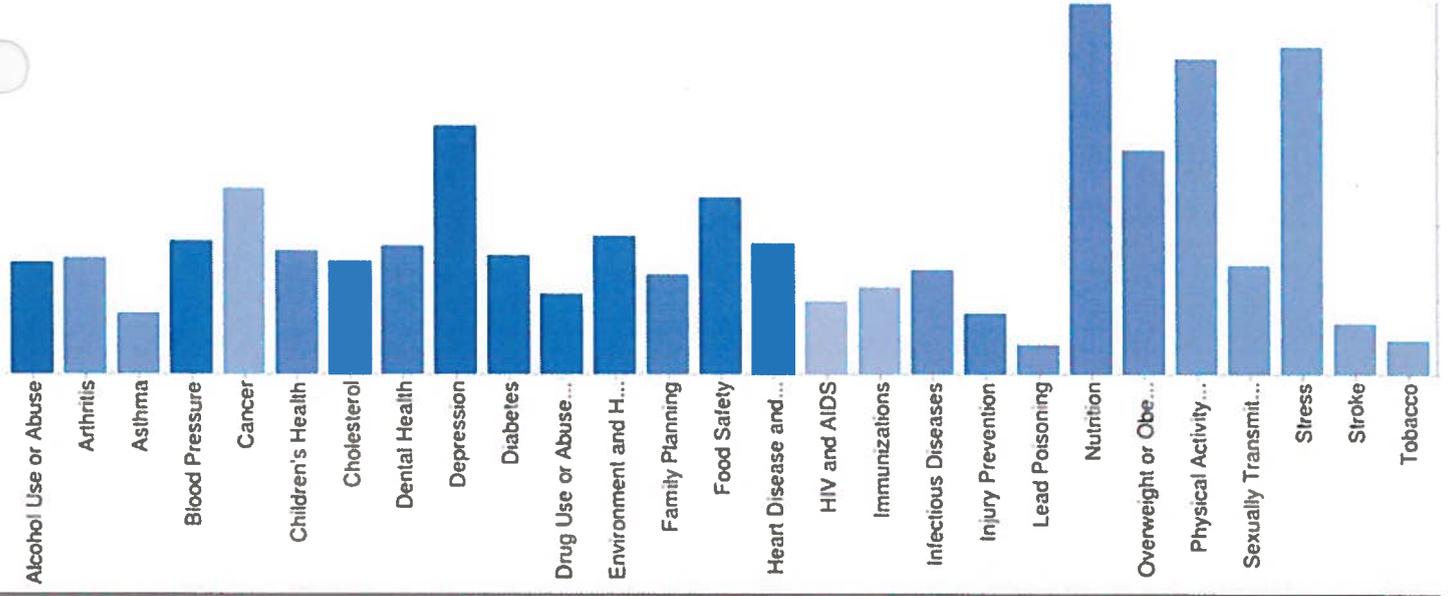
Most prominent with 280 Participants

- 18-29 years old
- 3 / 4 female
- White / caucasian



# Health Interests (top 4)

- Nutrition
- Physical Activity
- Stress
- Depression



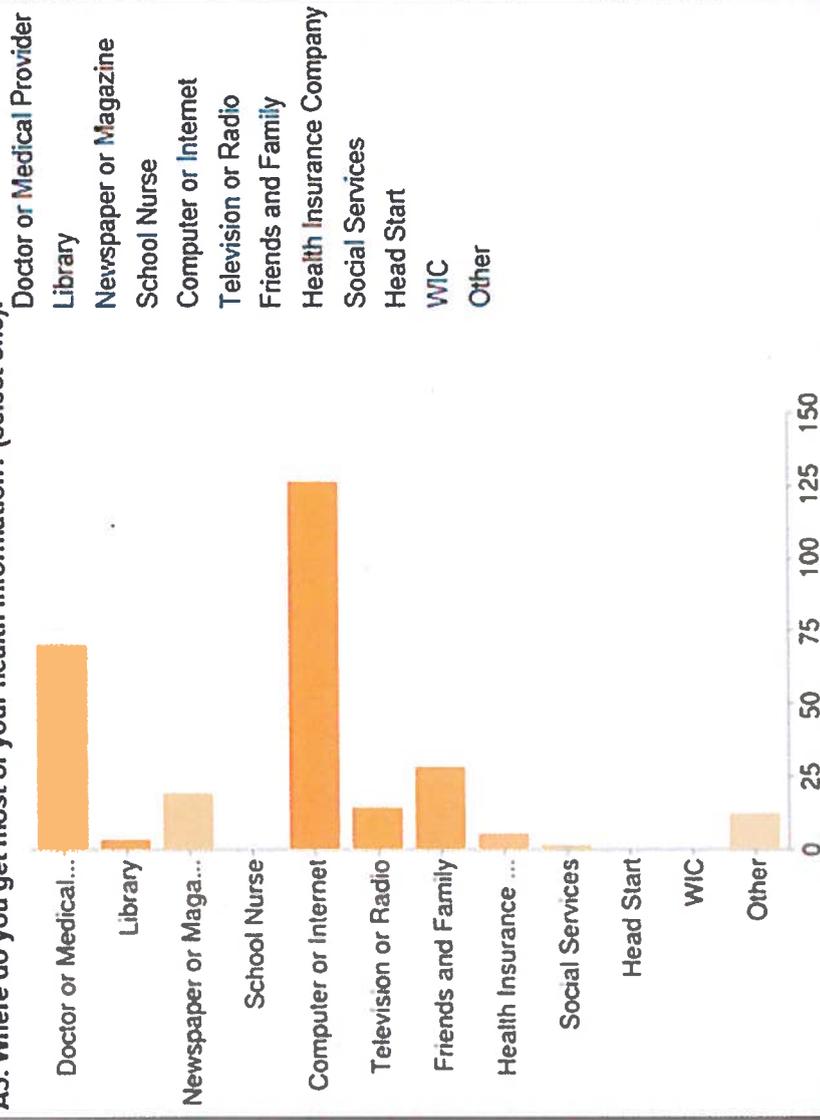
# Where do you get health information

1. Computer / internet

2. Doctor / medical provider

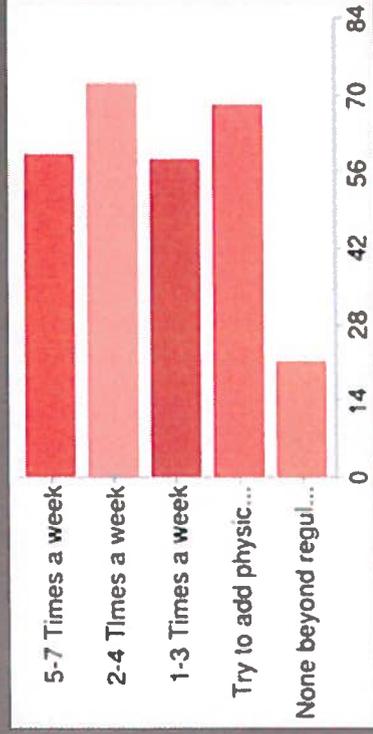
3. Friends & family

A3. Where do you get most of your health information? (select one):



# Exercise frequency & motivation

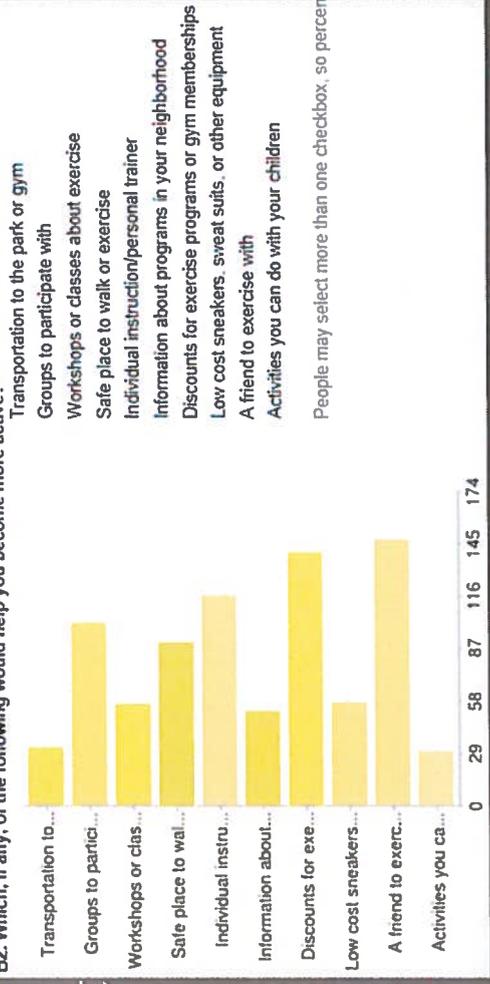
- On average, people reported to be relatively active



## Ways to help residents to exercise more:

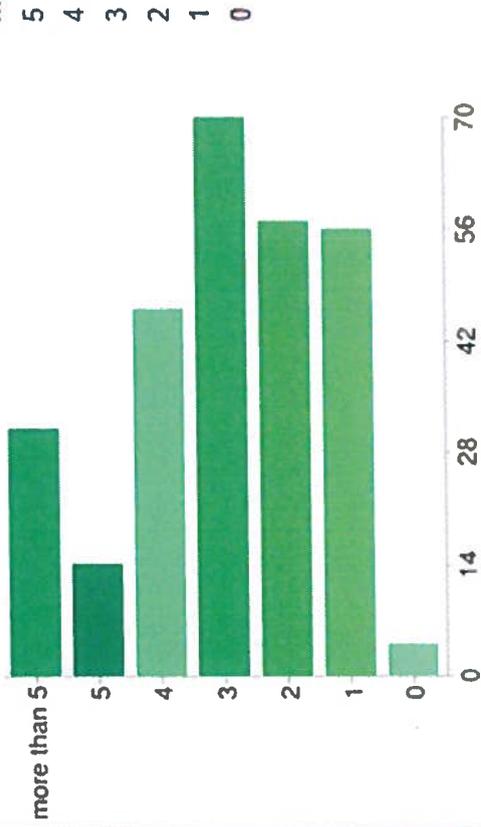
- A friend to exercise with
- Discounts for equipment
- Access to a personal trainer

B2. Which, if any, of the following would help you become more active?

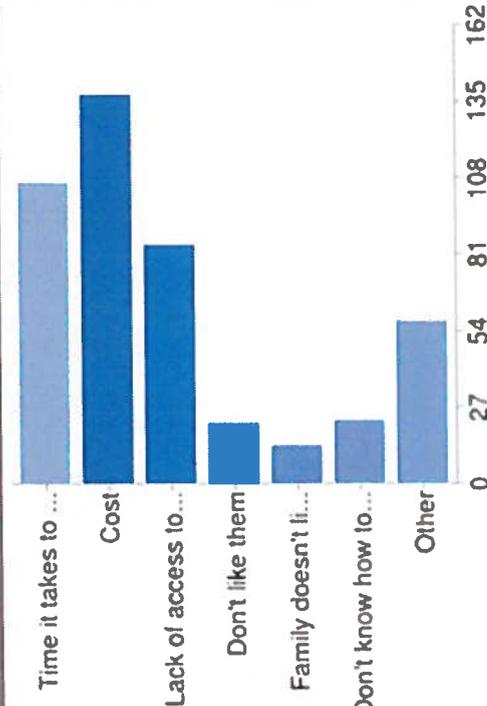


# Fruits and Vegetables (ctd.)

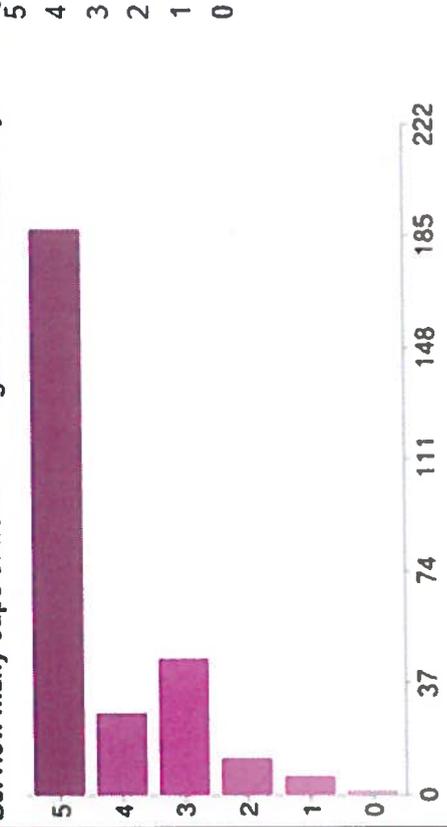
B4. How many servings of fruits and vegetables combined do you eat every day on average?  
more than 5



what keeps public from eating vegetables



B5. How many cups of fruits and vegetables combined do you think you should eat every day? Don't think you should eat every day?



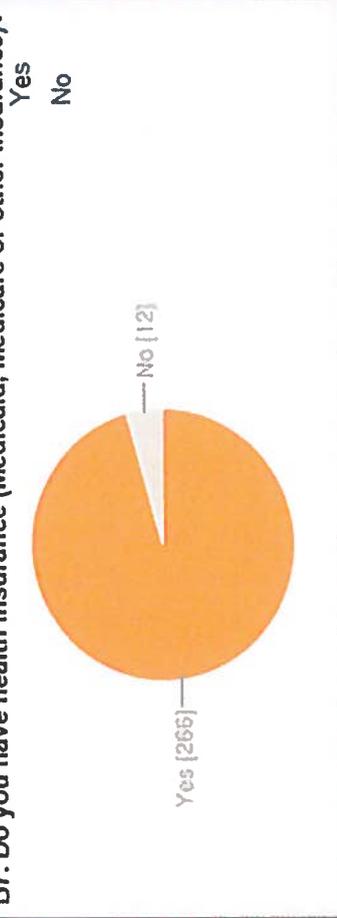
## Fruits and vegetables

- 67% of County residents think 5+ servings is optimal
- Yet only 23% of the county eats 5 or more
- The rest eat between 1-4 but few eat 0
- Time to prepare, cost, and lack of access keep people from eating vegetables

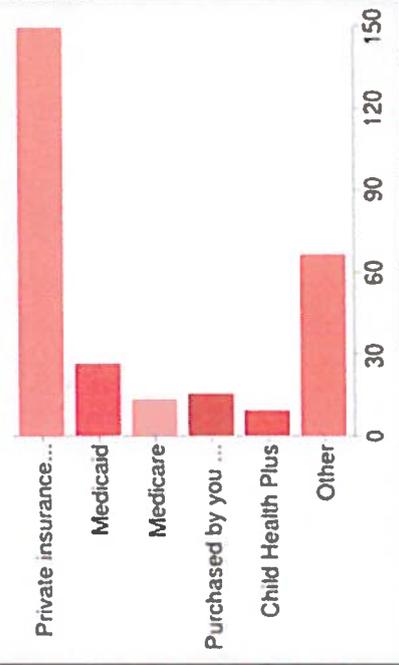
# Do you have Medicaid, Medicare, or other insurance?

- 
- 4% of responders reported not having coverage
- 54% had private
- 24% had other

B7. Do you have health insurance (Medicaid, Medicare or other insurance)?

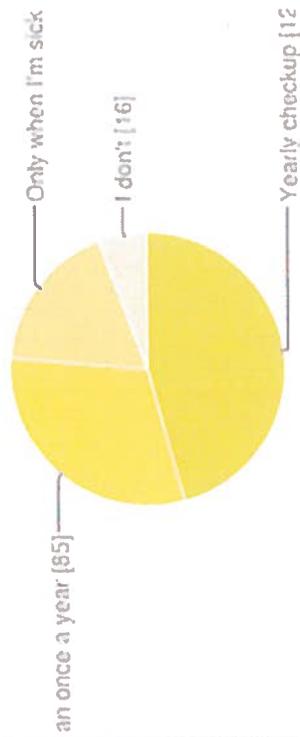


B8. If you do have health insurance, is this insurance...



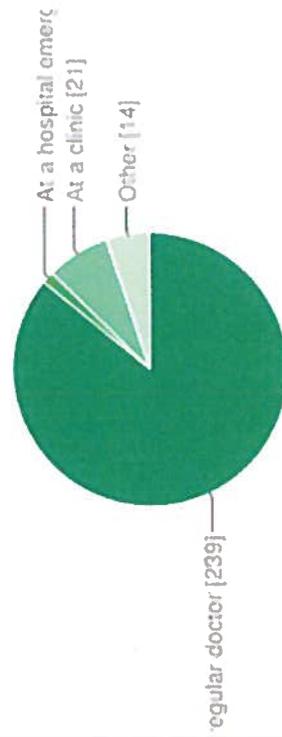
# Seeking Care

**B9. How often do you see a doctor or medical professional?**



Yearly checkup  
More than once a year  
Only when I'm sick  
I don't

**B10. Where do you usually seek medical care?**

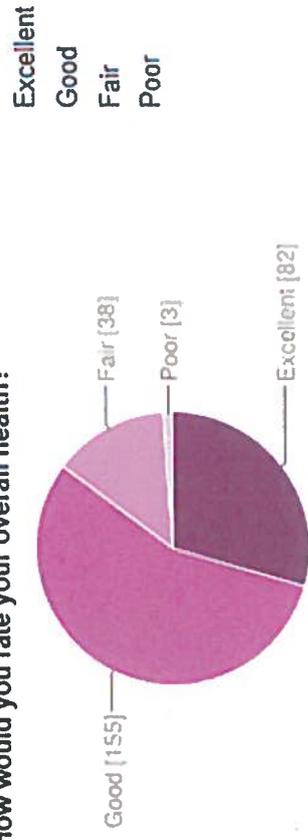


At your regular doctor  
At a hospital emergency room  
At a clinic  
Other

# Overall Health

Most rated their overall health as "Good" or "Excellent"

B11. How would you rate your overall health?

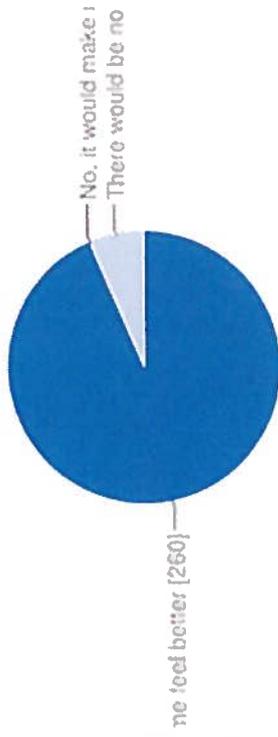


# Exercise and Mood

Exercise makes most people feel better

**B12. If you were to eat healthier and exercise more, do you think that it would make a difference in how you feel?**  
Yes, it would make me feel better

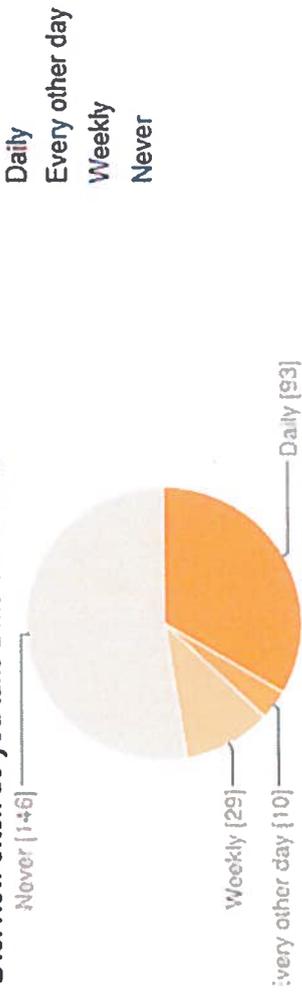
No, it would make me feel worse  
There would be no change in how I feel



# Multi-vitamins

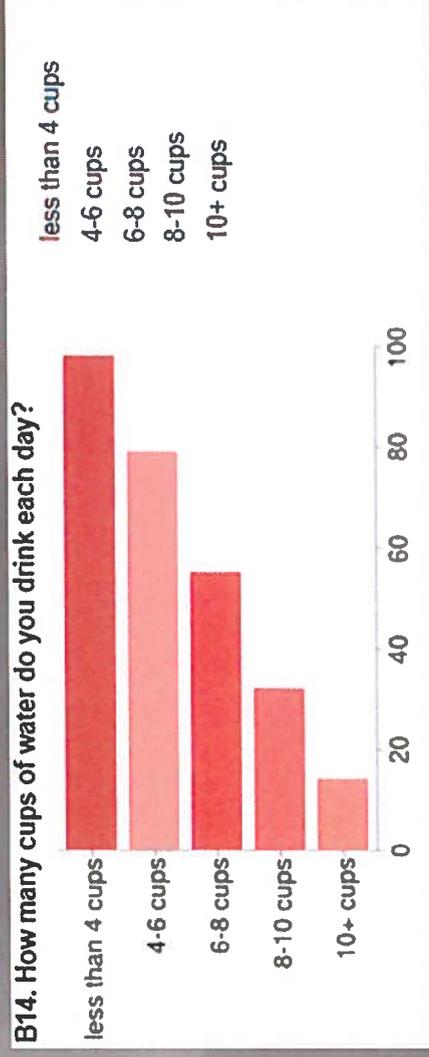
- 
- Most residents do not take them

B13. How often do you take a multi-vitamin?



## Water Consumption

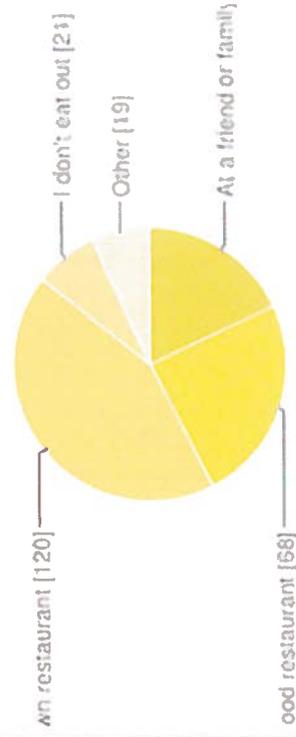
- A majority of residents drink less than 4 cups of water each day
- Half of those surveyed drink the recommended 6-8 cups each day



## Eating Habits When Away From Home

- When asked about their eating habits when away from home, a majority responded by saying they usually go to a sit-down restaurant
- Stopping for fast-food was the second-most popular option

**B15. When away from home, where do you normally eat?**



At a friend or family member's house

At a fast food restaurant

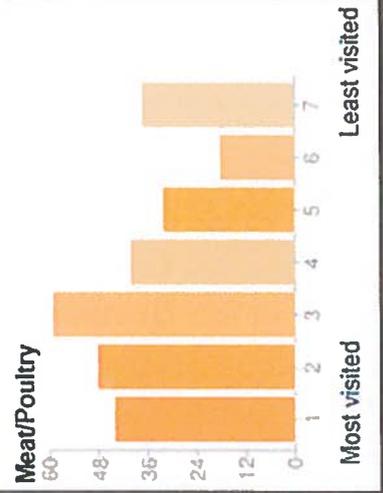
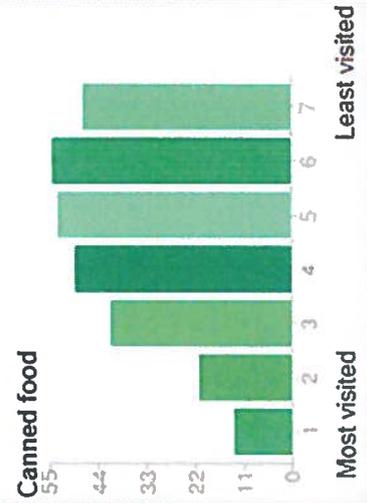
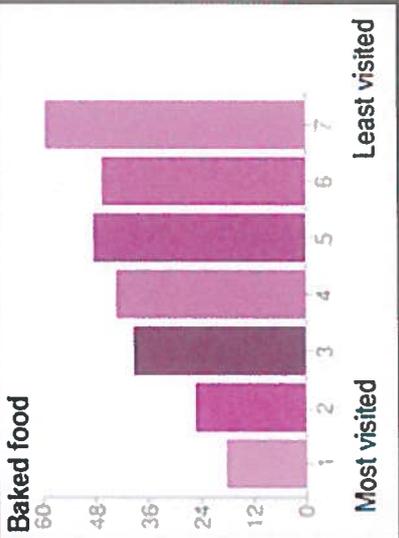
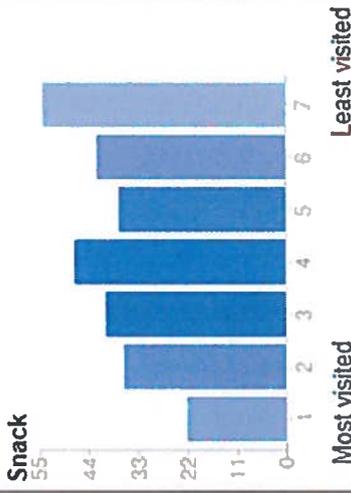
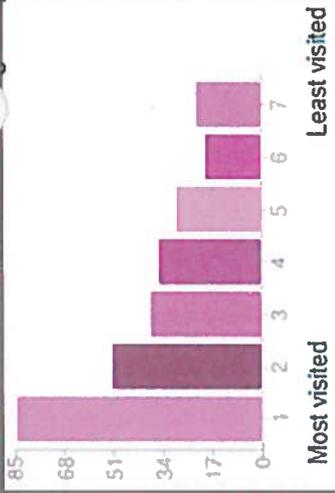
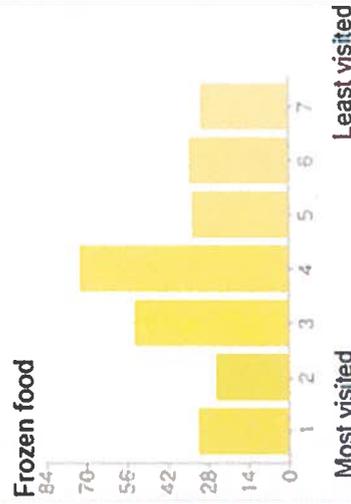
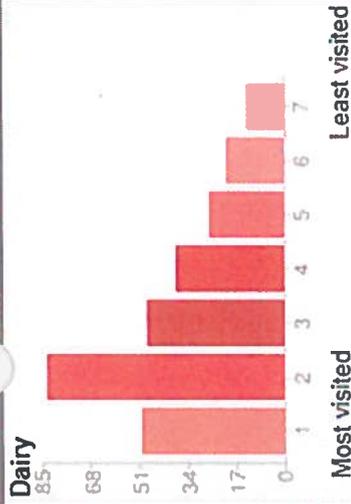
At a sit-down restaurant

I don't eat out

Other

# Most frequented Store sections

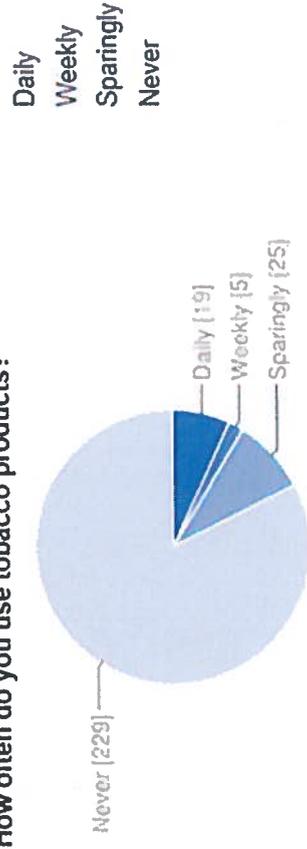
1. Produce
2. Dairy
3. Meat/Poultry
4. Frozen
- 5-6. Canned & Snack
7. Baked



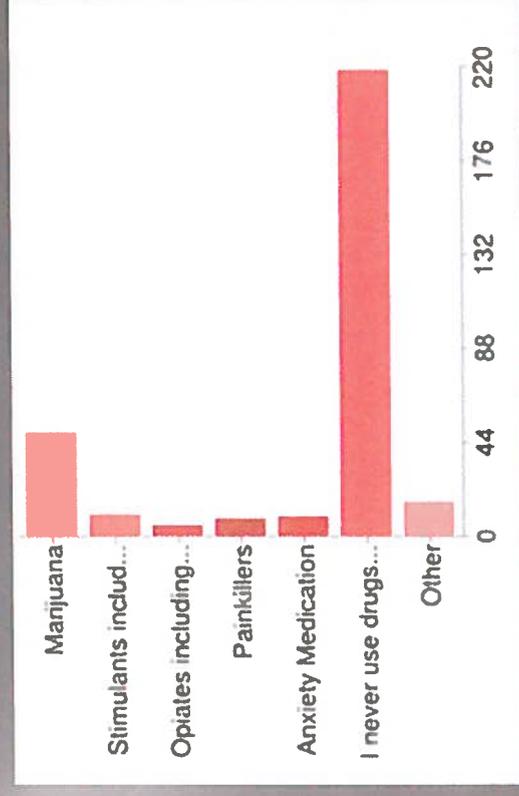
## Tobacco Use

- A majority of residents said they never use tobacco products.
- A smaller portion of residents claim they use it either daily, weekly or sparingly.

B18. How often do you use tobacco products?



# Drug Use

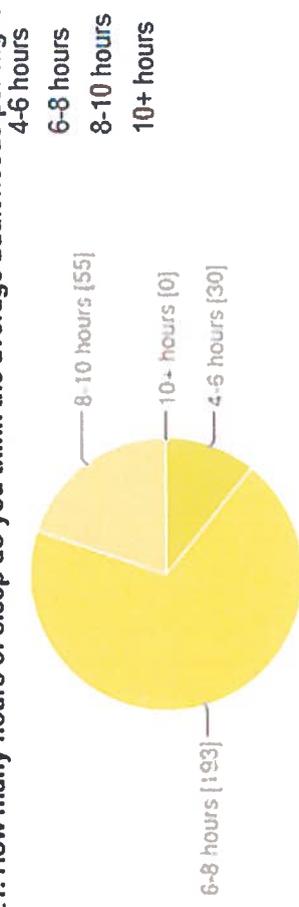


- A majority of residents said they never use drugs, while a portion of residents said to use marijuana.
- A smaller amount of those surveyed responded to using other various types of drugs.

## Sleep

- Most residents think the average adult needs 6-8 hours of sleep per night.

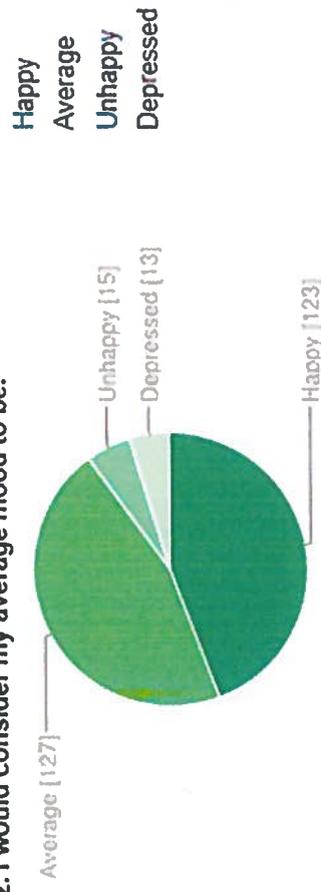
B21. How many hours of sleep do you think the average adult needs per night?



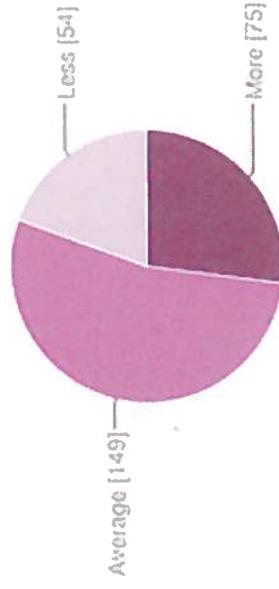
# Perception of mood & energy

- Almost identical portions of:
  1. happy-average
  2. unhappy-depressed
  3. more & less perceived energy than average.

B22. I would consider my average mood to be:



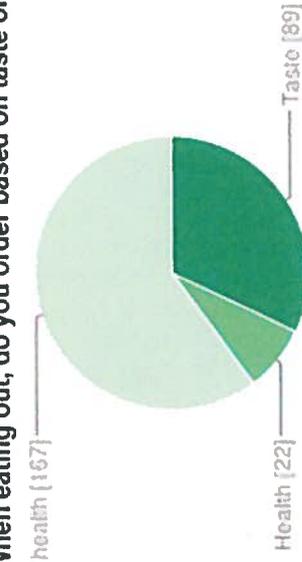
B23. I would say that I have \_\_\_ energy compared to the average person:  
More  
Average  
Less



## Ordering food

- Most participants reported they order based on a taste/health combination
- Many also reported they order based on taste alone
- Very few reported they order based on health alone

B16. When eating out, do you order based on taste or health?



Taste

Health

A combination of both taste and health

# Community Health Issue Concerns

1. Nutrition
2. Physical activity
3. Obesity/weight
4. Health Insurance
5. Mental Health
6. Cancer
7. Don't have money to go to a doctor
8. Dental care
9. Depression
10. Heart disease

Can't get in to see a doctor/Can't get an appointment	13	5%
Health Insurance	91	33%
Don't have the money to go to a doctor	48	17%
Transportation to the doctor	10	4%
Tobacco/Cigarettes/Cigars	20	7%
Physical activity	111	40%
Nutrition	123	44%
Obesity or overweight	93	33%
Diabetes	30	11%
Asthma	15	5%
Cancer	48	17%
HIV/AIDS	6	2%
Sexually Transmitted diseases	27	10%
Immunizations	7	3%
Injury	18	6%
Mental Health	63	23%
Alcohol and drug abuse	17	6%
Dental care	45	16%
High blood pressure	32	12%
Heart disease	32	12%
Cholesterol	22	8%
Arthritis	16	6%
Teen pregnancy	12	4%
Depression	43	15%
Other	21	8%

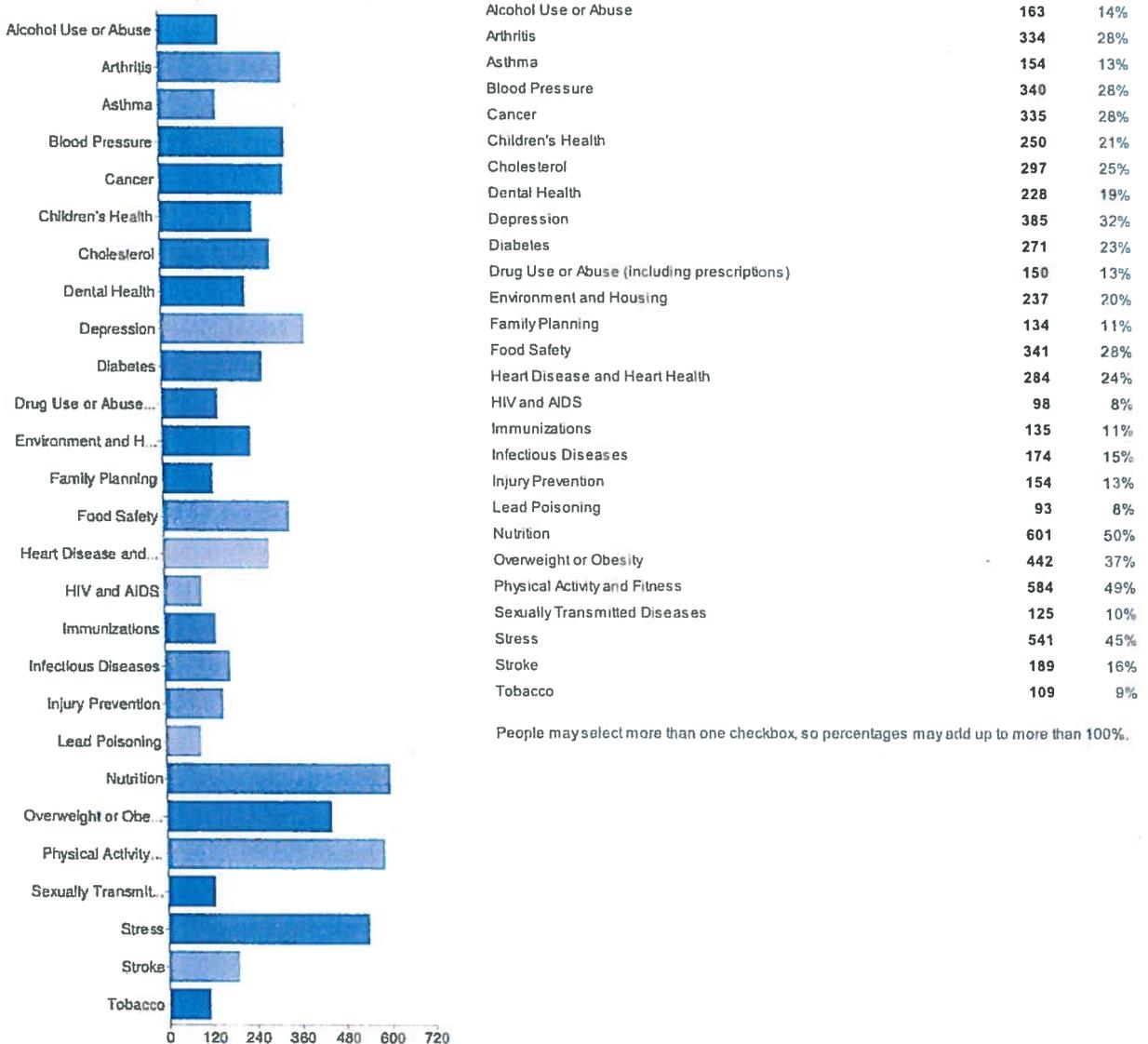
# 1198 responses

## Summary [See complete responses](#)

### A. Introduction

Please be honest, we guarantee that your identity will never be known or sought. Only take this survey once.

#### A1. What health topics are you interested in learning more about?:

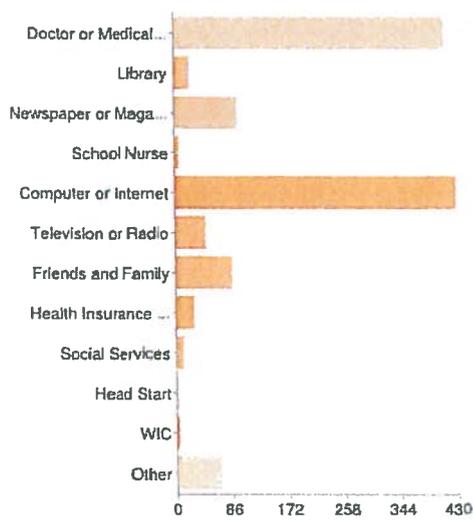


#### A2. If there are other health topics you are interested in, what are they?

Mental Health topics: Mental health such as Anxiety, borderline personality disorder, bipolar, etc...  
 na: Autism, no ALS, None that I can think of, N/A, Canker Sores - Prevention of, Epilepsy, No, Preventive medicine, kidney stones, Birth Control, Headaches (migraines, cluster, tension) and Ideas for helping ease them. Also, the use of vitamins and homeopathic remedies. How pollution from surrounding areas effect our health, and what we can do to reduce our exposure to toxic pollutants. Of particular concern is the Huxley Coal Powered Generating Plant, the public should be educated about how the emission from th ...

#### A3. Where do you get most of your health information? (select one):

Doctor or Medical Provider	411	34%
Library	22	2%
Newspaper or Magazine	95	8%

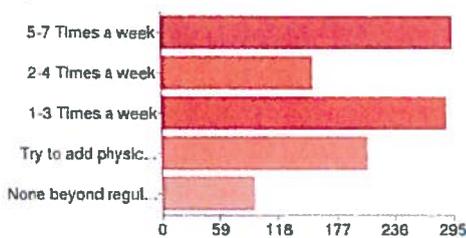


Category	Count	Percentage
School Nurse	5	0%
Computer or Internet	428	36%
Television or Radio	46	4%
Friends and Family	86	7%
Health Insurance Company	27	2%
Social Services	10	1%
Head Start	1	0%
WIC	2	0%
Other	65	5%

### B. Your habits and your health

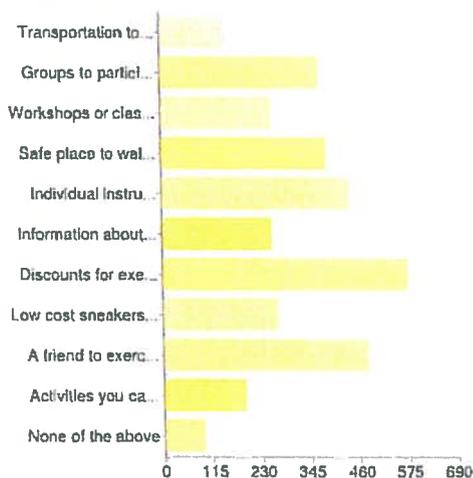
In this section we want to learn about the perceptions and behaviors associated with your individual health status.

B1. How often do you participate in physical activity or exercise for 30 minutes or more? (select one):



Frequency	Count	Percentage
5-7 Times a week	295	25%
2-4 Times a week	153	13%
1-3 Times a week	288	24%
Try to add physical activity where possible (taking the stairs, etc.)	207	17%
None beyond regular daily activities	93	8%

B2. Which, if any, of the following would help you become more active?



Factor	Count	Percentage
Transportation to the park or gym	151	13%
Groups to participate with	372	31%
Workshops or classes about exercise	264	22%
Safe place to walk or exercise	388	32%
Individual instruction/personal trainer	441	37%
Information about programs in your neighborhood	260	22%
Discounts for exercise programs or gym memberships	576	48%
Low cost sneakers, sweat suits, or other equipment	272	23%
A friend to exercise with	482	40%
Activities you can do with your children	195	16%
None of the above	95	8%

People may select more than one checkbox, so percentages may add up to more than 100%.

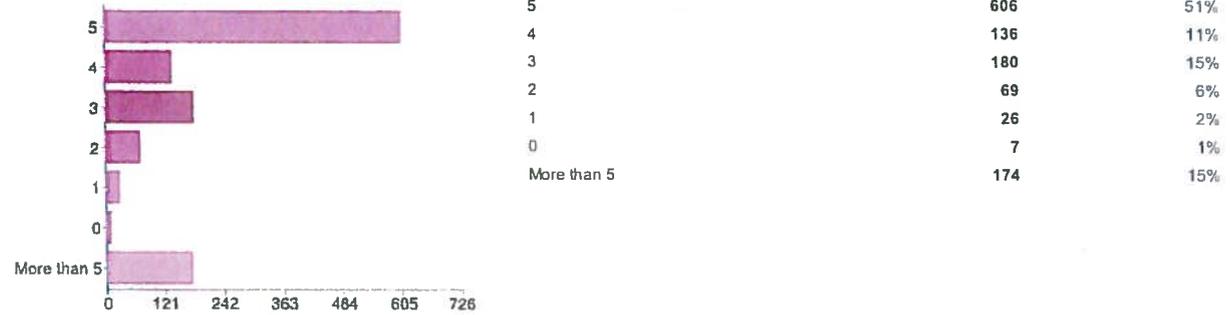
B3. Is there anything else that would help you become more active? If yes, what?

More affordable personal training at home gym Outdoor activities, such as biking, canoeing, white water rafting trips, sport games, etc...  
 Having more time available to me. Right now I have class, work and an internship plus homework on top of that. group sports no not  
 really no None N/A Cheaper exercise classes activities, a wider spread of times when activities were available. Motivation and less stress from work, school, etc.  
 If I didn't experience my daily pain in my fingers, back, neck, and foot. Better gym equipment at the schools facilities as well as more space for each sport team to practice

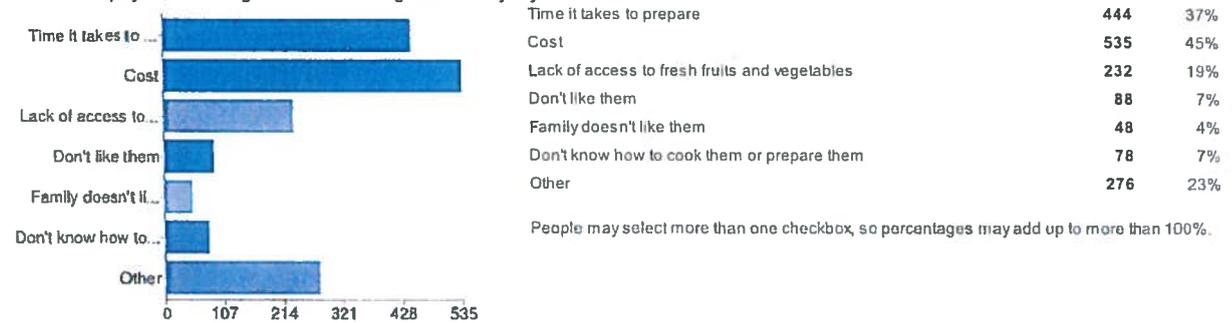
**B4. How many servings of fruits and vegetables combined do you eat every day on average?**



**B5. How many cups of fruits and vegetables combined do you think you should eat every day?**



**B6. What keeps you from eating more fruits and vegetables every day?**

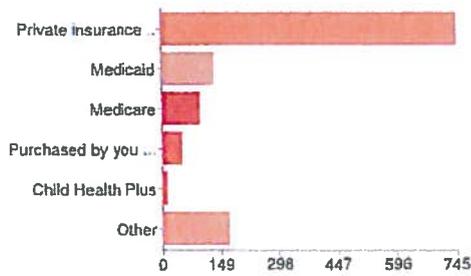


**B7. Do you have health insurance (Medicaid, Medicare or other insurance)?**

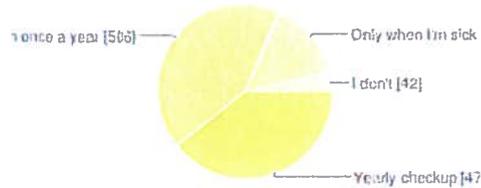


**B8. If you do have health insurance, Is this insurance...**

Insurance Type	Count	Percentage
Private insurance from you or your spouse's work	745	62%
Medicaid	131	11%
Medicare	95	8%
Purchased by you directly from the insurance company	49	4%
Child Health Plus	11	1%
Other	167	14%

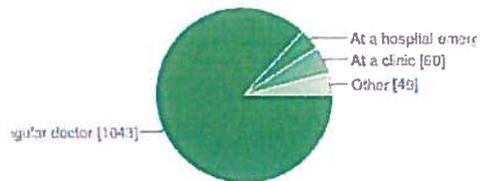


**B9. How often do you see a doctor or medical professional?**



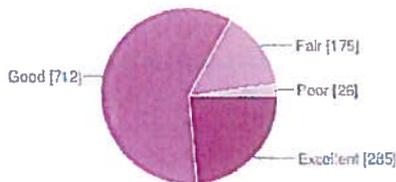
Yearly checkup	473	39%
More than once a year	506	42%
Only when I'm sick	177	15%
I don't	42	4%

**B10. Where do you usually seek medical care?**



At your regular doctor	1043	87%
At a hospital emergency room	46	4%
At a clinic	60	5%
Other	49	4%

**B11. How would you rate your overall health?**



Excellent	285	24%
Good	712	59%
Fair	175	15%
Poor	26	2%

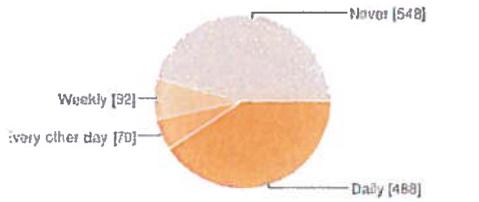
**B12. If you were to eat healthier and exercise more, do you think that it would make a difference in how you feel?**



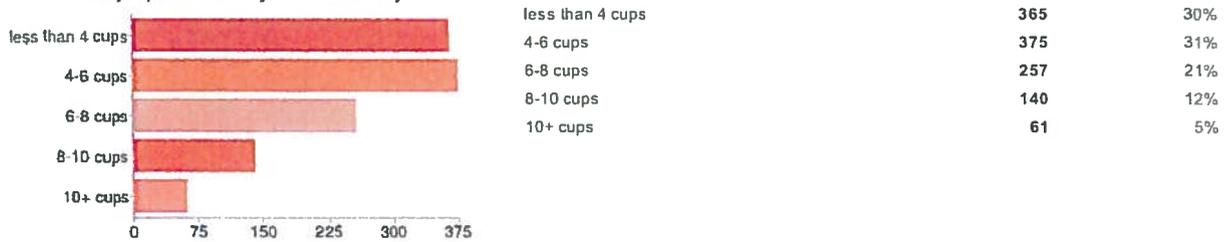
Yes, it would make me feel better	1100	92%
No, it would make me feel worse	3	0%
There would be no change in how I feel	95	8%

**B13. How often do you take a multi-vitamin?**

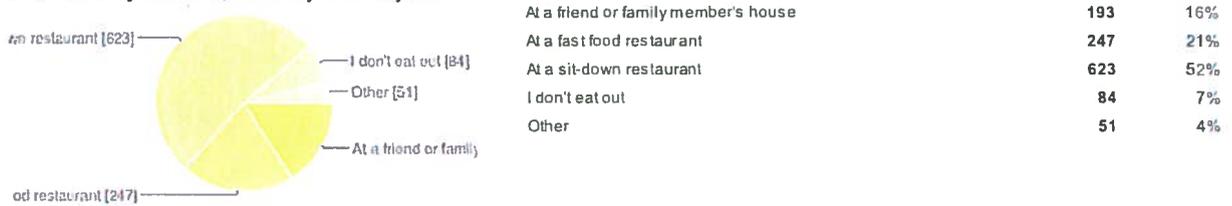
Daily	488	41%
Every other day	70	6%
Weekly	92	8%
Never	548	46%



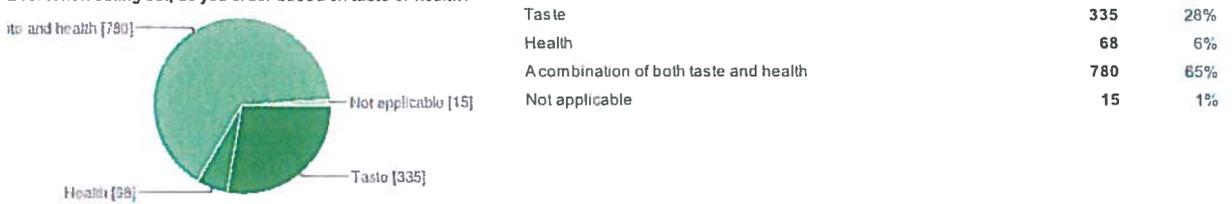
**B14. How many cups of water do you drink each day?**



**B15. When away from home, where do you normally eat?**



**B16. When eating out, do you order based on taste or health?**

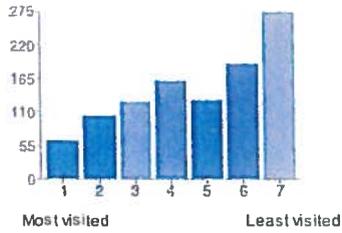


**B17. Please rank each section of the grocery store from most frequently shopped to least frequently shopped (Don't repeat numbers).**

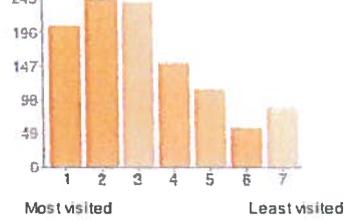


**Snack**

Rank	Count	Percentage
1 - Most visited	61	5%
2	102	9%
3	125	10%
4	160	13%
5	128	11%
6	188	16%
7 - Least visited	273	23%

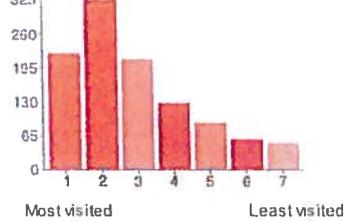


**Meat/Poultry**



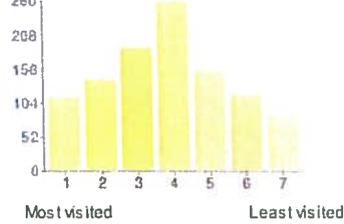
1 - Most visited	204	17%
2	244	20%
3	239	20%
4	150	13%
5	112	9%
6	56	5%
7 - Least visited	86	7%

**Dairy**



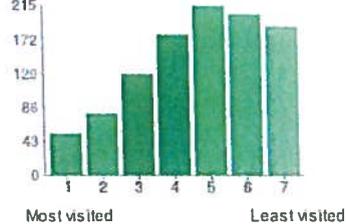
1 - Most visited	221	18%
2	325	27%
3	210	18%
4	127	11%
5	88	7%
6	56	5%
7 - Least visited	50	4%

**Frozen food**



1 - Most visited	113	9%
2	139	12%
3	188	16%
4	259	22%
5	153	13%
6	117	10%
7 - Least visited	85	7%

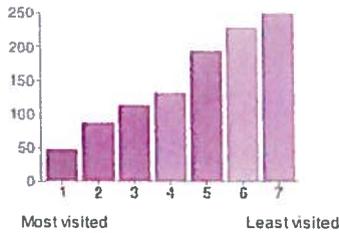
**Canned food**



1 - Most visited	52	4%
2	77	6%
3	127	11%
4	177	15%
5	214	18%
6	203	17%
7 - Least visited	188	16%

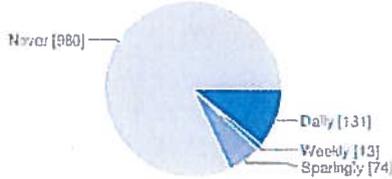
**Baked food**

1 - Most visited	45	4%
2	85	7%
3	111	9%
4	130	11%
5	193	16%



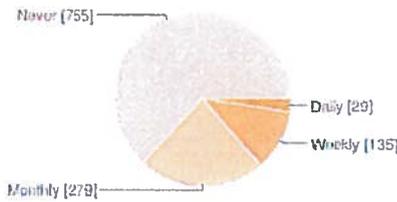
6	228	19%
7 - Least visited	249	21%

**B18. How often do you use tobacco products?**



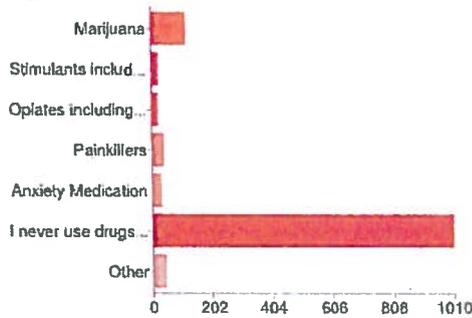
Daily	131	11%
Weekly	13	1%
Sparingly	74	6%
Never	980	82%

**B19. How often do you drink 4 or more alcoholic drinks at one setting?**



Daily	29	2%
Weekly	135	11%
Monthly	279	23%
Never	755	63%

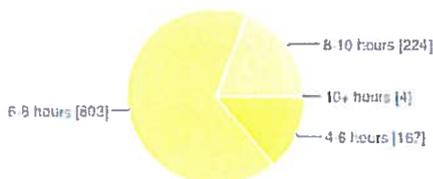
**B20. What drugs do you use recreationally (Please be honest, we guarantee your anonymity)?**



Marijuana	116	10%
Stimulants including prescription drugs	21	2%
Opiates including prescription drugs	19	2%
Painkillers	36	3%
Anxiety Medication	29	2%
I never use drugs recreationally	1009	84%
Other	40	3%

People may select more than one checkbox, so percentages may add up to more than 100%.

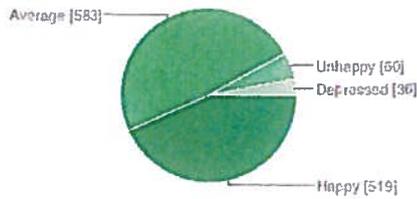
**B21. How many hours of sleep do you think the average adult needs per night?**



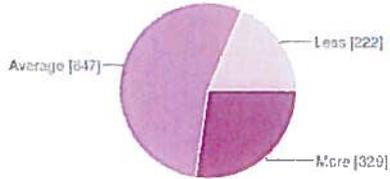
4-6 hours	167	14%
6-8 hours	803	67%
8-10 hours	224	19%
10+ hours	4	0%

**B22. I would consider my average mood to be:**

Happy	519	43%
Average	583	49%
Unhappy	60	5%
Depressed	36	3%



B23. I would say that I have \_\_\_\_\_ energy compared to the average person:

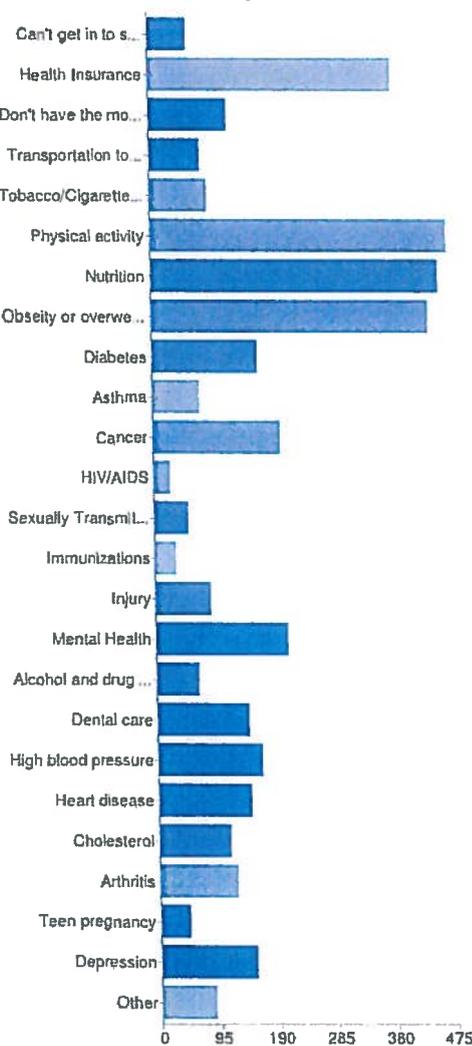


Category	Count	Percentage
More	329	27%
Average	647	54%
Less	222	19%

### C. Health needs in your community

In this section we are interested in knowing what you think are the most important issues related to health in your community.

C1. What three health issues are you most concerned about?



Health Issue	Count	Percentage
Can't get in to see a doctor/Can't get an appointment	60	5%
Health Insurance	389	32%
Don't have the money to go to a doctor	123	10%
Transportation to the doctor	79	7%
Tobacco/Cigarettes/Cigars	89	7%
Physical activity	474	40%
Nutrition	459	38%
Obesity or overweight	442	37%
Diabetes	167	14%
Asthma	73	6%
Cancer	202	17%
HIV/AIDS	25	2%
Sexually Transmitted diseases	53	4%
Immunizations	32	3%
Injury	87	7%
Mental Health	211	18%
Alcohol and drug abuse	66	6%
Dental care	145	12%
High blood pressure	166	14%
Heart disease	147	12%
Cholesterol	112	9%
Arthritis	123	10%
Teen pregnancy	45	4%
Depression	152	13%
Other	85	7%

People may select more than one checkbox, so percentages may add up to more than 100%.

**C2. What do you think needs to be done to deal with the health issues you are concerned about?**

more info should be available Exercise and Nutrition I don't know X Eat better and exercise more. excersize Research continue to watch diet People need to be aware of their health condition and understand how to live a healthy lifestyle. Early intervention More time spent on information It is not so much of a concern for myself because I am in elite shape, but for most of the people in this country their either overweight due to lack of physical activity or due to improper diet. Mentally health is always important because mental health needs to be balanced with physically health. When these are balan

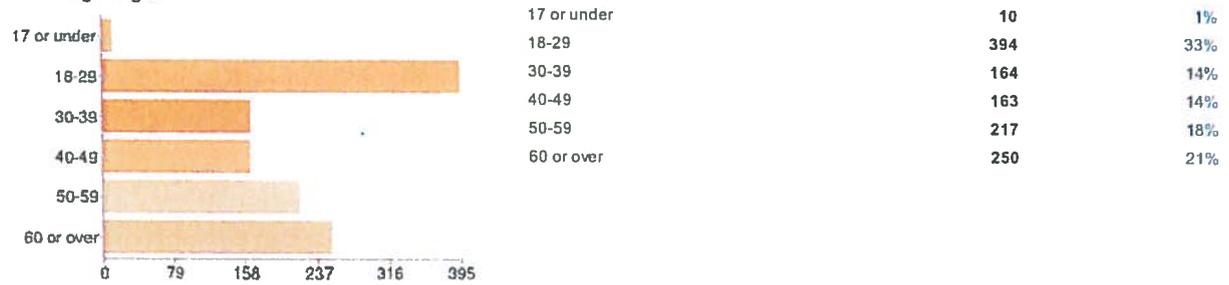
**C3. Have you had difficulty finding a particular healthcare service for you or your family? If yes, please explain:**

no No Yes...access to eating disorder/body image support groups No No, no No no No No No I am 22 years of age and I still live with my parents. I work regular part time at a job and could have healthcare provided for me via that company but I am still under my parents at this time. So no. No I will have no health care once in turn 26. Not really, it's mostly cost that is a factor. No. No no NO no. No. No. no. No no No no no sort of it's all expensive no no. No Most doctors do not take my particular insurance and going on the website to find a doctor can be difficult if you don't have internet access like I do. Also th

**D. Demographics**

Tell us about yourself

**D1. Your age range:**



**D2. Gender**



**D3. Race/Ethnicity**



**D4. Zip code where you live:**

14212 14207 14222 14221 14226 14075 14068 14086 14223 14220 14228 14221 14221 14226 14150 14212 14222 14224 14224 14150 14220 142

**D5. County where you live:**

Erie Erie US Erie Erie erie Erie erie Erie Erie Erie Erie county Erie Erie ERIE Erie Erie Erie Erie Erie USA Erie Erie Erie  
Niagra Erie erie Erie Niagara Nassau erie united states Erie USA Wayne Niagara Monroe erie Erie Erie Erie er ...



## Erie County CHA Consumer Survey 2012-2013

1198 Response

A1. What health topics are you interested in learning more about?

**\*More than one topic is able to be selected, % may add up to more than 100%**

Consumers answered:

1. 50% (601) =Nutrition
2. 49% (584) =Physical Activity and Fitness
3. 45% (541) =Stress
4. 37% (442) =Overweight or Obesity

B1. How often do you participate in physical activity or exercise for  $\geq 30$  minutes?

1. 25% (295) =5-7 times/week
2. 24% (288) =1-3 times/week
3. 17% (201) =try to add it in where possible (taking stairs, etc.)

B4. How many servings of fruits and vegetables combined do you eat every day on average?

1. 27% (329) =3
2. 21% (253) =2
3. 17% (201) =1

\*Only 7% (79) selected 5 a day, 6% (66) selected >5

B5. How many cups of fruits and vegetables combined do you think you should eat every day?

1. 51% (606) =5
2. 15% (180) =3
3. 15% (174) = >5

**\*\*\*The majority (66%) selected either the 5 or >5 fruits and vegetables a day as the amount that should be consumed in a day, yet only (13%) selected eating 5 or >5 fruits and vegetables a day. (27%) selected eating 3 servings and a combined (40%) selected 2 or <2 servings per day. This demonstrates that the consumers are educated on the 5 a day serving message, but it is not translating to their everyday consumption of fruits and vegetables.**

B6. When consumers were asked what keeps them from eating more fruits and vegetables every day, they answered:

1. 45% (535) =Cost
2. 37% (444) =Time it takes to prepare
3. 23% (276) =Other
4. 19% (232) =Lack of Access to fresh fruits and vegetables

B12. When consumers were asked "If you were to eat healthier and exercise more, do you think that it would make a difference in how you feel?"- 92% (1100) said "Yes, it would make me feel better."

B14. How many cups of water do you drink each day?

1. 30% (365) = <4 cups
2. 31% (375) = 4-6 cups
3. 21% (257) = 6-8 cups

**\*The majority (61%) drink  $\leq$  6 cups of water a day.**

B15. When away from home where do you normally eat?

1. 52% (623) =sit down restaurants
2. 21% (247) =Fast food
3. 16% (193) = at friends or family's house

B16. When eating out, do you order based on taste or health?

1. 65% (780) =combination of both taste and health
2. 28% (335) =taste
3. 6% (68) =health

**\*Taste plays a major role in consumer choice. Only 6% focused solely on health as the determinant for choice during ordering away from home.**

When consumers chose the top 3 topics that they felt were the most important health issues, Physical Activity, Nutrition, and Overweight or Obesity were voted as the top 3.

1. 40% (474) = Physical Activity
2. 38% (459) = Nutrition
3. 37% (442) = Obesity or Overweight

Survey Demographics were as follows:

1. 33% (394) = 18-29
2. 21% (250) = 60 or over
3. 18% (217) = 50-59
4. 14% (164) = 30-39
5. 14% (163) = 40-49

Gender:

1. Female = 72% (864)
2. Male = 25% (300)

Race/Ethnicity:

1. White/Caucasian = 83% (975)
2. African-American = 10% (121)
3. Hispanic/Latino = 4% (50)

Income:

1. 20% (239) = < \$15,000
2. 19% (224) = > \$85,000
3. 10% (117) = \$25,000-\$34,999
4. 9% (104) = \$55,000-\$64,999

## NYS Prevention Agenda

### *Preventing Chronic Disease Action Plan*

Chronic diseases are among the most preventable diseases and are affected most by three modifiable risk behaviors: lack of physical activity, unhealthy nutrition and tobacco use. “The World Health Organization” (WHO) has estimated that if the major risk factors for chronic disease were eliminated, at least 80 percent of all heart disease, stroke and type-2 diabetes would be prevented, and more than 40 percent of cancer cases would be avoided (1).”

### Focus Area 1: Reduce obesity in children and adults

\*Obesity is second to tobacco use as the leading cause of preventable death, and may soon surpass it.

\*Obesity disproportionately impacts low-income and minority communities.

\*Focus Area 3: Increase access to high-quality chronic disease preventative care and management in clinical and community settings. This focus area plays a critical role in reducing the impact of chronic disease.

Region	Obese Children (ages 2-19)	Overweight or Obese Children	Obese Adults	Overweight or Obese Adults
Erie County	15.4 %	27.7 %	28 %	61.4%
NYS	17.6 %	---	24.6 %	59.3 %
National US	17 %	---	35 %	---
(NYS 2017)-Objective	16.7 %	---	23.2 %	---

--- No Data Found

Obesity is a significant risk factor for type-2 diabetes, asthma, high blood pressure and high cholesterol. These conditions are beginning to present in children and adolescents at increasing rates (1).

Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer, some of the leading causes of preventable death (2).

- NYS ranks second highest among the states for expenditures attributed to obesity.
- Expenditures totaled \$11.1 billion (in 2009 dollars) (1).

## Breastfeeding and Obesity Prevention

Breastfeeding has long been recognized as the gold standard for infant nutrition. Research has demonstrated that breast milk protects the infant against a growing list of chronic diseases, including cardiovascular disease, cancer, and diabetes. Evidence is accumulating that breastfeeding also reduces the infant's risk of childhood and adult obesity.

Exclusive breastfeeding during the first 4 to 6 months was most consistently associated with reduced risk of being overweight, while most studies found that increased duration of any breastfeeding (up to 12 months) was associated with decreasing risk of overweight as a child. Exclusive breastfeeding refers to nourishing a child only with human milk through nursing (3).

\*\*\* Goal (#1.3) – **Objective 1.3.2:** By 2017, increase the percentage of infants born in NYS hospitals who are exclusively breastfed during the birth hospitalization by 10% from 43.7% (2010) to 48.1%.

\*\*\*Goal (#1.4) – **Objective 1.4.2:** By December 31, 2017, increase the percentage of employers with supports for breastfeeding at the worksite by 10%.

The IOM Obesity Prevention interventions include breastfeeding counseling and support systems in the workplace, and strengthening support of breastfeeding in the workplace (1).

### Breastfeeding Data

Percentage of WIC mothers breastfeeding at least 6 months

Source: 2008-2010 NYS Pediatric Nutrition Surveillance System Data as of July, 2012

	Women breastfed 6 months +	Average WIC births	Percentage
Region/County	Total	2008-2010	%
Region- 1 Western New York			
Erie	1,181	2,983	13.2
NYS	104,459	87,707	39.7
National US	818,127	3,146,642	26.0

<http://www.health.ny.gov/statistics/chac/general/g62.htm>

[http://www.cdc.gov/pednss/pednss\\_tables/pdf/national\\_table2.pdf](http://www.cdc.gov/pednss/pednss_tables/pdf/national_table2.pdf)

**Percentage of WIC mothers breastfeeding at least 6 months**

Year	Crude Rate	
	3-Year Average	Upstate New York
2001-03	10.9	23.9
2002-04	11.2	26.1
2003-05	11.3	27.7
2004-06	11.1	27.8
2005-07	10.9	28.1
2006-08	11.7	28.5
2007-09	12.6	29.2
2008-10	13.2	28.7

[http://www.health.ny.gov/statistics/chac/general/g62\\_14.htm](http://www.health.ny.gov/statistics/chac/general/g62_14.htm)

\*Since 2001-2003, the 3-year Average % for Erie County WIC mothers who breastfed at least 6 months increased from 10.9% to 13.2%.

**Objective 1.0.1:** Reduce the percentage of WIC children (ages 2 through 4) who are obese from 13.1% (2010) by 5% to 12.4% (2017).

**Buffalo Public Schools Youth Risk Behavior Survey 2011**

**Dietary Behaviors:**

Students describing themselves as slightly or very overweight

Middle School	High School
23%	27%

**Physical Activity:**

Students who report not engaging in any vigorous physical activity during the 7 days prior to taking the survey

Middle School (BPS)	High School (BPS)	NYS 2009	US 2009
20%	17.3%	17%	23%

Students who report watch  $\geq 3$  hours of television on average school day

Middle School (BPS)	High School (BPS)	NYS 2009	US 2009
50%	43%	33%	33%

**Adult Overweight and Obese Data (2008-2009):**

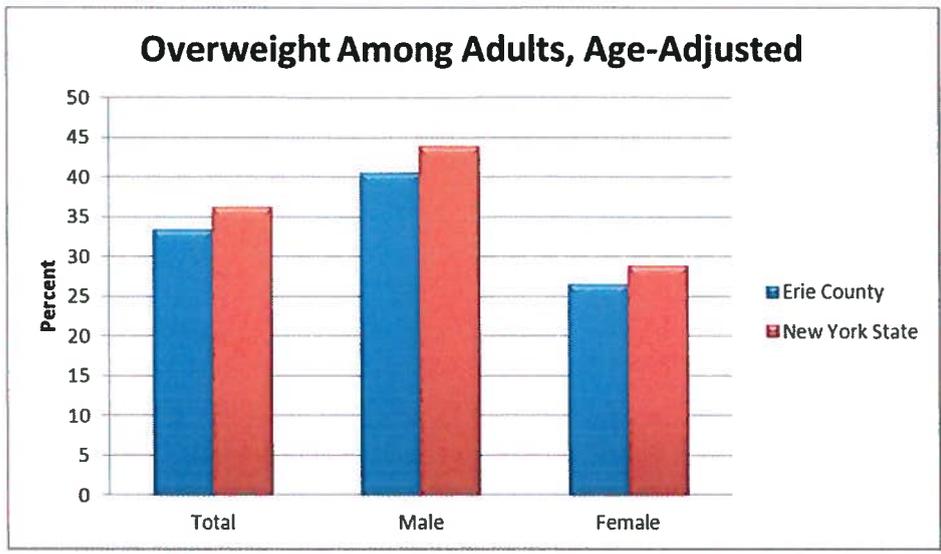


Figure 1

	Erie County	New York State
Total %	33.4	36.2
Male %	40.6	43.9
Female %	26.5	28.9

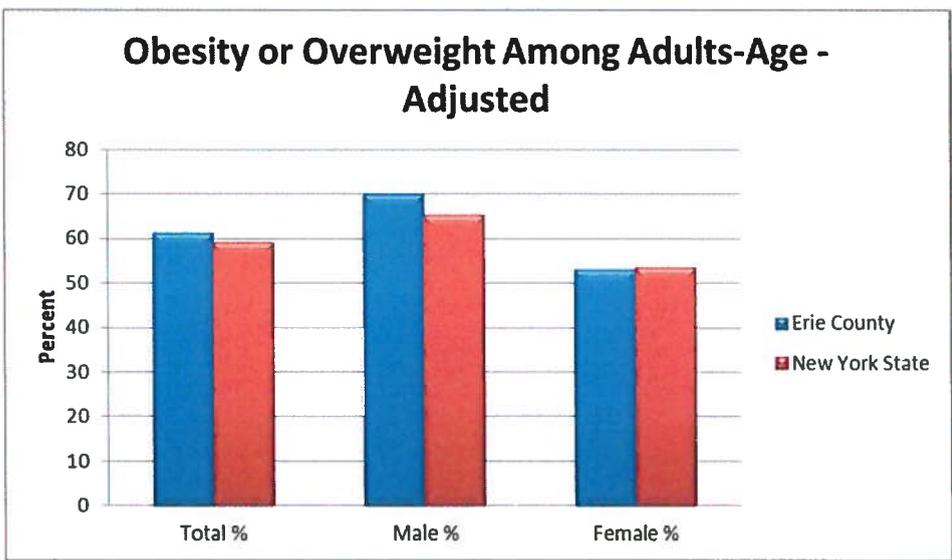


Figure 3

	Erie County	New York State
Total %	61.4	59.3
Male %	70.2	65.4
Female %	53	53.5

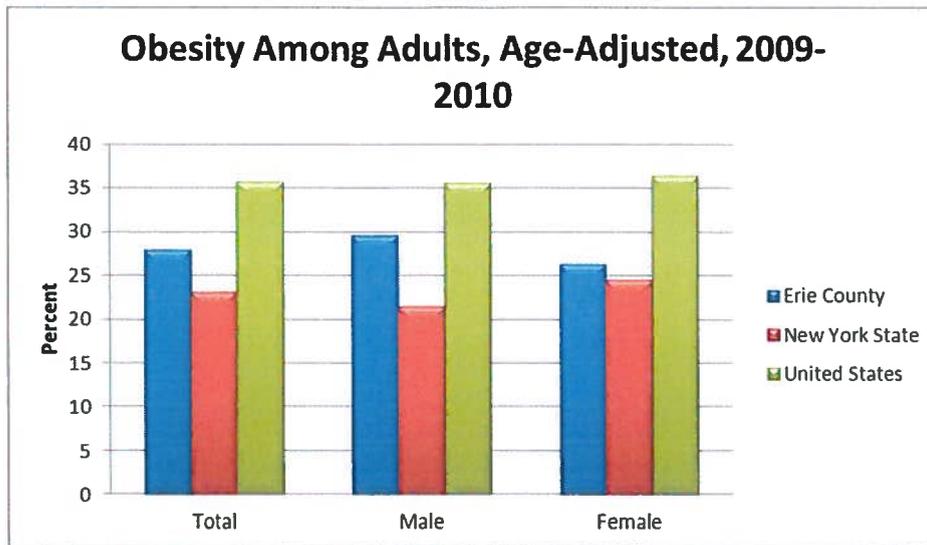


Figure 4

	Erie County	New York State	United States
Total %	28	23.1	36.2
Male %	29.6	21.5	35.6
Female %	26.3	24.6	36.5

County and State Data provided by:

<http://www.health.ny.gov/statistics/brfss/expanded/2009/county/docs/erie.pdf>

Expanded BRFSS Report: July 2008--June 2009

Erie County

U.S.-National Data provided by:

<http://www.cdc.gov/nchs/data/databriefs/db82.pdf>

NCHS Data Brief: No. 82. January 2012. Prevalence of Obesity in the United States, 2009–2010

**Dietary Behavior Data:**

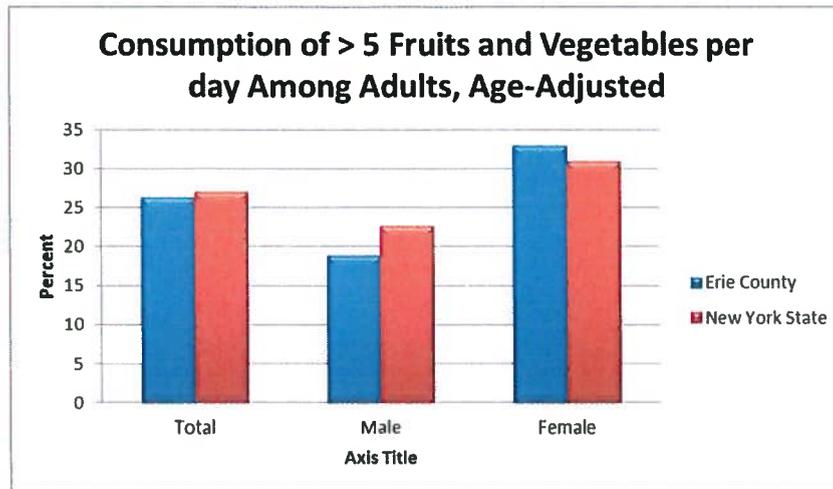


Figure 6

	Erie County	New York State
Total %	26.3	27.1
Male %	18.9	22.7
Female %	33	31

**Physical Activity Data:**

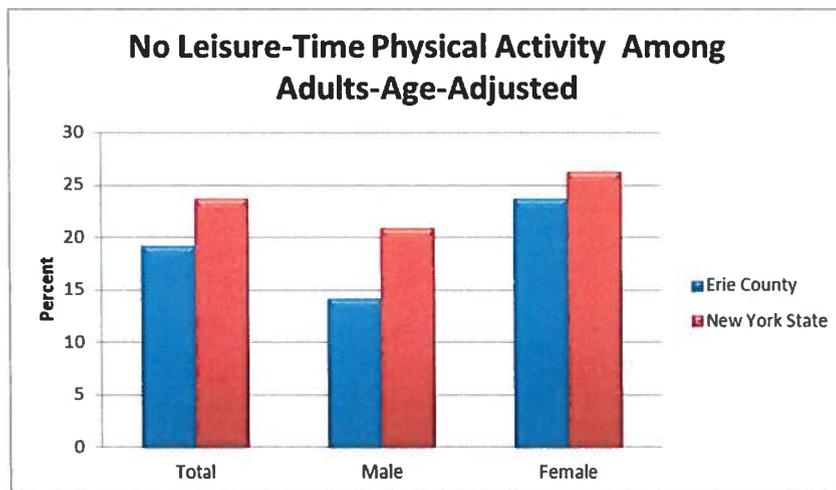


Figure 7

	Erie County	New York State
Total %	19.2	23.7
Male %	14.2	20.9
Female %	23.7	26.3

### Focus Area 3: Increase access to high-quality chronic disease preventative care and management in clinical and community settings

Providing preventative care and management services has the ability to prevent much of the burden of chronic disease or avoid many of the related complications. Many New Yorkers do not receive the services recommended to help prevent disease (1).

\*Prevention, screening, early detection, treatment, and self-management support will promote achieving equitable outcomes and will enhance the well-being of vulnerable communities.

#### Diabetes Data:

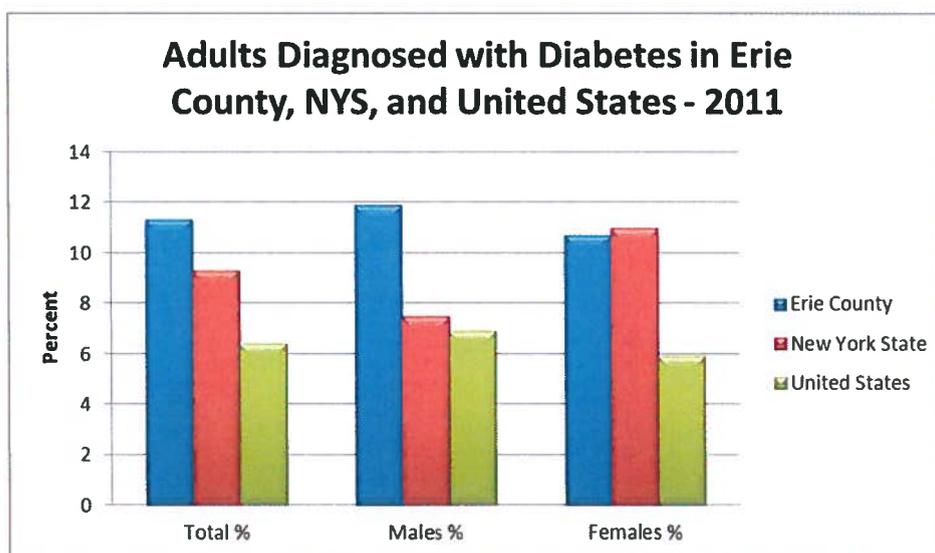


Figure 5

	Erie County	New York State	United States
Total %	11.3	9.3	6.4
Males %	11.9	7.5	6.9
Females %	10.7	11	5.9

In 2007 only half of Medicaid managed care enrollees with DM (49%) received all four recommended clinical preventative care services (H<sub>g</sub>A<sub>1c</sub>, lipid profile, nephropathy screening and eye exam) based on national guidelines for diabetes management (1).

Data provided by: <http://www.health.ny.gov/statistics/brfss/expanded/2009/county/docs/erie.pdf>

Expanded BRFSS Report: July 2008—June 2009. Erie County

Data Source: Centers for Disease Control and Prevention, National Center for Health Statistics, Division of Health Interview Statistics, data from the National Health Interview Survey. Statistical analysis by the Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Diabetes Translation.

<http://www.cdc.gov/diabetes/statistics/prev/national/figbysex.htm>

## Age-Sex Adjusted Death Rates\* For Selected Causes of Death by Resident County New York State – 2011

	Total	Malignant Neoplasms	Diseases of the Heart	Cerebrovascular Disease	Diabetes Mellitus	Cirrhosis of the liver
Erie County	767.2	174.4	195.8	39.0	24.2	9.2
NYS	643.7	155.5	187.1	26.6	17.4	6.7

\* Rate per 100,000 population.

[http://www.health.ny.gov/statistics/vital\\_statistics/2011/table39.htm](http://www.health.ny.gov/statistics/vital_statistics/2011/table39.htm)

## Cardiovascular Disease-Prevention

- ❖ Age-adjusted percentage of adults with cholesterol checked in the last 5 years 2008-2009.
  - 76.1+ % Adults checked Cholesterol in last 5 yrs.

Link to comparative map by County in NYS:

<http://www.health.ny.gov/statistics/chac/general/pdf/g23.pdf>

- ❖ Cardiovascular disease premature death (ages 35-64 years). Rate per 100,000, 2008-2010.

Region/County	Deaths				Average population	Crude
	2008	2009	2010	Total	2008-2010	Rate
Region- 1 Western New York						
Erie	476	483	464	1,423	369,017	128.5

Link to CVD premature death rate map by County in NYS:

<http://www.health.ny.gov/statistics/chac/mortality/pdf/d2.pdf>

- ❖ Disease of the Heart-Premature death (ages 35-64 years) rate per 100,000.

**Source: 2008-2010 Vital Statistics Data as of February, 2012**

Region/County	Deaths				Average population	Crude
	2008	2009	2010	Total	2008-2010	Rate
Region- 1 Western New York						
Erie	375	373	371	1,119	369,017	101.1

Link to disease of the heart map by County in NYS:

<http://www.health.ny.gov/statistics/chac/mortality/pdf/d5.pdf>

- ❖ Coronary Heart Disease-Premature death (ages 35-64 years) rate per 100,000.

*Source: 2008-2010 Vital Statistics Data as of February, 2012*

Region/County	Deaths				Average population	Crude
	2008	2009	2010	Total	2008-2010	Rate
Region- 1 Western New York						
Erie	274	272	281	827	369,017	74.7

Link to CHD map by County in NYS:

<http://www.health.ny.gov/statistics/chac/mortality/pdf/d8.pdf>

- ❖ Congestive Heart Failure-Premature death (ages 35-64 years) rate per 100,000.

*Source: 2008-2010 Vital Statistics Data as of February, 2012*

Region/County	Deaths				Average population	Crude
	2008	2009	2010	Total	2008-2010	Rate
Region- 1 Western New York						
Erie	10	16	12	38	369,017	3.4

Link to CHF map by County in NYS:

<http://www.health.ny.gov/statistics/chac/mortality/pdf/d11.pdf>

## Prevention Quality Indicators in New York State

The PQIs are rates of admission to the hospital for conditions for which good outpatient care can potentially prevent the need for hospitalization, or for which early intervention can prevent complications or more severe disease. These indicators serve as a screening tool rather than as definitive measures of quality problems. They can provide initial information about potential problems in a community that may require further, more in-depth analysis.

Prevent Chronic Diseases					
Indicator	Data Years	Erie County	New York State	Data Links	NYS 2017 Objective
21. Percentage of adults who are obese	2008-2009	28.5 (23.7-33.3)	23.2 (21.2-25.3)	(Table)(Map)	23.2
22. Percentage of children and adolescents who are obese	2010-2012	16.4	17.6	(Table)(Map)	NYC: 19.7 ROS: 16.7
23. Percentage of cigarette smoking among adults	2008-2009	25.5 (20.3-30.8)	16.8 (15.1-18.6)	(Table)(Map)	15.0
24. Percentage of adults who receive a colorectal cancer screening based on the most recent guidelines - Ages 50-75 years	2008-2009	67.0 (60.5-72.9)	66.3 (63.5-69.1)	(Table)(Map)	71.4
25. Asthma emergency department visit rate per 10,000	2008-2010	56.5	83.7	(Table)(Map)	75.1
26. Asthma emergency department visit rate per 10,000 - Ages 0-4 years	2008-2010	142.4	221.4	(Table)(Map)	196.5
27. Age-adjusted heart attack hospitalization rate per 10,000	2010	17.6	15.5	(Table)(Map)	14.0
28. Rate of hospitalizations for short-term complications of diabetes per 10,000 - Ages 6-17 years	2008-2010	4.0	3.2	(Table)(Map)	3.06
29. Rate of hospitalizations for short-term complications of diabetes per 10,000 - Ages 18+ years	2008-2010	6.6	5.6	(Table)(Map)	4.86

\* Fewer than 10 events in the numerator, therefore the rate is unstable

+ Fewer than 10 events in one or both rate numerators, therefore the ratio is unstable

s Data do not meet reporting criteria

1- Alternate modes of transportation include public transportation, carpool, bike, walk, and telecommute

2- Low access is defined as greater than one mile from a supermarket or grocery store in urban areas or greater than ten miles from a supermarket or grocery store in rural areas

3- The 4:3:1:3:3:1:4 immunization series includes: 4 DTaP, 3 polio, 1 MMR, 3 hep B, 3 Hib, 1 varicella, 4 PCV13

4- Government sponsored insurance programs include Medicaid and Child Health Plus

[http://www.health.ny.gov/prevention/prevention\\_agenda/2013-2017/indicators/2013/erie.htm](http://www.health.ny.gov/prevention/prevention_agenda/2013-2017/indicators/2013/erie.htm)

## Summary of Nutrition-related data collected from the Erie County CHA Consumer Survey 2012-2013

(1198 Response)

Prevention of chronic disease begins with changes in lifestyle factors such as changes in diet, physical activity, and smoking cessation. This summary describes consumer responses to various health related questions regarding Nutrition specific lifestyle factors.

### **Nutrition and Chronic Disease Prevention:**

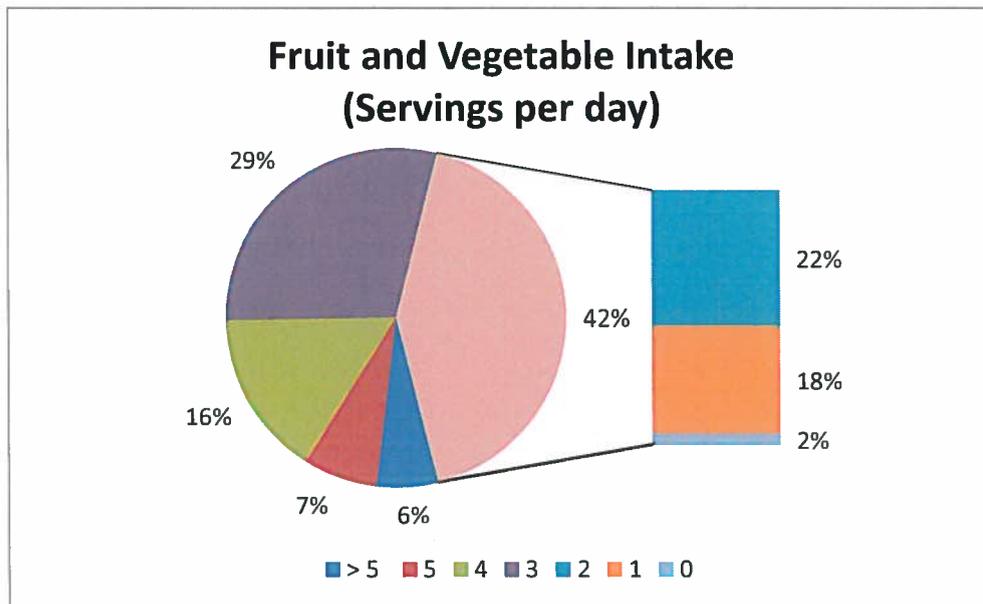
When consumers were asked to select health topics that they were interested in learning more about, the most popular (601 responses) topic selected was Nutrition, followed by Physical Activity and Fitness (584), Stress (541), and Overweight or Obesity (442).

Increased consumption of fruits and vegetables is paramount in chronic disease prevention. The current recommendation 2010 Dietary Guidelines for Americans for fruits and vegetables is 5 servings per day. Increased consumption of fruits and vegetables in the diet promotes healthy weight, heart health, and is associated with reduced risk of many chronic diseases. Moderate evidence indicates that an intake of at least 2 1/2 cups of fruits and vegetables per day is associated with a reduced risk of cardiovascular disease, including heart attack and stroke. It is also suggested that some fruits and vegetables may be protective against certain types of cancer (4).

Consumers demonstrated awareness of the 5 servings a day message when they were asked "How many servings of fruits and vegetables combined do you think you should eat every day?"

The majority (66%) selected either the 5 or >5 fruits and vegetables a day as the amount that should be consumed in a day, yet only (13%) selected eating 5 or >5 fruits and vegetables a day. This demonstrates that the consumers are educated on the 5 a day serving message, but it is not translating to their everyday consumption of fruits and vegetables.

When consumers were asked "How many servings of fruits and vegetables combined do you eat every day on average," 58% (652 responses) selected  $\geq 3$  servings per day. The breakdown of responses by category are as follows; 6% (66) selected >5 servings, 7% (79) selected 5, 16% (178) selected 4 servings, 29% (329) selected 3 servings, 22% (253) selected 2 servings, 18% (201) selected 1 servings, and 2% (20) selected 0 servings.



\*Overall, 58% of consumers report that their daily intake of fruit and vegetable is  $\geq 3$  servings per day.

The two main reasons for reported as keeping consumers from eating more fruits and vegetables per day were:

1. 45% (535)= Cost
2. 37% (444)= Time it takes to prepare

Beverage consumption contributes to nutritional intake throughout the day, depending on the macronutrient content (protein, carbohydrates and fat). Water consumption is important for good health and chronic disease prevention by replacing other sugary beverages. Consumers were asked, "How many cups of water do you drink each day?"

1. 30% (365) = <4 cups
2. 31% (375) = 4-6 cups
3. 21% (257) = 6-8 cups

**\*The majority (61%) drink < 6 cups of water a day.**

When consumers were asked “If you were to eat healthier and exercise more, do you think that it would make a difference in how you feel?”- 92% (1100) said “Yes, it would make me feel better.”

The following survey questions describe where consumers like to eat when they eat out and how they make their food choices.

B15. When away from home where do you normally eat?

1. 52% (623) =sit down restaurants
2. 21% (247) =Fast food
3. 16% (193) = at friends or family’s house

B16. When eating out, do you order based on taste or health?

1. 65% (780) =combination of both taste and health
2. 28% (335) =taste
3. 6% (68) =health

**\*Taste plays a major role in consumer choice. Only 6% focused solely on health as the determinant for choice during ordering away from home.**

Overall, consumers demonstrate that they have the knowledge of healthy lifestyle factors such as nutrition and physical activity. Modifying diet and lifestyle behaviors such as increasing fruit and vegetable consumption, increased water consumption, and increasing physical activity are all preventative measures. These changes will contribute to prevention of future chronic disease(s), as well as the decrease progression of those with current chronic disease(s).

## References

1. New York State Prevention Agenda: *Preventing Chronic Diseases Action Plan*. December 2012.
2. <http://www.cdc.gov/obesity/data/adult.html>
3. [http://www.health.ny.gov/prevention/obesity/strategic\\_plan/breastfeeding.htm](http://www.health.ny.gov/prevention/obesity/strategic_plan/breastfeeding.htm)
4. Dietary Guidelines for Americans, 2010. 7th Edition, Washington, DC: U.S. Government Printing Office, December 2010. Accessed on July 18, 2013.  
<http://www.health.gov/dietaryguidelines/dga2010/DietaryGuidelines2010.pdf>