

Heart Health Outreach Project Evaluation



Implications for Public Health & Medical Practitioners

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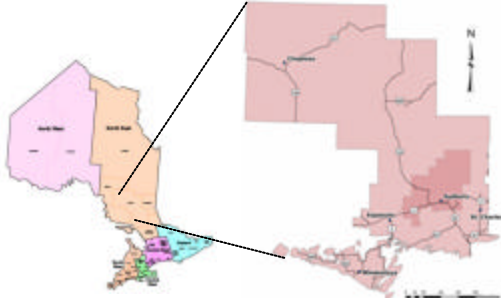
Outline

- ❖ Introduction
- ❖ Background
- ❖ Method
- ❖ Results
- ❖ Discussion
- ❖ Recommendations
- ❖ Questions?

OHHP – Taking Action for Healthy Living

Goal
To prevent cardiovascular disease (CVD) and other chronic diseases such as type two diabetes, stroke and some forms of cancer.

Provincial Health Unit Boundaries and Sudbury & District Health Unit Offices



Outreach Program

- ❖ Developed to facilitate access to health information for rural isolated residents in Sudbury East and seven small communities on Manitoulin Island.

Background

Barriers

- ❖ Access to health information
- ❖ Travel distance to access health services
- ❖ No public transportation
- ❖ Lower socio-economic status
- ❖ Low population density

Methods

- ❖ Flyer distributed twice (March and May 2005)
 - 3100 households in Sudbury East
 - 1340 households in Manitoulin
- ❖ Modified version of telephone survey by O'Loughlin, et al. (1997)
- ❖ 21 of 28 (75%) consented to participate in the evaluation
- ❖ 15 completed surveys



Results

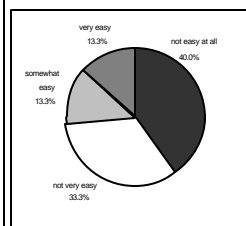
- ❖ 87% female
- ❖ 93% 45 years or older
- ❖ 40% college or university degree
- ❖ 67% yearly household income <\$40,000

Results

- ❖ 73% ranked health status as excellent or very good
- ❖ 67% visit a doctor or nurse practitioner in their community

Results

Availability of Health Information in Community



Results

- ❖ 93% satisfied or very satisfied with receiving the resource package in the mail
- ❖ 60% discussed the information with family or friends
- ❖ 83% intended to share the information at a later date
- ❖ 87% interested in more information

Discussion

- ❖ Interpret with caution due to small sample size
- ❖ Direct mail out may be a convenient way to disseminate health information to **interested** individuals
- ❖ Reach extends beyond individual
- ❖ Self-reported healthy lifestyle changes

Discussion

- ❖ Even though 67% have access to a doctor or nurse practitioner in their community, 73% reported that it is not easy to get health information in their communities
- ❖ There is a need for health information to be readily accessible in rural and isolated communities

Recommendations

- ❖ Continue to investigate best methods to disseminate healthy living information to rural areas
- ❖ Pilot test promotional flyer
- ❖ Conduct focus group to better understand how and when individuals want to receive information

Recommendations

- ❖ Consider including self-addressed postage paid card with the flyer mail out
- ❖ Build on information systems already in place
- ❖ Continue to include print materials and utilize a variety of media venues
- ❖ Utilize mailing list generated to disseminate new material

Recommendations

- ❖ Utilize mailing list generated to disseminate new material

Questions?