

Quarter 2 Evaluation Report: April 1 – June 30, 2010



Healthy Maine Partnerships

Maine Center for Disease Control and Prevention

KEEP ME WELL!



Maine Center for Disease
Control and Prevention

An Office of the
Department of Health and Human Services

John E. Baldacci, Governor

Brenda M. Harvey, Commissioner

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Developed by Michelle Mitchell, Maine Center for Public Health

For the **KeepMEWell** Project Team

Division of Chronic Disease, Maine CDC, DHHS

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INTRODUCTION

The **KeepMEWell** online tool was developed to comply with Public Law 22 M.R.S.A., Part 2§411. It is both an online resource toolkit and health risk assessment that helps Maine residents assess their risk for chronic diseases, improve their health through education, and links them to local community support and programs that can help them decrease their risk of chronic disease and improve their health.

Accordingly, the goals of **KeepMEWell** are to assist Maine residents, especially those who are uninsured, underinsured, or experiencing health disparities to:

- Assess their risk for chronic disease.
- Receive feedback that promotes action to address identified health risks.
- Link to local community resources that assist residents in taking action to lower their risk for disease and improve their health.
- Link uninsured and underinsured residents to healthcare services at no cost or sliding scale cost.

KeepMEWell key state partners include:

- Maine 2-1-1 database populates the health risk assessment reports with resources.
- Consumers for Affordable Health Care website provides a link for users to find out how to get affordable healthcare insurance.
- Local Healthy Maine Partnerships across the state of Maine who promote the use of **KeepMEWell** by partnering strategically with organizations such as libraries, community action agencies, adult education computer classes, health centers, town offices, food pantries, local worksites, public health nursing, immunization clinics, senior centers, and many more.

An Evaluation Plan was developed prior to the statewide launch of **KeepMEWell**. Relevant to this report is Part A of the Plan which was designed to answer the following questions regarding the initial outcomes.

1. What is the number and characteristics of users of the website?
2. What type, and how many, direct promotional activities were conducted by the public health infrastructure?
3. How many collaborative activities promoting **KeepMEWell** were supported by the public health infrastructure?

In addition, the Healthy Weight Awareness Campaign included **KeepMEWell** in their mailing and evaluation. Resulting data provides descriptive information on persons who qualify for the Maine Food Supplement Program – an identified target audience for **KeepMEWell**.

METHODOLOGY

Data, for the quarter April 1 – June 30, 2010, was provided by local Healthy Maine Partnerships (HMPs); CD&M Communications; Division of Chronic Disease, Maine Center for Disease Control and Prevention (Maine CDC); and InforME. Descriptive qualitative analysis was completed at a district level.

Data from the Healthy Weight Awareness Campaign (HWAC) was provided by the USM Muskie School, Critical Insights, the Physical Activity, Nutrition and Healthy Weight Program at the Maine CDC and Maine Center for Public Health.

The HWAC focuses primarily on low-income families and / or individuals in Maine who qualify for the Maine Food Supplement Program. During the spring of 2010 the HWAC mailed out packages to 45,000 people in Maine who currently receive assistance from the Maine Food Supplement Program. Included in the package was a **KeepMEWell** brochure and magnet. Persons receiving the package were incentivized to complete and return a mail-in survey. Included in the mail-in survey was consent by the respondent to be contacted by telephone to participate in additional research.

The follow up telephone survey was conducted by Critical Insights from their call center in Portland. The purpose of the survey was to gain a better understanding of the respondents' values, day-to-day lives, and their perspectives concerning the issues that affect their healthy lifestyle choices and decisions.

RESULTS

1. BIENNIAL WEBSITE USAGE

The following data summarizes the website usage for the first six months:

- 3,396 unique visits to **KeepMEWell.org**.
- 2,129 health assessments completed with Maine zip codes.
- 774 visits to the “Where and How to Get Affordable Healthcare Services” page.
- 1,745 searches on the low cost healthcare services database conducted for Maine services.

Figure 2 below compares the website usage to the population distribution across the public health districts in Maine for the six months following **KeepMEWell** statewide launch.

TABLE 1: WEBSITE USAGE DATA FOR QUARTER 1 AND QUARTER 2

WEBSITE USAGE DATA	QUARTER 1	QUARTER 2	QUARTER 1 & 2
	January 20 – March 30, 2010	April 1 – June 30, 2010	January 20 – June 30, 2010
Unique Visits to KeepMEWell.org	2,185	1,211	3,396
Health Assessments Completed	1,466	663	2,129
Visits to "Where and How to Get Affordable Healthcare Service" webpage	445	329	774
Searches on the Low Cost Healthcare Services Database	1,162	583	1,745

FIGURE 1

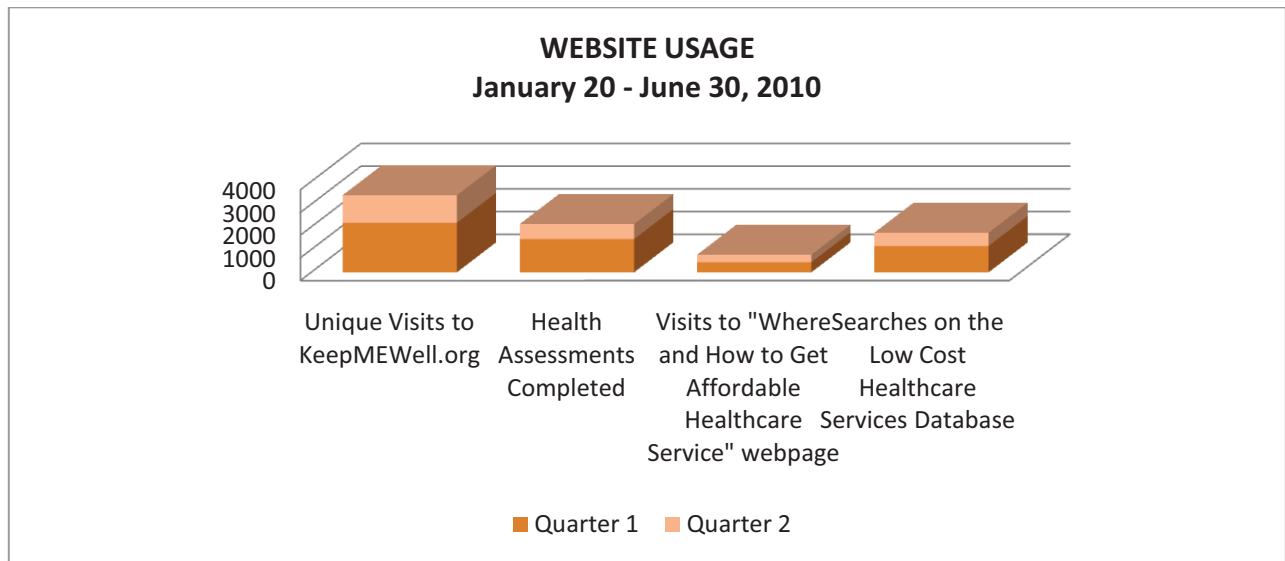
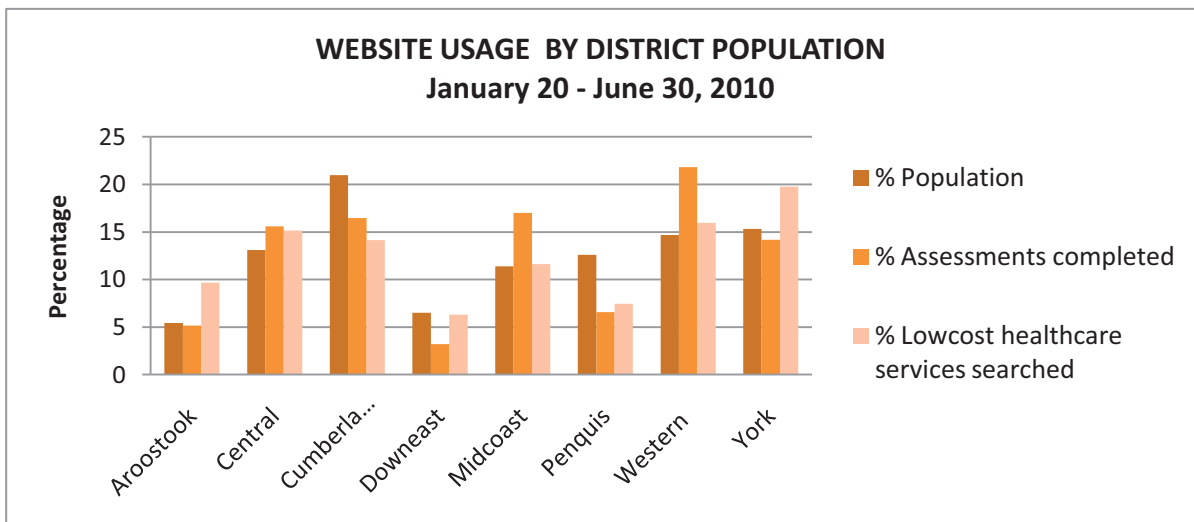


FIGURE 2



The number of unique visits to **KeepMEWell.org** decreased sharply (44.5%) from Quarter 1 to Quarter 2. This decrease resulted in a 52.5% decrease in persons completing the health assessment with Maine zip codes; a 26% decrease in visits to the 'Where & How to Get Affordable Health Care Services' web page; and a 50% decrease in searches on the low cost healthcare services database conducted for Maine services.

This decline in usage of **KeepMEWell** may be due to novelty and popularity decay, i.e. a negative change in the rates with which novelty and popularity evolve within a website (Wu, 2008). A decrease in direct promotional activities and collaborative activities by state and local HMPs was noted.

2. PROMOTION AND COLLABORATION ACTIVITY: QUARTER 2, 2010

The Division of Chronic Disease, Maine CDC continues to collaborate with the following partners:

- The Maine State Library System is promoting links to **KeepMEWell** for libraries in Maine.
- Hannafords is sharing the link on their employee intranet and all 50 Hannafords pharmacies in Maine are promoting **KeepMEWell** to the public through information sheets attached to prescriptions.
- The Office of MaineCare Services is promoting the website to providers and clients.

During the second quarter, the state distributed approximately 2,020 brochures and engaged an additional 3 collaborating partners. In addition to receiving 3,637 promotional materials – posters and brochures - the local HMPs approached a total of 1,419 potential collaborating organizations and were successful in establishing a collaborative partnership with 96 organizations.

3. COMPLETED ASSESSMENT: QUARTER 2, 2010

Data from the local HMP promotion and collaboration activity logs (see Appendix A for district summaries) were analyzed with data from the completed health assessments (see Appendix B for district summaries).

In the **Central District**, the Greater Somerset Public Health Collaborative participated in a community event at Madison Public Library in which they assisted members of the community with taking the Health Risk Assessment.

In the **Penquis District**, the monthly newsletter distributed by Bangor Region Public Health and Wellness reaches approximately 11,000 people per month.

In the **York District**, Partners for Healthier Communities' partner - the Sanford Community Adult Education Program - incorporated the **KeepMEWell** into their computer classes and had 120 students participate in April.

3.1. BY DISTRICT

Figure 3 below illustrates the distribution of assessments completed by districts. The results are in keeping with the population sizes of each district, i.e., districts with larger populations have a higher concentration of respondents. This is shown in Figure 4 below where the percentage of assessments completed in each district is compared to the percentage of population in the district. For example, 5.4% of the people in Maine live in the Aroostook District. It is comparative therefore that 4.1% of **KeepMEWell** assessments were completed by persons living in the Aroostook District.

FIGURE 3

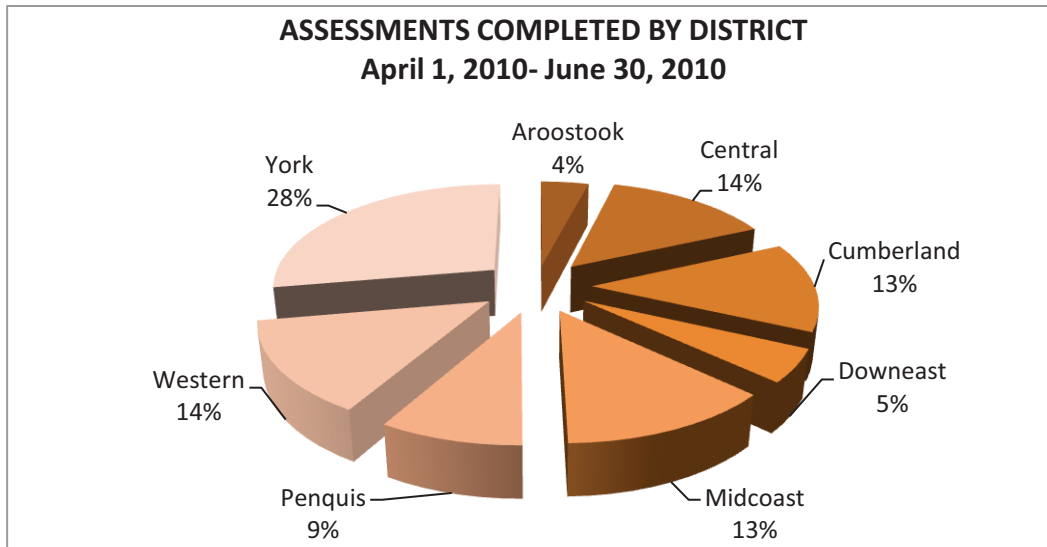
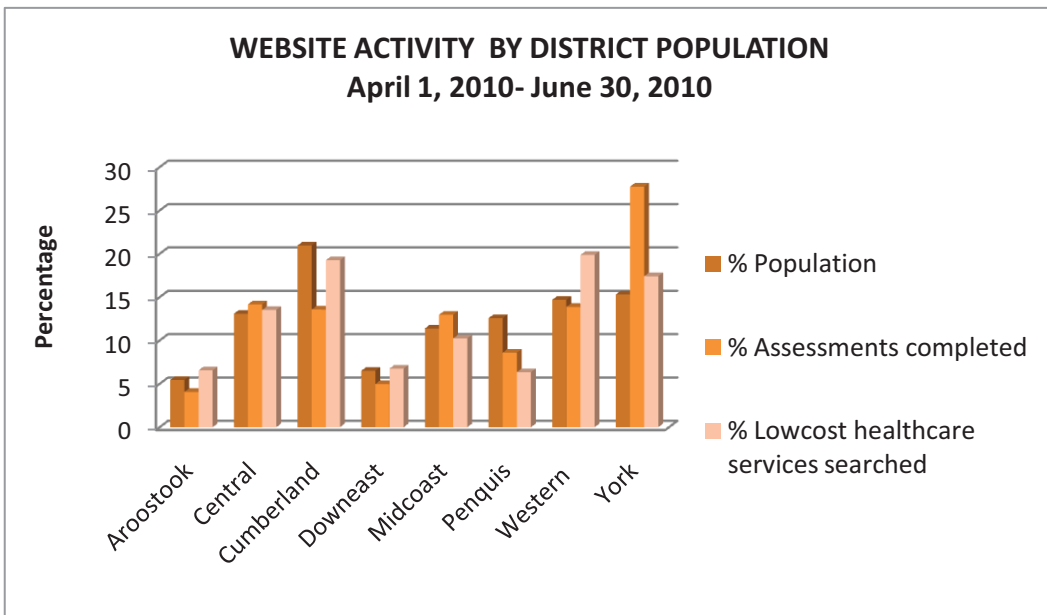


FIGURE 4



3.2. DEMOGRAPHICS

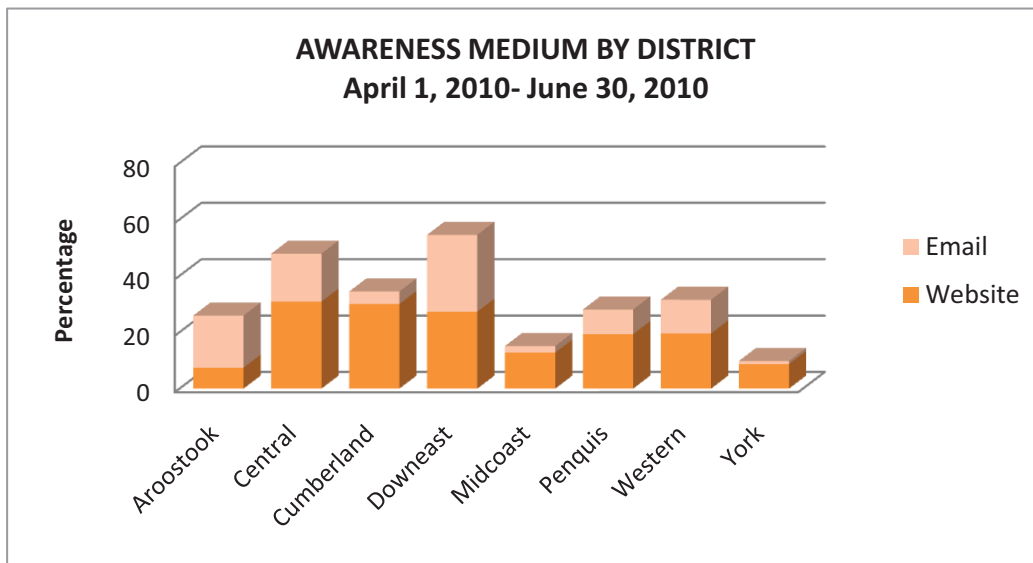
Across the state, the majority of the persons who completed the assessment were female (72%) with an average age of 48 years. There was very little variance across the districts. Respondents tended to rate their health as “very good” or “good”.

KeepMEWell was developed primarily as a tool for Maine residents who were uninsured or underinsured. 53% of persons completing the assessment reported being employed for wages (range from 32% in the York District to 79% in the Downeast District). Statewide, less than 25% reported having no insurance or having private insurance with high deductibles (range from 19% in the Aroostook District to 30% in the Penquis Districts).

3.3. AWARENESS MEDIUM

The health assessment asks respondents: “How did you hear about **KeepMEWell**”. Response options include: brochure / card, mailing, newspaper, newsletter, email, radio and website. Electronic mediums such as emails appeared more effective in motivating the public to complete the assessment. No data was available on persons who did not complete the assessment. Figure 5 below highlights differences in reported awareness mediums according to districts. The most frequently cited awareness medium across districts was “website” (19%).

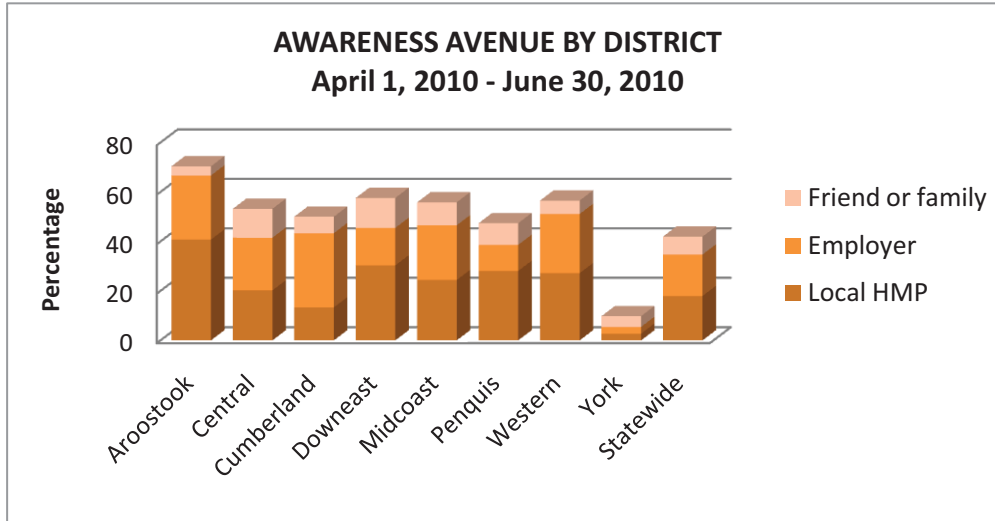
FIGURE 5



3.4. AWARENESS AVENUE

The health assessment asked respondents “From whom did you hear about **KeepMEWell?**” Response options included: employer, local HMP, friend / family member, and healthcare provider. Figure 6 below highlights differences in reported awareness avenues according to districts. Statewide, the most frequently cited person / organization was “my local HMP” (18%) and “my employer” (17%).

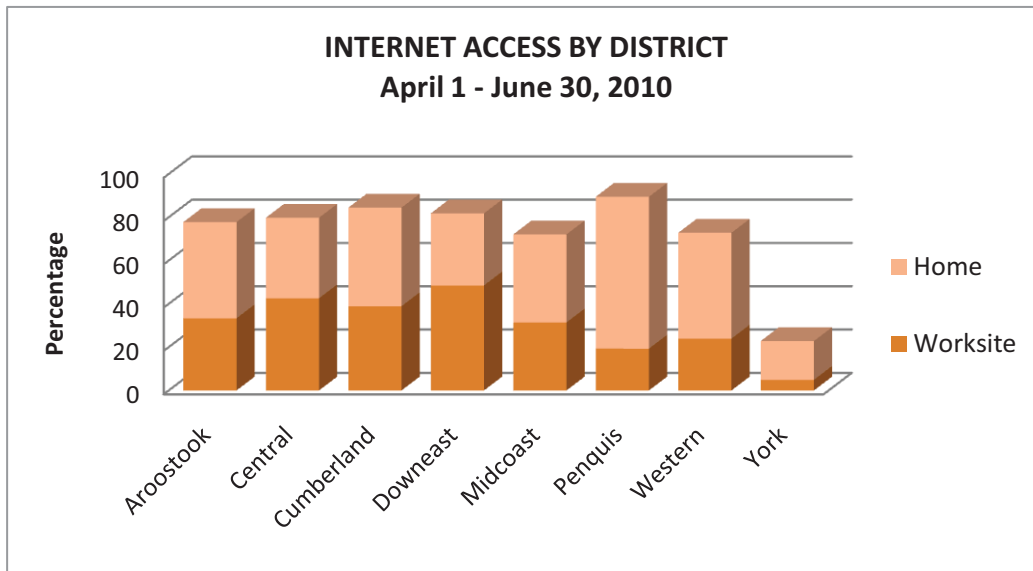
Figure 6



3.5. INTERNET ACCESS

Figure 7 below highlights differences in internet access according to districts. The majority of persons reported using the internet at work (25%) or at home (38%) to complete the health assessment. The biggest variation in internet access was reported in the Penquis District where 19% of respondents reported accessing the internet at work and 70% accessing it at home.

FIGURE 7



4. SEARCHES FOR LOW COST HEALTHCARE SERVICES

Users are able to search a database for low cost healthcare services in their area. The majority of searches were for healthcare services in the Western (20%) and Cumberland (19%) districts. The most frequently searched healthcare topic was “medical care” (30%), followed by “prescription drugs” (17%). See Appendix C for district summaries.

5. HEALTHY WEIGHT AWARENESS CAMPAIGN TELEPHONE SURVEY

5.1 SAMPLE

A total of 1,004 respondents voluntarily provided contact information with was captured by CD&M Communications. Of the initial candidates, 427 surveys were completed. The majority of respondents were white (93%), females (94%), in their 30s (37%) who had completed some form of education beyond high school (53%). The respondents tend to be married (41%) with one (40%) or two (29%) children and reported that they were either the only adult (32%) or had one other adult (55%) living in their household. The respondents reported being employed for wages (29%), a homemaker (23%) or unable to work (20%). Most people (74%) completing the survey had lived in Maine for 20 years or longer. Almost all respondents (88%) received food stamps.

5.2 INTERNET ACCESS

The following table summarizes the respondents’ answers to the question “where do you use the internet?”

TABLE 2: LOCATION OF INTERNET ACCESS

WHERE	TOTAL	PERCENTAGE OF TOTAL RESPONSES
At Home	318	74%
At the Library	59	14%
I Don’t Use the Internet	33	8%
At Someone Else’s Home	31	7%
At Work	26	6%
At School	25	6%
Mobile Device	19	4%
Other / Don’t Know	3	0%

The majority of persons (92%) accessed the internet. The most common place of access was the respondents’ home (74%). There appeared to be a few characteristics unique to the different ways of accessing the internet. Persons who reported not using the internet tended to be older (75% were older than 30 years) and unemployed (79%). In contrast, persons who reported using the internet at someone else’s house tended to be younger (48% were younger than 30 years old), and with a high school education (71%).

Persons who were married were more likely to access the internet at work (58% of the 6% who reported accessing the internet from work) or use a mobile device (53% of the 4% who reported accessing the internet from their mobile device).

Geographic differences were noted. Respondents most frequently reported accessing the internet from home (74%). This is evenly distributed (range 11 – 17%) across all districts with the exception of Downeast (7%). Almost a quarter of respondents (24%) accessing the internet from the library lived in the Western District. Almost one third of respondents (32%) using someone else’s home to access the internet lived in Penquis District.

5.3 **KEEPMEWELL** QUESTIONS

KeepMEWell questions were added to the HWAC survey after the majority of surveys had been completed. A total of 145 respondents answered the **KeepMEWell** questions. Half of the respondents (50%) reported that they had heard of **KeepMEWell**. These respondents tended to be over the age of 40 (41%), not married (58%), had a high school or higher education level (96%), were not employed (67%) and lived in the Cumberland (22%) or Midcoast (18%) districts.

Only 16% of the 73 persons who had heard of **KeepMEWell** had visited the website. Persons who were employed, with high school or higher education and 3-4 children (67%) were more likely to visit the website. One third of persons who had visited the website lived in Aroostook District.

Almost half (42%) of the 12 persons who had heard about **KeepMEWell** and visited the website reported that they found the health assessment useful. Other positive feedback included that the website was easy to navigate, user friendly and contained good tips and useful information. None of the respondents reported not finding the assessment useful.

More than a third (38%) of the 61 persons who had heard about **KeepMEWell** and not visited the website, reported being too busy. Other common responses included not having access to the internet (26%) and forgetting about it (23%). Only 5% reported that they did not feel the need to visit the website, or the website didn’t sound interesting (2%).

LIMITATIONS

Promotional And Collaborative Activities

Local HMPs have limited ability to offer direct service to the public and therefore their ability to support individual community members using the website is limited. Thus, the evaluation is limited to quantifying the overall uptake of the website and the promotional activities of the HMPs to engage partners and the public.

KeepMEWell does not store identifying details of persons accessing the website and / or completing the health assessment. Because of this, survey results are anonymous and it is therefore not possible to track individual behavior change.

Healthy Weight Awareness Campaign

The telephone survey was done with a self-selected segment of the population of households that participate in the Maine Food Supplement Program who were motivated to read and use HWAC materials and messages, and are in no way representative of the entire population of Maine families that participate in the Maine Food Supplement Program.

APPENDIX A: SUMMARY OF PROMOTIONAL AND COLLABORATIVE ACTIVITY BY DISTRICT

	Maine CDC & Partners		Aroostook HMP=2	Central ¹ HMP=4	Cumberland HMP=4	Downeast HMP=5	Midcoast HMP=4	Penquis HMP=4	Western HMP=4	York HMP=3
			71,676	172,336	276,047	85,636	149,988	165,612	193,475	201,686
Population served (Census 2008 estimates).										
DIRECT PROMOTIONAL ACTIVITY										
Number of materials distributed by CD&M	1020	867	450	1210	310	200	0	0	0	600
Number of newsletters distributed (including electronically).		535	9	0	0	2407	1	0	0	1
Number of articles published in newspapers.		0	0	0	4	5	0	0	0	0
Number of advertisements published in newspapers.		0	5	6	2	2	0	0	0	0
Number of individuals sent emails promoting KeepMEWell .		45	1	300	26	5006	0	27	12	
Number of articles mentioning KeepMEWell published on state and local HMP websites.		2	4	0	0	5	3	1	3	
COLLABORATING ACTIVITY										
Number of potential collaborating organizations approached.		42	15	22	21	1270	13	16	27	
Number of new collaborating organizations that have agreed to promote KeepMEWell .	3	6	15	19	6	13	2	10	25	

¹ For the purposes of this evaluation, Sebasticook Valley Healthy Communities Coalition is included in the Central District

APPENDIX B: SUMMARY OF COMPLETED ASSESSMENTS BY DISTRICT

	AROOSTOOK	CENTRAL	CUMBERLAND	DOWNEAST	MIDCOAST	PENQUIS	WESTERN	YORK
Population served (Census 2008 estimates).								
	71,676	172,336	276,047	85,636	149,988	165,612	193,475	201,686
Total number of assessments completed with Maine zip codes.								
	27	94	90	33	86	57	92	184
Most frequently reported employment status.								
Employed For Wages (56%)	Employed For Wages (66%)	Employed For Wages (70%)	Employed For Wages (79%)	Employed For Wages (59%)	Employed For Wages (46%)	Employed For Wages (52%)	Employed For Wages (32%)	
Number with private insurance with high deductibles.								
15%	11%	13%	15%	12%	7%	5%	5%	
Number who self pay for health costs.								
4%	12%	14%	9%	12%	23%	23%	15%	
Most frequently reported avenue of awareness (from whom did you hear about KeepMEWell).								
Local HMP 41%	Employer 21%	Employer 30%	Local HMP 30%	Local HMP 24%	Local HMP 28%	Local HMP 27%	Local HMP 27%	Friend or Family Member 4%
Most frequently reported medium of awareness (how did you hear about KeepMEWell).								
Email 19%	Website 31%	Website 30%	Email & Website 27%	Website 13%	Website 19%	Website 20%	Website 9%	
Most frequently reported place of internet access (where are you taking this assessment).								
My Home 44%	Worksite 43%	My Home 46%	Worksite 48%	My Home 41%	My Home 70%	My Home 49%	My Home 38%	

APPENDIX C: SUMMARY OF LOW COST HEALTHCARE SEARCHES BY DISTRICT

	AROOSTOOK	CENTRAL	CUMBERLAND	DOWNEAST	MIDCOAST	PENQUIS	WESTERN	YORK
Population served (Census 2008 estimates).								
	71,676	172,336	276,047	85,636	149,988	165,612	193,475	201,686
Total number of searches completed using a Maine zip code.								
	35	79	101	38	53	37	111	93
Most frequently searched healthcare topic.								
Medical Care	31%	Medical Care 38%	Medical Care 27%	Medical Care & Screening 21%	Medical Care 28%	Medical Care 32%	Medical Care 27%	Medical Care 33%