

Stone Soup Gazette

Orange County Health Needs Assessment

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A Conversation With Kevin Barnett, Dr. P.H., M.C. P.

By: Heather Clifford - OCHNA Project Assistant

In an event sponsored by Hoag Memorial Hospital Presbyterian and hosted by St. Joseph Hospital, Kevin Barnett, doctor of public health from U.C. Berkeley and author of *The Future of Community Benefit Programming*, visited with steering committee members of the Orange



County Health Needs Assessment (OCHNA) project. Dr. Barnett, in an informal interactive presentation, shared with the group the ideals and goals of community benefit planning, and the challenges and rewards of cooperative collaboration.

An important focus of community benefit planning is the institutionalization of lessons from previous efforts and the bringing together of regional public health care agencies. For most counties in California, this is a difficult task; but, here it's a goal that, thanks to local health care providers, our community hospitals of Orange County, and the commitment of the Orange County Health Care Agency, OCHNA has been successful in achieving.

Dr. Barnett emphasized that effective community benefit planning is accomplished through shared accountability and a results/outcomes measurement framework. These techniques allow for the organizations involved to determine what services the community really needs, evaluate allocation of resources and decrease costs while optimizing the health of the community.

Now that the OCHNA project has successfully established a working collaborative, it will strive towards the next challenge of maintaining the relationships established and continuing on through the collection of data into the planning phase. The prioritization of the county's needs, as identified through the survey, and the commitment to work as a community towards established goals and to identify concrete measures and outcome are essential in the evaluation of OCHNA's success.



Cal State Fullerton On Quest For OC Health Data:

Progress on OCHNA Survey

By: Greg Robinson, Ph.D., Dir.
Social Science Research Center, CSUF

The Social Science Research Center was established in 1987 to provide research services to community organizations and research support to CSU Fullerton faculty. Our primary goal is to assist non-profit and tax-supported agencies and organizations to answer research questions that will lead to improved service delivery and public policy.

We are pleased to accept the challenge represented by survey data collection for the Orange County Health Needs Assessment. To date, we have completed 1,000 interviews each on the Behavioral Risk instrument and on the the Main questionnaire, including all Vietnamese language interviewing. The results to date are extremely interesting. The distribution of responses to the survey items that are shared by the two instruments are very close often within one or two percentage points. In that the two surveys are based upon independent samples, the equivalent results promote confidence in the data. We will be able to make strong generalizations from this sample data to the overall population when the study is concluded.

The OCHNA survey samples (2,400 completed interviews on each survey instrument) are much larger than they need to be to make accurate generalizations about the total population residing in the service areas of interest. Samples of this size were selected to support accurate generalizations about certain subgroups within the general population (Latinos, Koreans, Vietnamese, and the elderly). The vast majority of survey samples, including the sample drawn for the OCHNA study, involve very small fractions of populations. Here, small increments in the fraction of the population included in the sample have no effect on a researcher's ability to generalize from a sample to a population. In fact, a sample of 200 respondents will describe a population of 20,000 or 20 million with virtually the same degree of accuracy, all other things being equal.

The Social Science Research Center of CSUF

SSRC Services and Facilities:

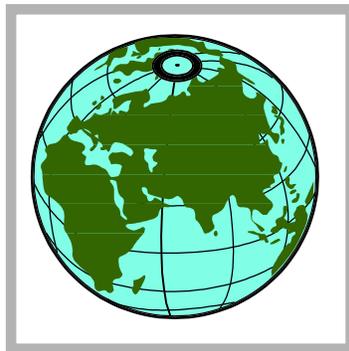
By: Greg Robinson, Ph.D., Director SSRC

The Social Science Research Center (SSRC) conducts surveys, evaluation research, needs assessments and image studies. While they specialize in telephone survey research, they also conduct mailed surveys and administer face-to-face interviews. SSRC advocates the use of qualitative methods in applied research and conducts focus groups and semi-structured interviews in addition to employing quantitative techniques. The research teams assist with proposal preparation and in all phases of social research, including the development of survey and evaluation instrumentation, research design, data collection, statistical analysis, and technical report writing.

The Center regularly conducts research in the Latino and Vietnamese communities and has conducted surveys in Korean and Cambodian. Their experience has found the literal translation of English instrumentation to be insufficient; therefore they emphasize the development of linguistically and culturally appropriate research instruments and methods. The university setting allows access to the linguistic and cultural expertise of members of many racial/ethnic and national groups.

Current best practice in survey research mandates the use of CATI (Computer Assisted Telephone Interviewing) software. The Center's 20-section CATI facility supports telephone surveys in general and special populations. (CATI software helps assure accuracy in call management and data collection, and it facilitates the rapid analysis of results.) The old paper-and-pencil processes of data recording afford opportunities for error; the use of CATI ensures the best quality data available, strengthening the over-all validity of the research findings.

The SSRC has currently contracted with the Orange County Health Needs Assessment (OCHNA) project to conduct an extensive telephone survey of Orange County residents. The research process, will take advantage of the Centers state-of-the-art technology and will provide the county with a wealth of data on the health status of both the general population as well as sub-populations. The results will be available at the end of the year and will be shared in a final report with hospitals, service providers, community advocates, and our county residents.



WWW.OC.CA.GOV/OCHNA/

Visit our web page and check out what is new and exciting, as we venture forth on our quest for a healthier community. If you have questions, suggestions or wish to get involved, please contact Pamela Austin, Project Manager at the Healthcare Assoc. of Southern California at (714) 677-7155, ext. 16 or e-mail her directly at paustin@hasc.org

Stone Soup Gazette

The Stone Soup Gazette is the official Newsletter of the Orange County Health Needs Assessment Project. This is a monthly publication. We welcome your comments, concerns or suggestion. Deadline for articles is the 10th of the month.

Pamela Austin, Project Mgr. HASC
Carol Burby Mental Health Assoc.
Lillian Reyes-Maples Consultant
Deborah Shaw CHOC
Carol Steiner CalOPTIMA

Please feel free to send your correspondence to Pamela Austin at :

HASC
2020 E. First St. Suite 509
Santa Ana, CA 92705
(714) 667-7155
FAX (714) 543-2093

E-mail: PAustin@hasc.org

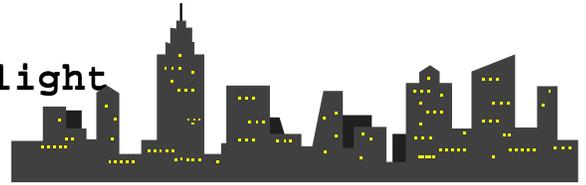
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Community Highlight



The Coalition of Orange County Community Clinics: *Meeting the health needs of OC's children - the **Healthy Families** program* By: Marty Earlabauh-Gordon

The Coalition of Orange County Community Clinics has been active in bringing the new state health insurance plan, the Healthy Families program, to Orange County. Working families of modest incomes without health insurance for their children became eligible as of July 1 for this new state program that offers coverage for doctor visits, hospital care and prescription drugs. The goal of Healthy Families is to find uninsured children whose families have incomes 100% and 200% of the federal poverty level, which is \$16,450, for a family of four. The cost will vary, depending on family income and the type of health plan selected. Applications are available through the Coalition office, community and free clinics, community organizations, schools, day-care centers, county health programs, churches and synagogues, and state government offices. The single application can be used for the Healthy Families program or for MediCal, depending on the family's income, family size, and other eligibility factors.

Through funding received from CalOPTIMA, the Coalition has been able, since July 1, to assist families interested in applying for Healthy Families or MediCal. The grant provides for application assistants to be stationed at the community and free clinics and at additional community-based organizations within the clinic's communities. The application assistants are bilingual and bicultural so as to fit the clients they are serving. They are able to help the families with the application process itself, as well as providing general information and answering questions about Healthy Families.

For more information on the Healthy Families program, to get a list of active sign-up locations, or for information on services provided by the Orange County Coalition of Community Clinics, please call (714) 667-5100.

OCHNA
c/o HASC
2020 E. First St., Suite 509
Santa Ana, CA 92705