

2003 Outcomes and Community Impact Program



United Way of San Diego County

Information Needs

The 2003 Outcomes & Community Impact Program surveyed 3,662 randomly selected households from throughout San Diego County between October 24, 2003 and March 30, 2004. One segment of this survey was to determine the degree to which San Diego County residents needed information about available health or social services. Questions in this section inquired if respondents needed information about health or social services within the past 12 months.

Respondents who indicated they needed this type of service were asked the degree to which their information needs were met.

Those respondents indicating they had received either all or some of the information they needed were asked how satisfied they were with the information they received.

In addition to asking respondents if they needed information about available health or social services, this year's survey also asked respondents if they had

ever heard of INFO LINE (if not mentioned in the preceding question). Respondents indicating they had heard of INFO LINE were also asked if they had used the service within the past 12 months. Those who had used the service were asked how well their needs were met and their level of satisfaction with INFO LINE. Those whose needs were not met were asked the reason why.

This chapter explores the findings related to the need for information services by San Diego County residents. This includes examining the findings by demographic variables including geographic location, age, race/ethnicity, educational level, gender and annual household income.

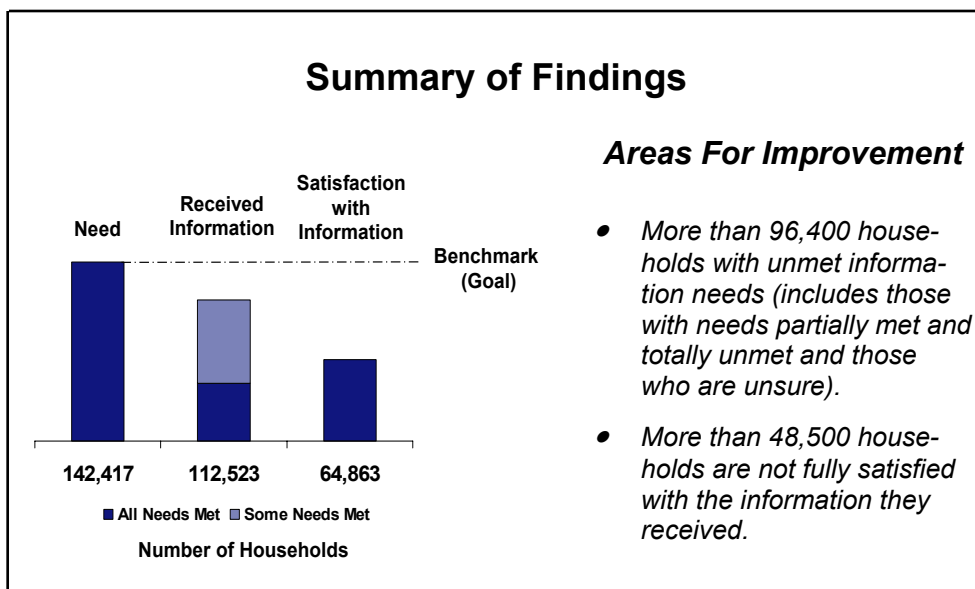
In addition, findings are projected to the current number of occupied households in San Diego County.

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SPECIAL POINTS OF INTEREST

- Overall, 13.8 percent of respondents reported a need for information on available health or social services in San Diego County.
- Of those reporting a need for information, 32.3 percent said they were able to obtain all of the information needed.
- Of those respondents receiving information, 57.2 percent were satisfied with the information they received.
- Health care organizations, non-profit agencies and the Internet were the most commonly mentioned sources of information, accounting for over 74.6 percent of the responses.
- Over 17 percent indicated they were aware of INFO LINE.
- Of those aware of INFO LINE, 8.2 percent said they had used the service.
- Almost 90 percent of those who have used INFO LINE during the past 12 months indicated some or all of their information needs were met
- Among those who had used INFO LINE, 65.3 percent indicated they were satisfied or very satisfied with the service.



Need for Information

“During the past year, did you need information on available health or social services in San Diego County?”

Overall, 13.8 percent of the respondents (n=505) reported they needed information on available health or social services in San Diego County during the past 12 months. Need varied by geographic region, ethnicity, annual household income and marital status. This section reviews need and reports observed differences. Differences that are statistically significant have been indicated with an asterisk.

Within each demographic subgroup, those reporting a need for this type of information ranged from 8.4 percent among respondents with annual household income of \$100,000 or more to 37.3 percent for disabled respondents. Findings within other groups include:

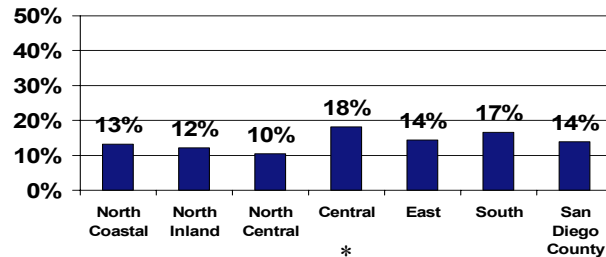
- Geographically, the need for health or social services information ranged from 10.4 percent in the North Central region to 18.2 percent in the Central region. The need for information was significantly higher among respondents living in the Central and South regions than those living in the North Central region.
- In terms of race/ethnicity, need ranged from 11.0 percent among Asian respondents to 30.6 percent for American Indian respondents. These differences are significant.
- Respondents with annual household incomes under \$20,000 reported a significantly higher need for information than the average of those with higher household incomes.
- Respondents who are separated or divorced reported a significantly higher need for information than married respondents, 19.6 percent and 10.7 percent, respectively.

Examination of other demographic variables found the following statistically significant variations:

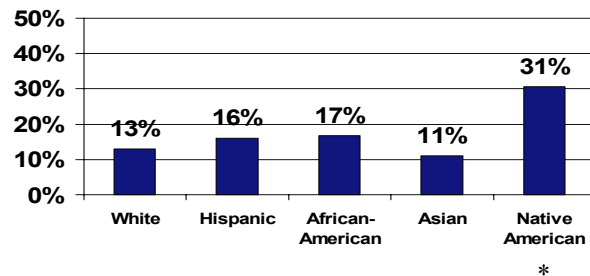
- Respondents without medical insurance coverage reported a significantly higher need for information than those with medical insurance coverage, 23.3 percent and 9.7 percent, respectively.

Percent indicating need for information

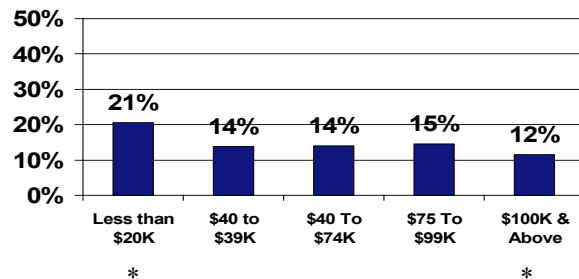
Geographic Region



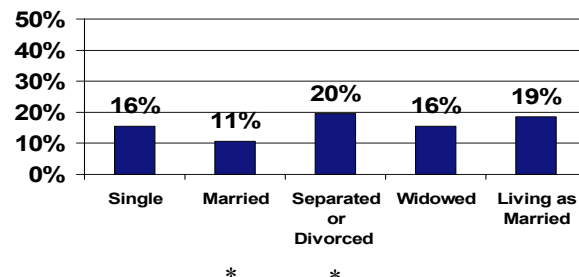
Race/Ethnicity



Annual Household Income



Marital Status



* Significant at p < .05

Amount of Information Received

“Did you receive all, some or none of the information regarding health or social services you needed?”

Overall, 32.3 percent of the respondents (n=163) reported they received all the information on available health or social services in San Diego County they needed during the past 12 months. Amount of information received varied by geographic region, ethnicity, education and annual household income. This section reviews the degree to which information needs were met and reports observed differences.

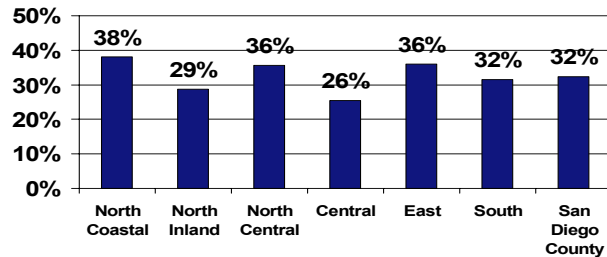
Findings within the demographic subgroups reviewed include:

- Geographically, those receiving all information needed ranged from 25.5 percent in the Central region to 38.0 percent in the North Coastal region. These differences are not statistically significant.
- In terms of race/ethnicity, those receiving all information needed ranged from 29.2 percent for Hispanic respondents to 37.3 percent for white respondents. These differences are not significant.
- Information needs met by level of education ranged from 23.9 percent for respondents with a high school education to 41.6 percent for those with a college education. These differences are not significant.
- The amount of information received increased significantly in households with annual incomes of \$75,000 and above, 45 percent and 27.6 percent, respectively.

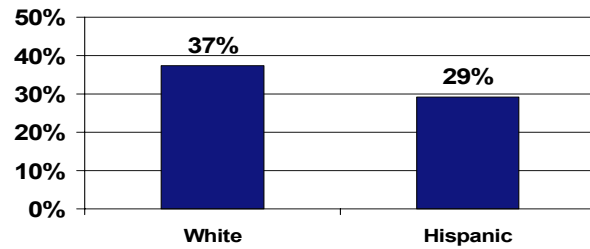
Examination of other demographic variables did not reveal any additional significant differences in the amount of information received regarding available health or social services in San Diego County.

Percent receiving all information needed

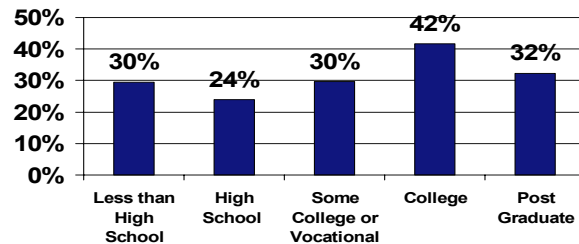
Geographic Region



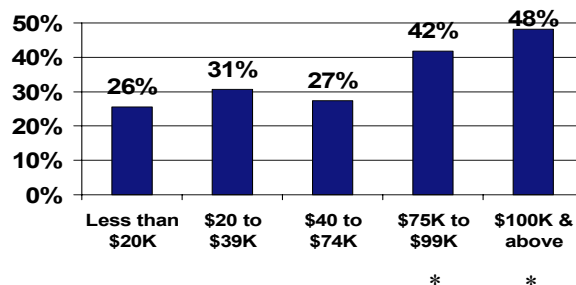
Race/Ethnicity



Educational Level



Annual Household Income



* Significant at $p < .05$

Satisfaction with Information Received

“How satisfied are you with the information you received?”

Respondents receiving some or all of the information they needed were asked to rate how satisfied they were with the information received using a six-point scale with six being “very satisfied” and one being “very dissatisfied.”

The overall mean level of satisfaction was 4.53. In terms of proportion, those indicating they were satisfied or very satisfied accounted for 57.2 percent of respondents receiving information. Those dissatisfied or very dissatisfied accounted for 10 percent of these respondents.

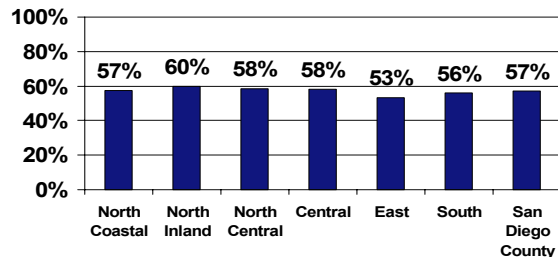
As shown on the accompanying charts, those reporting satisfaction within each demographic subgroup ranged from 52.6 percent among those in the 45 to 64 age category to 69.3 percent among respondents living age 65 and over. Findings within the various demographic subgroups include:

- Geographically, satisfaction ranged from 53.2 percent in the East region to 59.7percent in the North Inland region. These differences are not significant.
- In terms of race/ethnicity, satisfaction levels were similar with 58.4 percent for white respondents and 59 percent for Hispanic respondents reporting they were satisfied or very satisfied. These differences are not significant.
- Satisfaction by age category ranged from 52.6 percent among respondents in the 45 to 64 age category to 69.3 percent age 65 and over. These differences are not significant.
- Satisfaction by educational level ranged from 53.9 percent for respondents with some college or vocational training to 68.8 percent for those with less than a high school education. These differences are not significant.

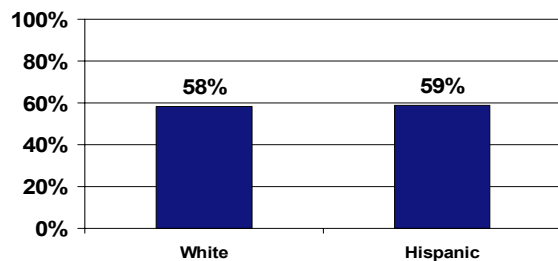
Review of other demographic sub-groups including marital status, annual household income and gender did not reveal any significant differences in the ratings given for satisfaction with information provided to respondents to help them get needed health or social services.

Percent indicating satisfied or very satisfied

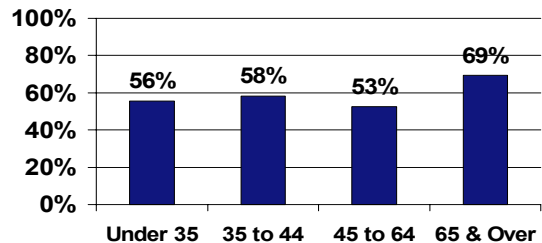
Geographic Region



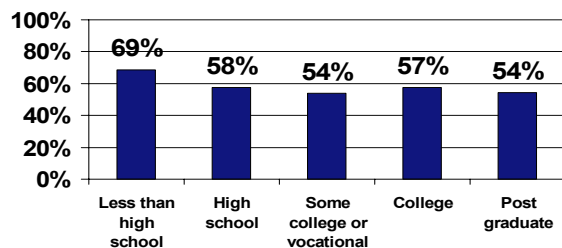
Race/Ethnicity



Age Category



Educational Level



Who Provided Needed Information?

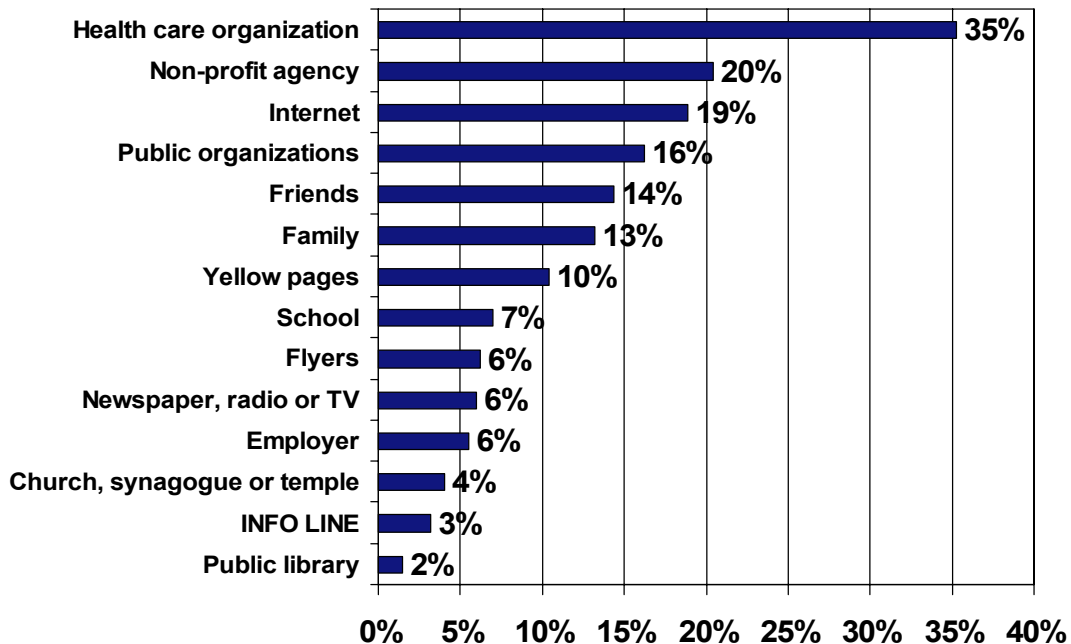
Respondents who indicated they or someone in their household needed information about health or social services available in San Diego County and reported they had received some or all of the information needed during the past 12 months were asked to name who provided the information. Respondents were allowed to name more than one source of information.

Health care organizations were most frequently named, accounting for 35.3 percent of the responses. Other frequently named organizations included governmental organizations (23.6%), social service agencies (20.4%) and the Internet (18.9%).

An in-depth review of the various sources of information with sufficient number of responses (typically at least 30) identified the following:

- In terms of satisfaction with the information received, satisfaction levels were similar with health care and governmental organizations receiving the highest level of satisfied or very satisfied, 68.3 percent and 60.0 percent, respectively. The overall satisfaction level was 57.2 percent of respondents reporting they were satisfied or very satisfied with the information received
- Information provided by health care organizations and friends were rated as meeting all of the information needs more often than other sources, 51.4 percent and 47.2 percent, respectively. Overall, only 32.3 percent of respondents reported they received all of the information needed.

Who provided information?



Awareness of INFO LINE

“Have you heard of a free, confidential telephone information service called “INFO LINE” which is designed to assist individuals in finding appropriate, available health or social services in San Diego County?”

Overall, 17.9 percent of the respondents (n=654) reported they had heard of a free, confidential telephone information service called “INFO LINE” which is designed to assist individuals in finding appropriate, available health or social services in San Diego County. Awareness varied by geographic region, ethnicity, annual household income and marital status. This section reviews awareness levels and reports observed differences. Differences that are statistically significant have been indicated with an asterisk.

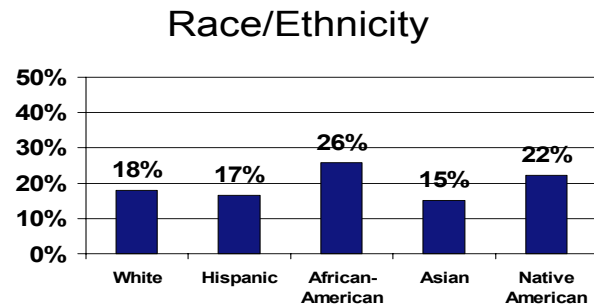
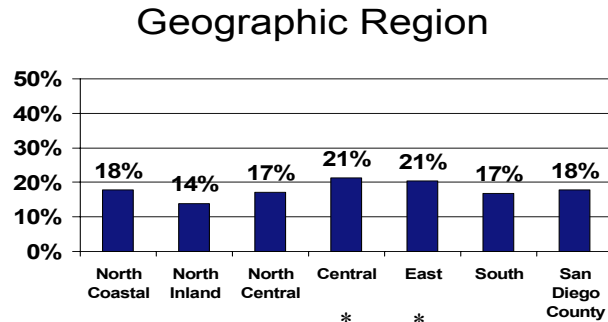
Within each demographic subgroup, those aware of INFO LINE ranged from 13.9 percent among respondents with living in the North Inland region to 25.8 percent among African-American respondents. Findings within other groups include:

- Geographically, the awareness of INFO LINE ranged from 13.9 percent in the North Inland region to 21.3 percent in the Central region. Awareness of INFO LINE was significantly higher among respondents living in the Central and East regions than those living in the North Inland region.
- In terms of race/ethnicity, awareness of INFO LINE ranged from 15.2 percent among Asian respondents to 25.8 percent for African-American respondents. These differences are not significant.
- Respondents with annual household incomes under \$20,000 reported the highest awareness of INFO LINE while those with incomes of \$100,000 and above report the lowest awareness, 20.6 percent and 15.9 percent, respectively.
- Widowed reported the lowest awareness of INFO LINE while those living as married reported the highest, 16.0 percent and 20.6 percent, respectively. These differences are not significant.

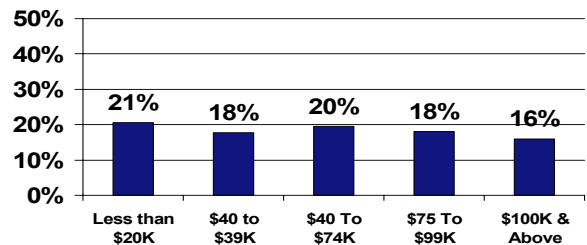
Examination of other demographic variables found the following statistically significant variations:

- Female respondents reported a significantly higher awareness of INFO LINE than male respondents, 19.0 percent and 16.3 percent, respectively

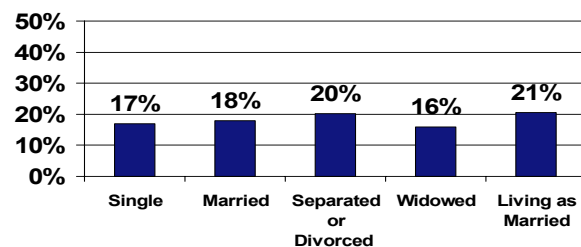
Percent indicating awareness of INFO LINE



Annual Household Income



Marital Status



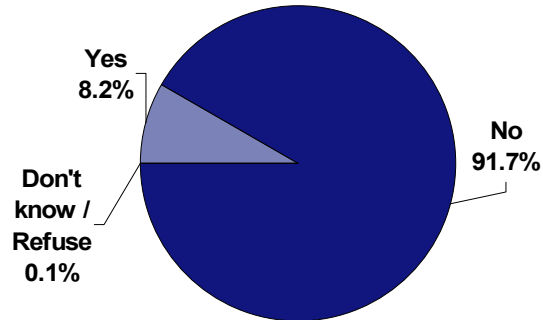
* Significant at p < .05

Use of INFO LINE

Those respondents indicating they were aware of INFO LINE in previous questions were asked if they had used the service within the past 12 months. Overall, 8.2 percent of these respondents indicated they had (n=55).

Due to the low number of responses to this question, additional analysis would not present an accurate picture of use during the past year within various demographic subgroups. Therefore, no additional analysis is provided.

Use of INFO LINE



n=667

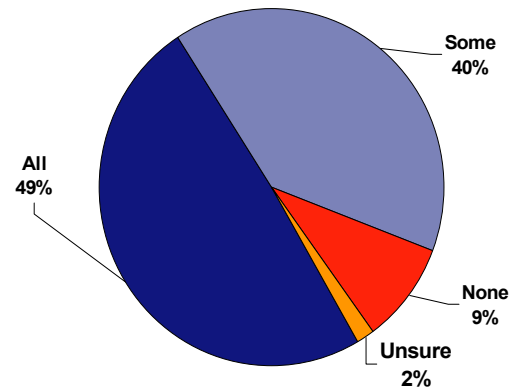
Amount of Information Received

“Which of the following best describes the information you received from INFO LINE?”

When asked how much information was received from INFO LINE during the past 12 months, the most frequent response was they had received all of the information they needed, given by 49.1 percent of the respondents. Additionally, 40 percent of the respondents reported they received some of the information needed and 9.1 percent received none of the information needed.

Due to the low number of responses to this question, additional analysis would not present an accurate picture of the information received during the past year within various demographic subgroups. Therefore, no additional analysis is provided.

Amount of Information Received



n=55

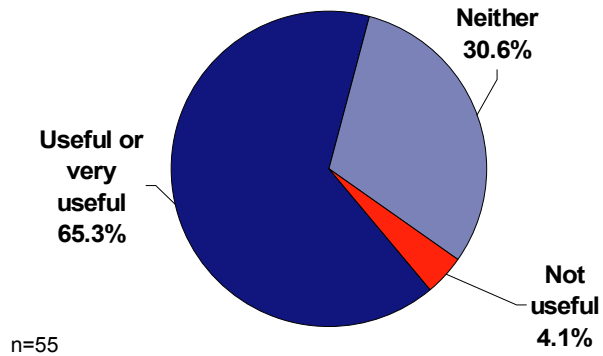
Satisfaction with INFO LINE Services

“On a scale from 1-6 where 6 means very useful and 1 means not at all useful, how useful was the information provided to you by INFOLINE in helping get the services you needed?”

Those respondents indicating they had used INFO LINE services during the past 12 months were asked to rate the usefulness of the information provided. Overall, 65.3 percent of these respondents indicated the information provided was useful or very useful.

Due to the low number of responses to this question, additional analysis would not present an accurate picture of use during the past year within various demographic subgroups. Therefore, no additional analysis is provided.

Usefulness of INFO LINE



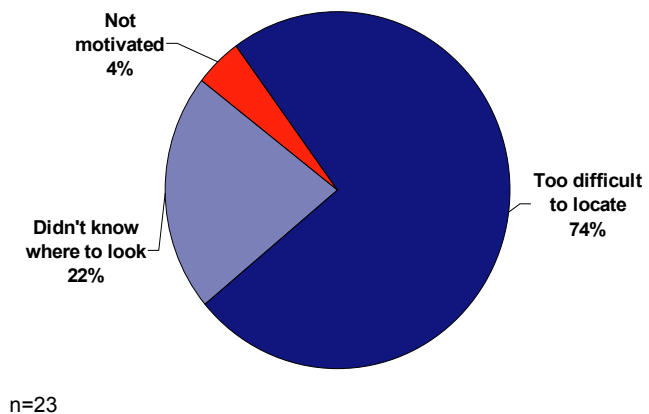
Reasons for Not Getting Needed Information

“Which of the following best describes why you say you are not able to get all the information you needed?”

When asked why they were unable to get all of the information needed, the most frequent response was that information was too difficult to locate, given by 73.9 percent of the respondents indicating they had not been able to obtain all of the needed information.

Due to the low number of responses to this question, additional analysis would not present an accurate picture of why information was not received during the past year within various demographic subgroups. Therefore, no additional analysis is provided.

Why Information Not Received



Information and Referral Profile

Countywide, an estimated 13.8 percent of the 1,032,736 households indicated a need for information on available health or social services during the past 12 months. This equates to an estimated 142,417 households in San Diego County needing this type of information during the past year.

Need Information (n=3,662)

	(n)	(%)	(estimate)
Yes	505	13.8	142,417
No	3,144	85.9	886,653
Don't know/Refused	13	0.4	3,666

Satisfaction (n=402)

	(n)	(%)	(estimate)
Very satisfied or satisfied	230	57.2	64,863
Somewhat satisfied or dissatisfied	129	32.1	36,380
Very dissatisfied or dissatisfied	40	10.0	11,281
Don't know	3	0.7	846

How Well Need Met (n=505)

	(n)	(%)	(estimate)
All needs met	163	32.3	45,968
Needs partially met	236	46.7	66,555
All needs unmet	103	20.4	29,047
Don't know	3	0.6	846

Who Provided Information (n=505)

	(n)	(%)	(estimate)
Health care organization	142	35.3	40,046
Non-profit agency	82	20.4	23,125
Internet	76	18.9	21,433
Public organizations	65	16.2	18,331
Friends	58	14.4	16,357
Family	53	13.2	14,947
Yellow pages	42	10.4	11,845
School	28	7.0	7,896
Flyers	25	6.2	7,050
Newspaper, radio or TV	24	6.0	6,768
Employer	22	5.5	6,204
Church	16	4.0	4,512
Info Line	13	3.2	3,666
Public library	6	1.5	1,692
Other sources	18	4.5	5,076
Don't know	14	3.5	3,948

Reason Information Needs Not Met (n=103)

	(n)	(%)	(estimate)
Didn't know where to look	49	47.6	45,883
Not motivated/no time	21	20.4	19,664
Information received incorrect	17	16.5	15,919
Information too difficult to locate	15	14.6	14,046
Don't know	1	1.0	936

Multiple responses allowed.

Info Line Profile

Countywide, an estimated 17.9 percent of the 1,032,736 households indicated an awareness of the INFO LINE program. Moreover, 8.2 percent of these respondents reported using the INFO LINE service during the past 12 months. This equates to an estimated 185,094 being aware and 15,263 using the service in San Diego County at least once during the past year.

Aware of INFO LINE (n=3,662)

	(n)	(%)	(estimate)
Yes	654	17.9	185,094
No	2,978	81.6	842,830
Don't know/Refused	17	0.5	4,811

Satisfaction (n=49)

	(n)	(%)	(estimate)
Very satisfied or satisfied	32	65.3	8,880
Somewhat satisfied or dissatisfied	15	30.6	4,163
Very dissatisfied or dissatisfied	2	4.1	555

Use of INFO LINE (n=667)

	(n)	(%)	(estimate)
Yes	55	8.2	15,263
No	611	91.6	169,554
Don't know	1	0.1	278

Reason Information Needs Not Met

	(n)	(%)	(estimate)
Information too difficult to locate	17	61.0	4,549
Didn't know where to look	5	18	1,338
Not motivated/no time	1	4.0	268
Don't know	5	18.0	1,338

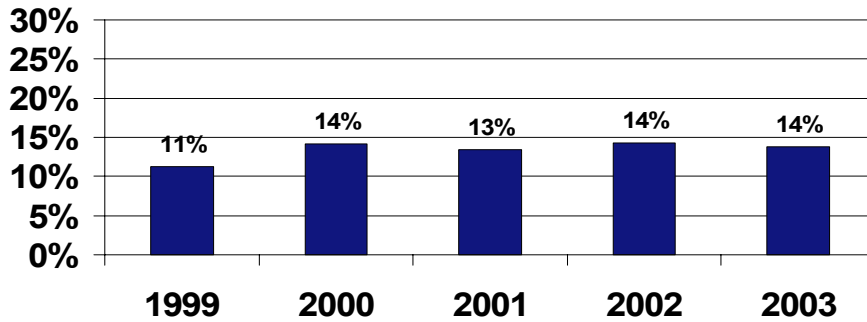
How Well INFO LINE Met Needs (n=55)

	(n)	(%)	(estimate)
All needs met	27	49.1	7,493
Needs partially met	22	40.0	6,105
All needs unmet	5	9.1	1,388
Don't know	1	1.8	278

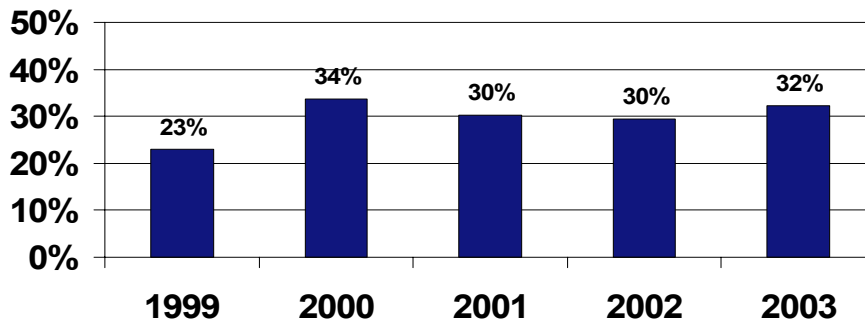
Five-Year Trend of Information Needs Indicators

The following charts provide a comparison of information need, utilization and satisfaction for the past five years.

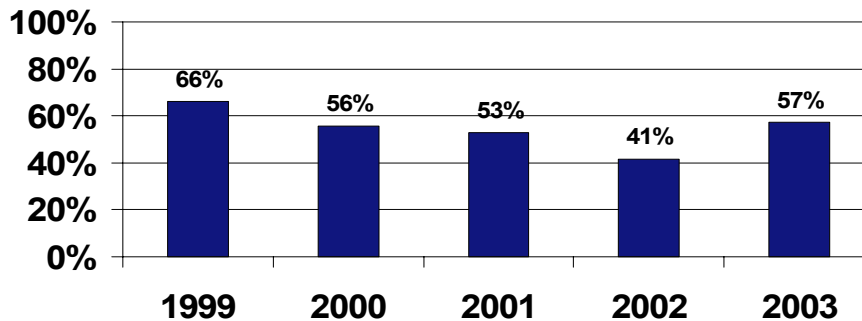
Percent needing information services during the past 12 months



Percent indicating they received all needed information services



Percent satisfied or very satisfied with information services received



Background

Each year billions of dollars are invested in San Diego County by federal, state, county, cities and charitable organizations to improve the health and well-being of the community and its residents. These funds are applied to a wide variety of health, social and community issues. All concerned have a growing interest in knowing whether this investment of community assets is making a difference. The Outcomes and Community Impact Measurement Program has been designed to be a comprehensive measurement and outcomes reporting system related to the health and well-being of San Diego County residents.

The Outcomes and Community Impact Measurement Program data reviewed in this document are for the 2003 data collection and reporting period.

Concept

Initial concepts behind this program began in 1995 when the United Way of San Diego County convened eight task forces representing San Diego County residents and community leaders who developed the following list of desired countywide outcomes:

- **Access** – People have access to a full range of effective community services.
- **Self-sufficiency** – People reach and maintain an optimal level of independence and health.
- **Civic Solutions** – People live in, participate in and are supported by diverse, economically sound communities.
- **Educational Success** – People have the necessary life-long educational support to reach their potential as productive and contributing community members.
- **Public Safety** – People feel safe from the threat of crime and violence in their homes, neighborhoods and communities.
- **Well-being** – People are emotionally self-sufficient and able to cope with the stressors in their lives.

Based on the desired outcomes developed by these task forces, a measurement platform was designed to measure the impact of community assets and services on addressing people's needs and visions.

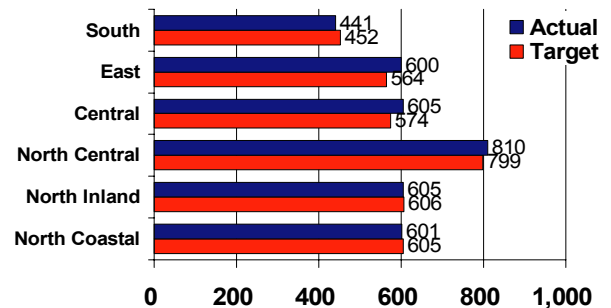
Methodology

Data was collected via telephone interviews with 3,662 randomly selected persons living throughout San Diego County. The interviews, lasting an average of 22.6 minutes, were conducted by trained interviewers from the Social and Behavioral Research Institute located at California State University San Marcos between October 24, 2003 and March 30, 2004.

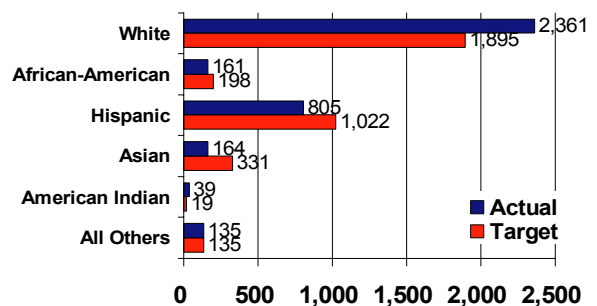
To enhance the quality of the data in terms of how well it represents the geographic and race/ethnic population of San Diego County, the county was divided into six geographic regions. These regions correspond with the San Diego County Health and Human Services Agency regions. A targeted number of interviews for each race/ethnic category within each region was established to more accurately represent the actual population within the regions.

The following tables present the targeted and actual number of interviews completed.

Targeted Number of Interviews by Region



Targeted Number of Interviews by Race/Ethnicity



2003 Outcomes and Community Impact Program

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2003 Funding Sources

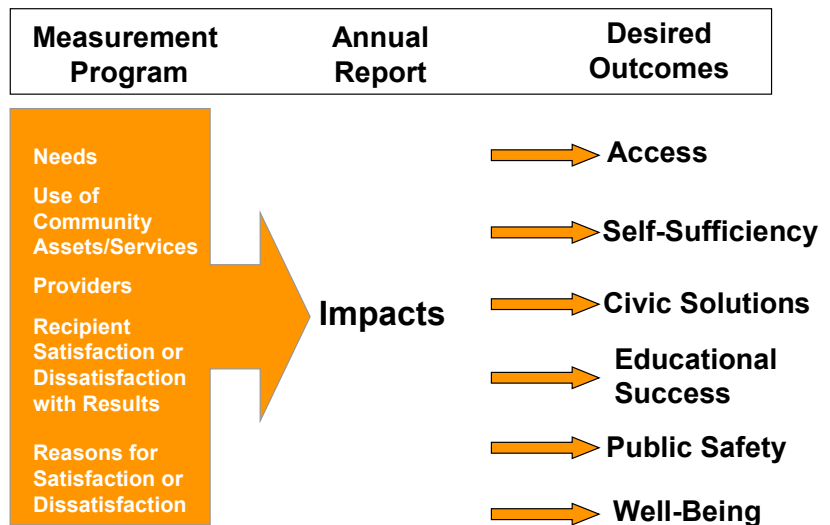
- Alliance Healthcare Foundation
- The California Endowment
- County of San Diego
- Community Health Improvement Partners (CHIP)
- Kaiser Permanente
- McCarthy Family Foundation
- INFO LINE of San Diego County
- The San Diego Foundation
- United Way of San Diego County

Outcomes and Impact Program Overview

The information contained in this report presents the findings for one of the 24 areas explored in the 2003 Outcomes and Impact Study. Other areas range from advocacy services to youth development. Each of these areas is covered in an individual report which can be obtained from the United Way of San Diego County. In addition, there are appendices supporting each of these reports which provide very detailed data in the format of cross tabulations of questions for each area by many key variables.

To view the 2003 Outcomes and Community Impact Program reports or to order copies of the 1999, 2000, 2001 and 2002 reports on disk, visit the United Way's website at www.uwsd.org. On the homepage click on the Outcomes / Healthy Community Index icon.

Outcomes and Impact



More Information Available

The information provided in this report is one segment of the available outcome and impact program reporting. Additional information is available including:

- Five-year history of top-level findings
- Methodology and Technical Report
- Frequencies
- Cross tabulations
- Significance tests