



NORTHUMBERLAND HILLS
HOSPITAL

Community Consultation Survey

Presented to:
Board of Directors

June 2009

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Methodology

- Telephone surveys were conducted by Pollara with west Northumberland County residents, ages 16 and over, between April 14th and April 18th, 2009.
- Questions were written at a grade 7 to 9 reading level, so that they could be understood by the public at large.
- In total, 510 interviews were completed, resulting in an overall margin of error of $\pm 4.3\%$, 19 times out of 20.
 - Interviews were collected from five communities to ensure a representative sample: Cobourg (161), Port Hope (141), Hamilton Township (95), Alnwick/Haldimand Township (61), and Cramahe Township (52).
 - Interviews were also collected from the First Nations of Alderville, proportional to their percentage of the overall population.
- Results were weighted by region and gender, based on the most recent census data, to ensure representative results.

Methodology

- In addition, working with the Northumberland Poverty Reduction Action Committee and two volunteers, the Hospital completed 36 face-to-face surveys using the same questions
- The purpose of these supplemental interviews was to ensure that the opinions of lower-income individuals were duly considered in our survey of current and preferred communication and engagement tactics
- The telephone survey, while capturing a solid (8% per cent) response rate for households earning less than \$25,000, would have missed those without a telephone or the literacy level necessary to participate
- The language of the surveys were adjusted to reflect a lower reading level without compromising the context or intent of the question
- Surveys were completed in Cobourg (Help Centre) and Port Hope (Child Development Centre). Completed surveys included residents from Cobourg, Port Hope, Colborne, and greater catchment area.
- Results were incorporated into the telephone survey:
 - No significant differences from the telephone survey

Key Findings: Context and Awareness

HOSPITAL CARE ISSUES

- **Waiting times (33%) and staff shortages (19%) are seen to be the most important hospital care issues facing Northumberland Hills.**

NHH AWARENESS

- **Residents show a relatively high degree of familiarity with the hospital - nine-in-ten (91%) are at least somewhat familiar, and six-in-ten (60%) are very familiar.**
- **More have heard positive (52%) than negative (39%) things about the hospital lately, with **only one-in-ten (10%) mentioning financial or budgetary issues.****
- **Word-of-mouth (48%) and newspapers (36%) are the most common sources of this NHH information.**
 - Close to one-in-ten have recently heard about the hospital in *Northumberland Today* (9%) or the *Northumberland News* (8%).
 - Few think about *In Touch* top-of-mind, but 38% say they have read about the hospital in it, when prompted.

Key Findings: Consultation and Engagement Preferences

LEVEL OF INFORMATION

- About half of all residents want more information and greater input into service changes or key decisions – this includes about one-in-five residents who want much more information or input.

PUBLIC CONSULTATION METHODS

- **Public meetings and community advisory panels are considered the most effective methods of obtaining the community's input. However, residents are most likely to participate in telephone surveys, a more passive form of obtaining feedback. Public meetings and mail-back written surveys are also popular methods of consultation.**
 - There is limited appeal for online surveys or blogs and forums, however these methods are more effective at capturing the interests of younger and higher-income residents.

INFORMING THE PUBLIC

- **Residents most want information to be shared with them through community newspapers (30%) or newsletters sent in the mail (30%).**
- Three-quarters (74%) of residents regularly access the internet, with the most common location being at home.
 - Among those who use the internet at home, 68% have a high-speed connection.
 - Residents in Port Hope and Cobourg are far more likely to have high-speed access as those in the Hamilton, Alnwick/Haldimand, or Cramahe Townships.

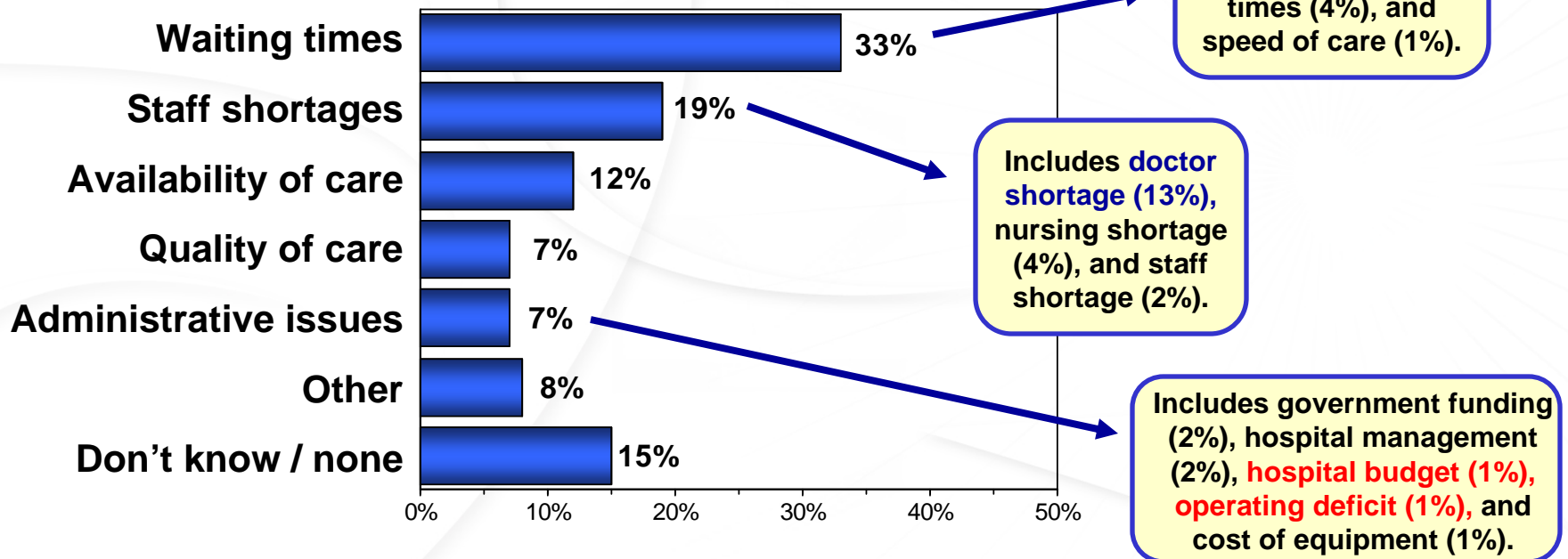
Context: Hospital Care Issue Agenda



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Most Important Hospital Care Issue: *Wait Times*

- Waiting times are seen to be the largest hospital care issue by one-in-three (33%) Northumberland Hills residents, with the focus squarely on emergency waiting times (28%).
- Staff shortages are also a large concern (19%), with a shortage of doctors (13%) the most top-of-mind.
- Few residents identify administrative issues (7%) as the most important hospital care issue facing their community.



Q2. To begin, I would like you to think specifically about HOSPITAL CARE. What is the most important HOSPITAL care issue facing our community today?

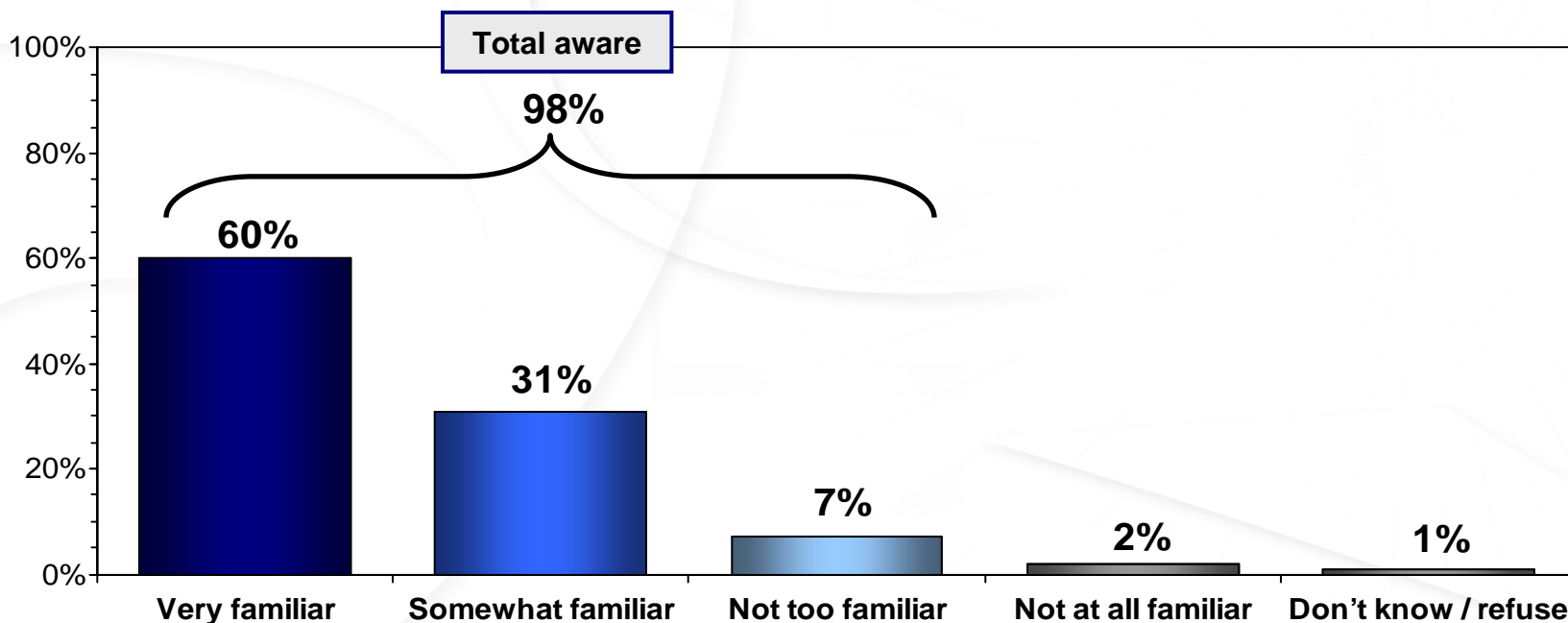
Northumberland Hills Hospital Awareness



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Prompted Awareness and Familiarity of NHH: *High Levels of Awareness and Familiarity*

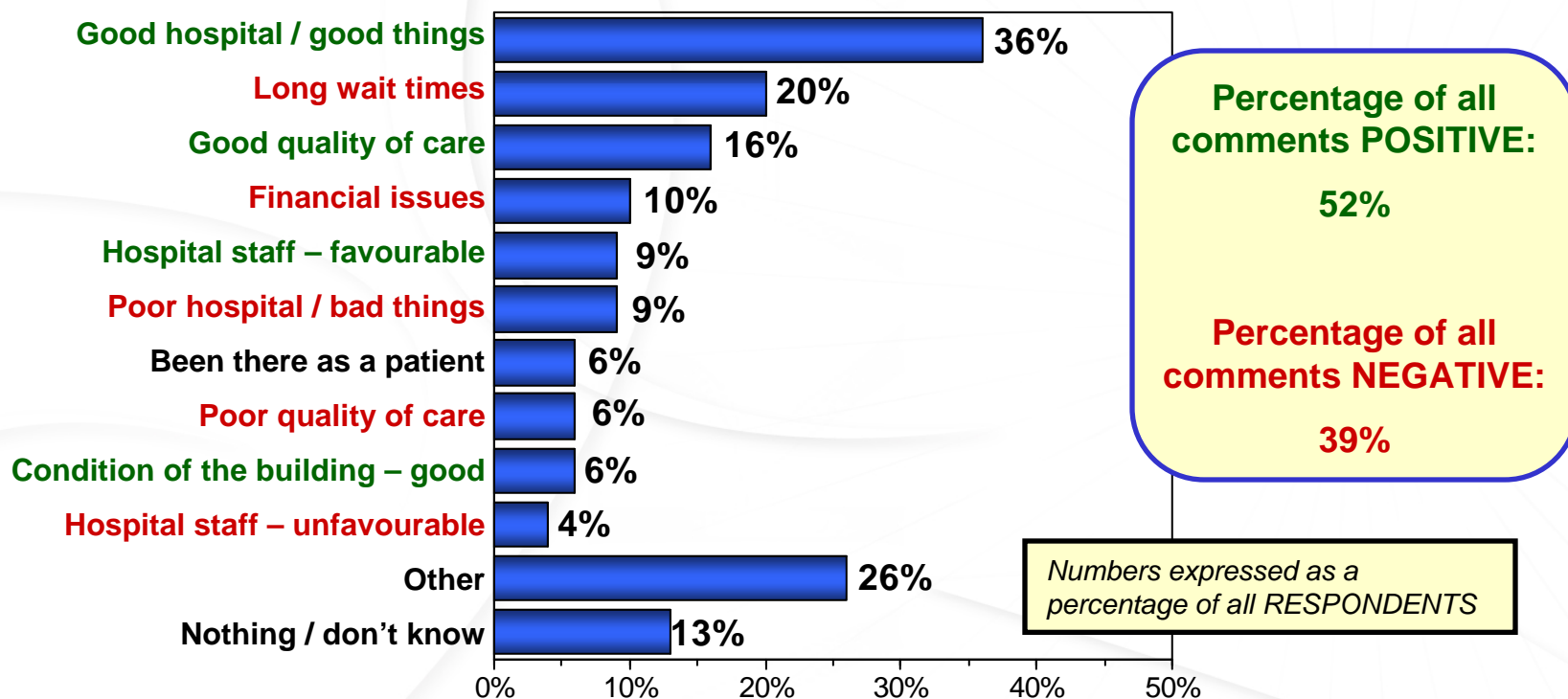
- Nearly all (98%) Northumberland Hills residents are aware of the hospital when prompted, with nine-in-ten (91%) saying they are familiar. This includes 60% of all residents who say they are very familiar with the hospital.
- Familiarity with the hospital is high in all parts of Northumberland Hills. Cobourg and Cramahe have the most very familiar (63%) residents.
- Among those who haven't had a household member receive health services at the hospital within the past three years, two-thirds (66%) are familiar with NHH, including one-third (33%) who are very familiar.



Q3. How familiar are you with the Northumberland Hills Hospital, located in Cobourg off Burnham Street, near Highway 401?

Heard About NHH: *More Positive than Negative;* *Only 10% Mention Financial Issues*

- The most common things residents have heard recently about NHH are good things about the hospital (36%) and the quality of care there (16%), or that there are long wait times (20%).
- One in ten (10%) have recently heard about budget and financial issues at the hospital, with Cobourg residents the most likely to have (14%).

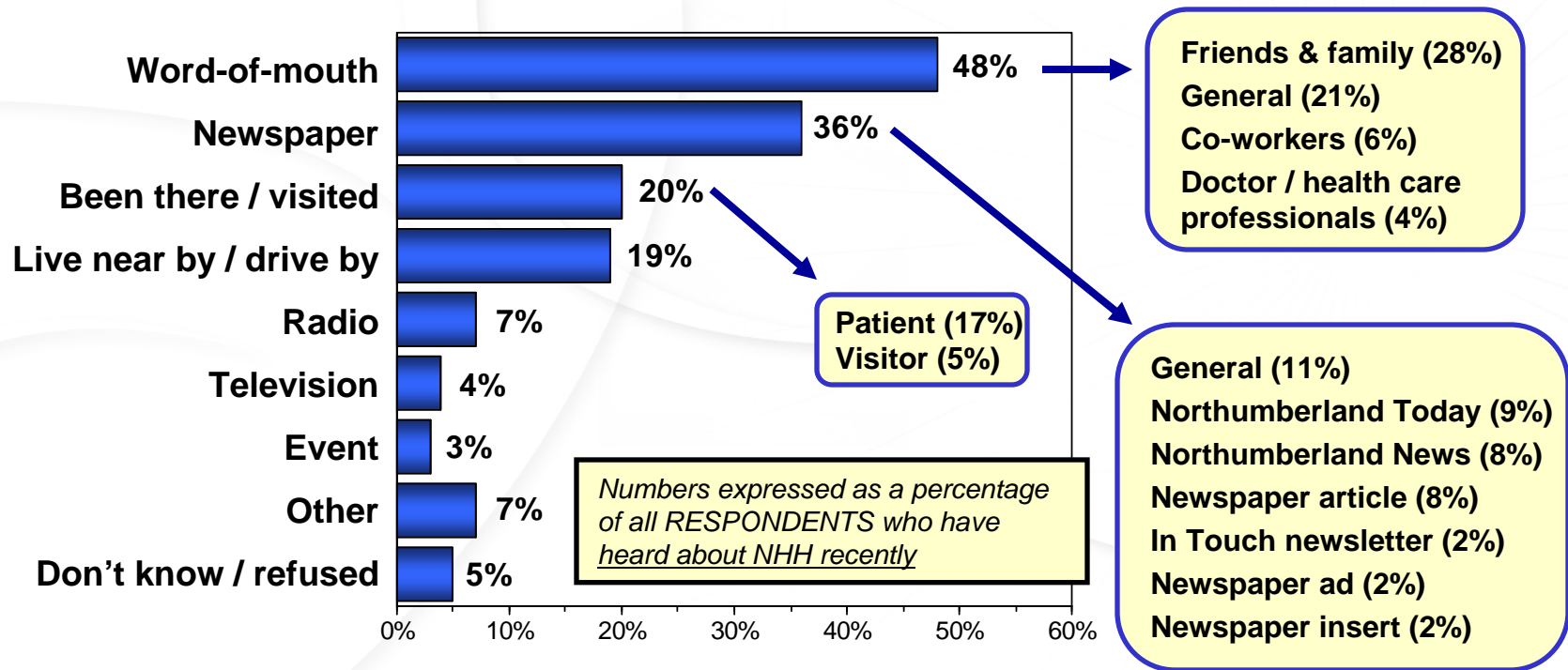


Also receiving at least 2%: *Short wait times* (3%), *cleanliness of the building – good* (3%), *new equipment* (3%), *lack of staff* (2%), *emergency room issues* (2%), *cleanliness of the building – poor* (2%)

Q5. Now, WHAT have you seen or heard about the Northumberland Hills Hospital? (...) Anything else?
(ACCEPT UP TO 3 RESPONSES)

Where Residents Have Heard About NHH: Word-of-Mouth and Newspapers Most Common Sources

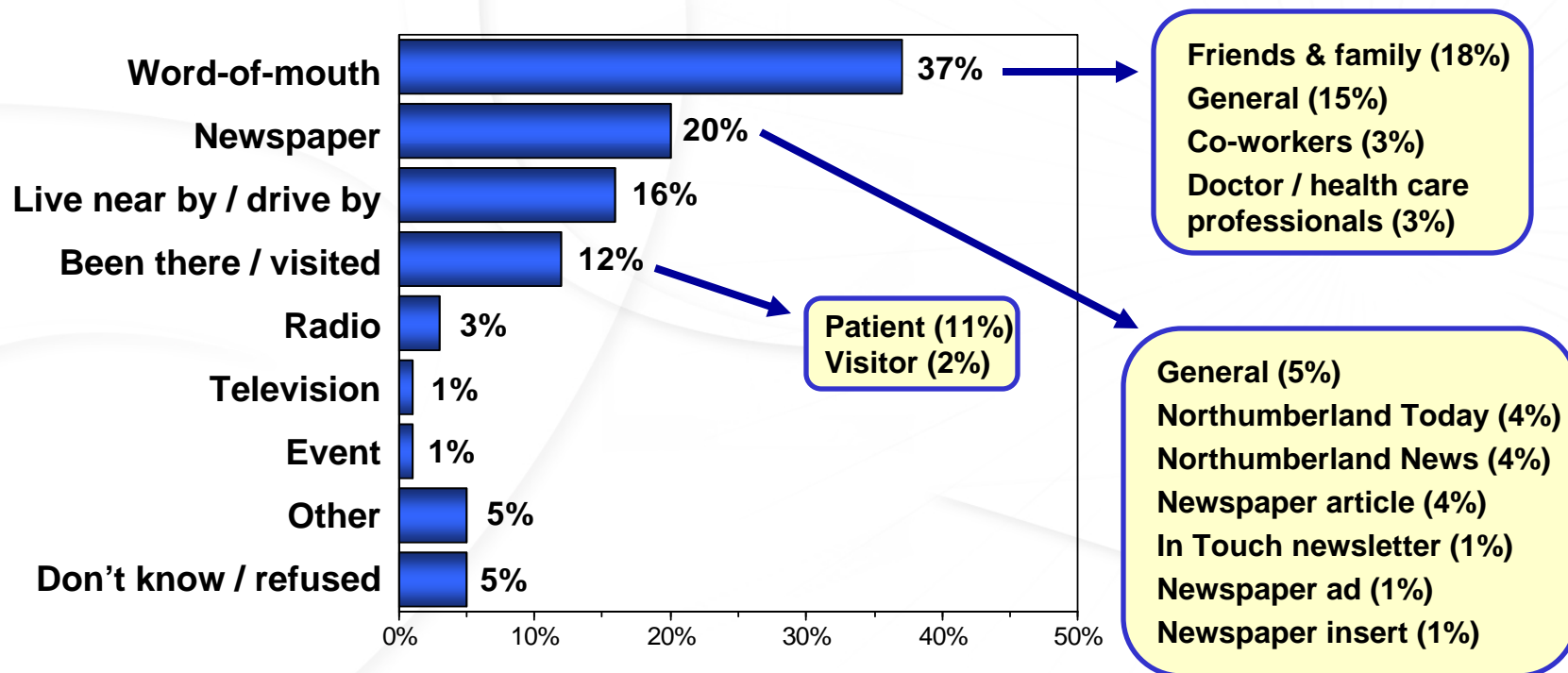
- Half (48%) of those who have recently heard about NHH have gotten their information through word-of-mouth.
- Newspapers are also a common way people have learned about NHH (36%), with Northumberland Today (9%) and the Northumberland News (8%) the two most common sources.
 - Residents in Cobourg (41%) and Hamilton Township (40%) are more likely to have heard about NHH through the newspaper than those elsewhere (32%).



Q6. WHERE have you heard about Northumberland Hills Hospital? (...) Anywhere else? [RECORD UP TO 5]
 BASE: Heard about NHH Recently

Where Residents Have Heard About NHH – First Mention: Word-of-Mouth Still Most Common

- The most common top-of-mind sources of Northumberland Hills Hospital news (the first response given) do not vary significantly from those given when considering *all* responses.
 - Word of mouth (37%) is still the most common source for news about the hospital.
 - Newspapers (20%) are still second, but the gap between them and word-of-mouth is wider when looking exclusively at the first response given. This indicates that information absorbed from newspapers is more latent in nature.



Q6. WHERE have you heard about Northumberland Hills Hospital? [FIRST MENTION ANSWER]

BASE: Heard about NHH Recently

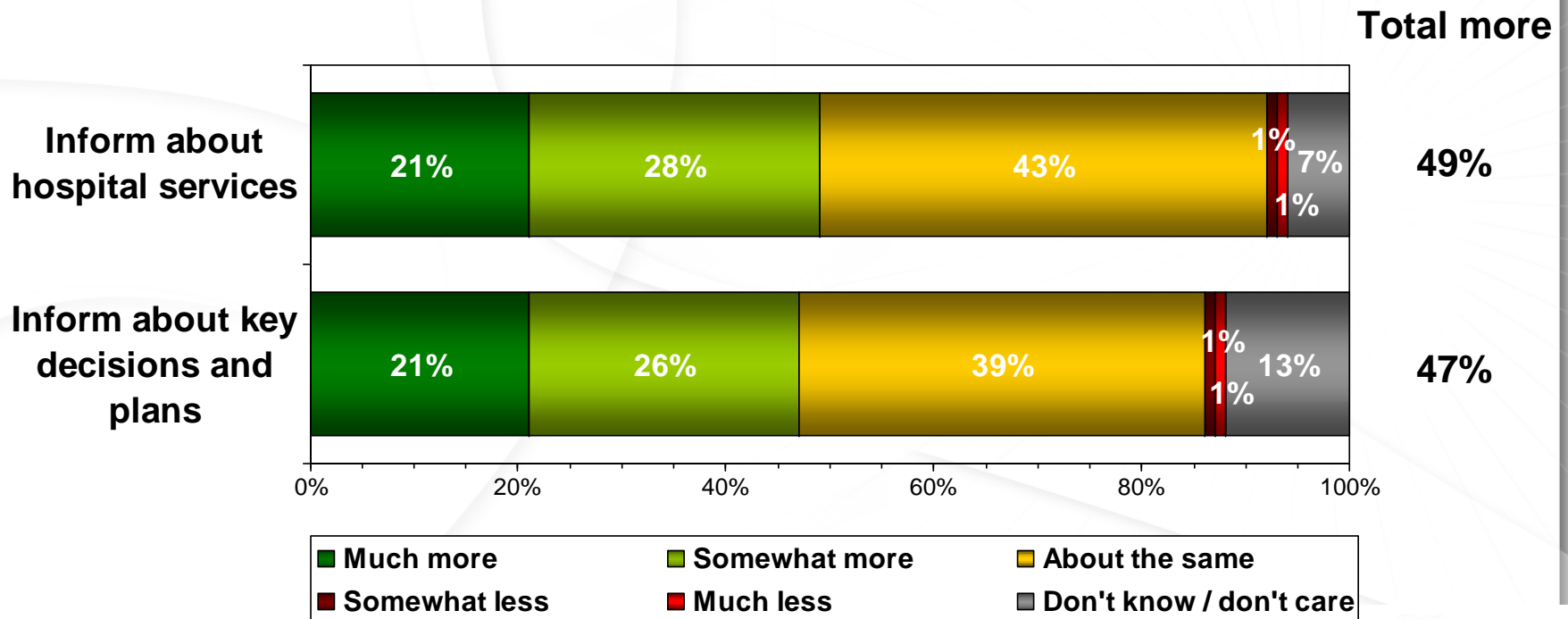
Community Consultation and Engagement Preferences



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Informing the Public: *Half Want More Information*

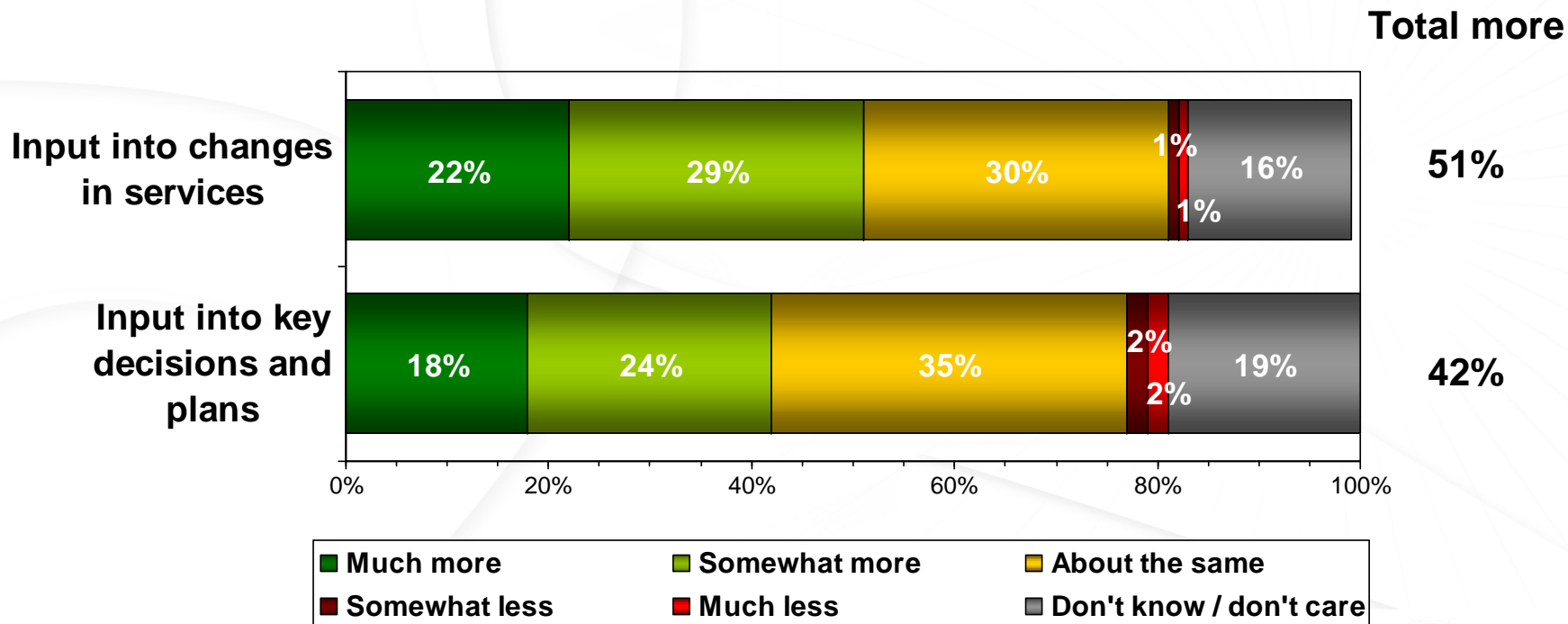
- Close to half of all Northumberland Hills residents say they would like to be informed more about hospital services (49%) and key decisions and plans related to the hospital's future and priorities (47%). This includes one-in-five (21%) residents who want to be informed much more.
- Hardly any individuals (2%) want *less* information about the hospital.
- Residents in Alnwick/Halldimand Township are the most likely to want more information about hospital services (56% more, including 28% much more) and key decisions (54% more, including 28% much more).



Q9,10. Now, there are a number of different ways that Northumberland Hills Hospital can consult and involve the community. Based on what you know, do you personally want the hospital to do more, less, or about the same as they are doing now for each of the following? If you don't care or don't know enough to provide an opinion, just say so. (...) Is that much or somewhat more/less?

Seeking Public Input: More Want Input on Changes to Services

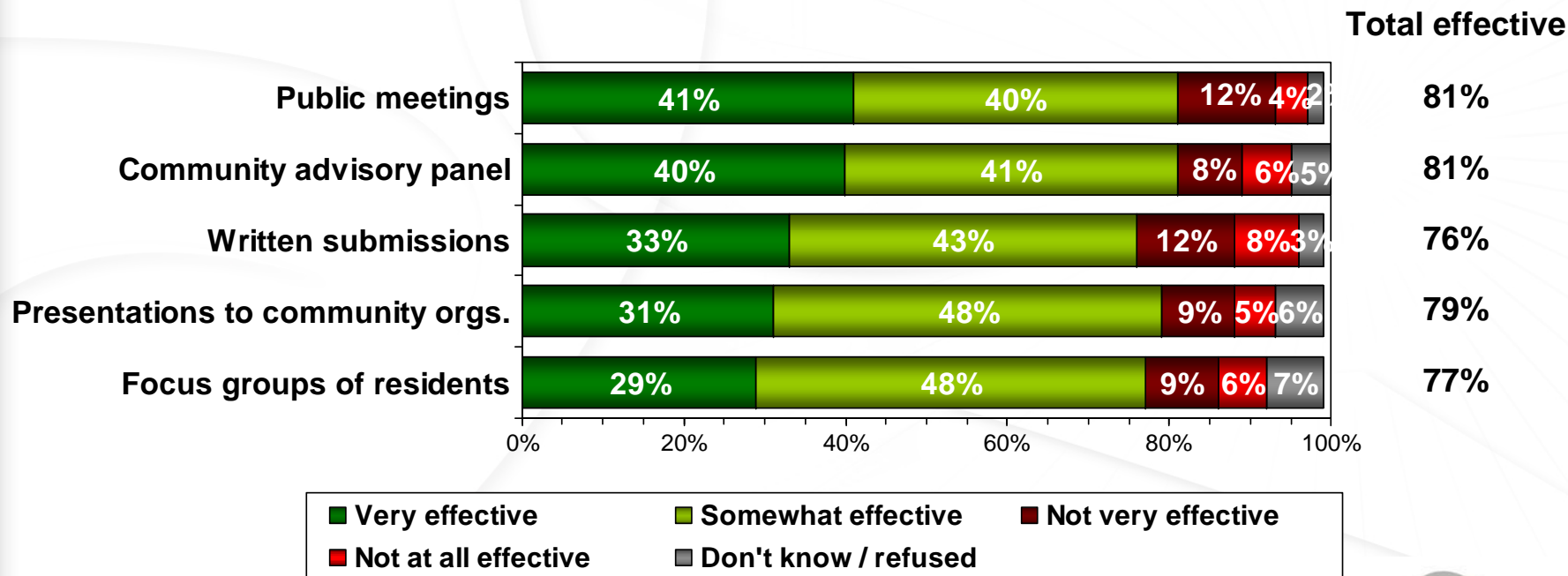
- Residents are more likely to want public input into changes to services (51% more) than into key decisions and plans related to the hospital's future and priorities (42% more).
- The desire for input into changes to hospital services is relatively consistent across all income, gender, and age groups. However, the youngest (under 25) and oldest (65 and over) residents are the least likely to want more input into service changes (39% more and 43% more, respectively).



Q11,12. Now, there are a number of different ways that Northumberland Hills Hospital can consult and involve the community. Based on what you know, do you personally want the hospital to do more, less, or about the same as they are doing now for each of the following? If you don't care or don't know enough to provide an opinion, just say so. (...) Is that much or somewhat more/less?

Effectiveness of Public Consultation Methods – Top 5: Public Meetings and Advisory Panel Seen to be Most Effective

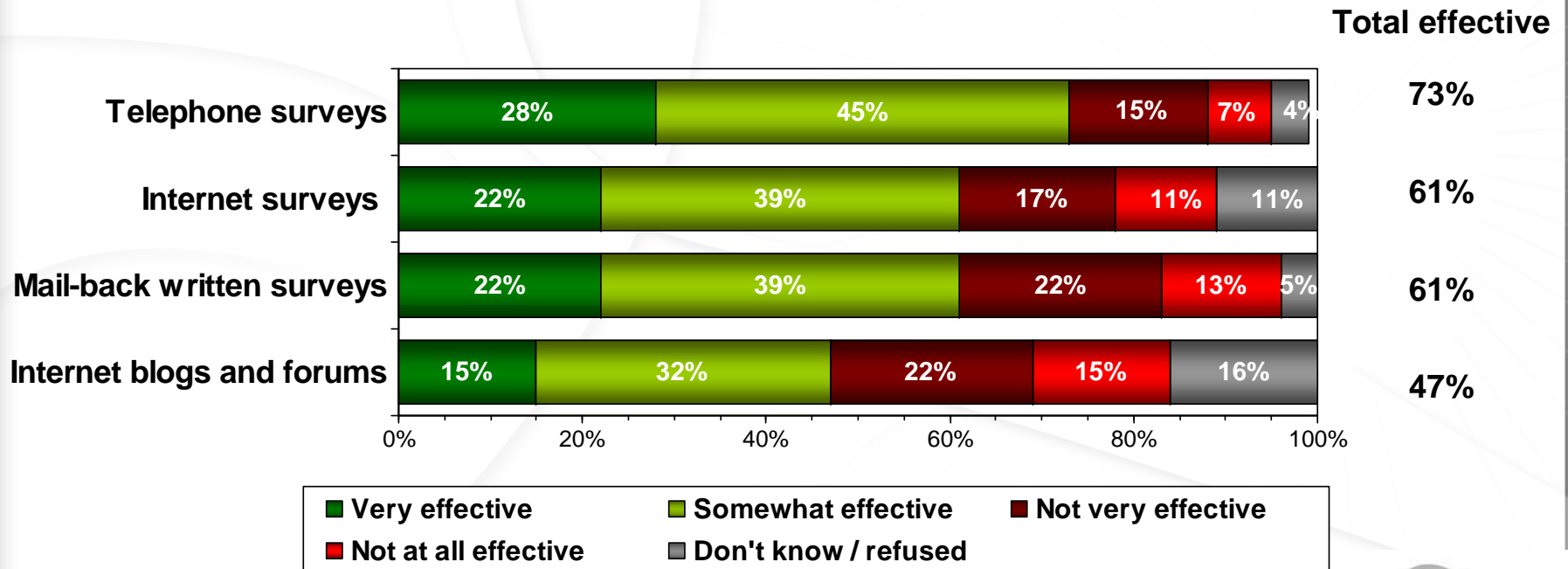
- Around two-in-five Northumberland Hills residents view public meetings (41%) and community advisory panels (40%) as very effective methods of obtaining the community’s input.
- While less see written submissions (33%), presentations to community organizations (31%), or focus groups (29%) as very effective, at least three-in-four residents see these as being at least somewhat effective methods of obtaining input (79%, 77%, and 76%, respectively).
- All parts of Northumberland Hills have similar opinions on the effectiveness of these consultation methods – none of the regions show statistically significant divergences in opinion.



Q13-21. Now, I am going to read to you some methods that the Northumberland Hills Hospital might use to obtain input from the community relating to its budget and services provided. For each, please tell me if you think it would be a very, somewhat, not very, or not at all EFFECTIVE method of obtaining the community's input. [RANDOMIZE]

Effectiveness of Public Consultation Methods – Bottom 4: Some Skepticism Over Effectiveness of Internet

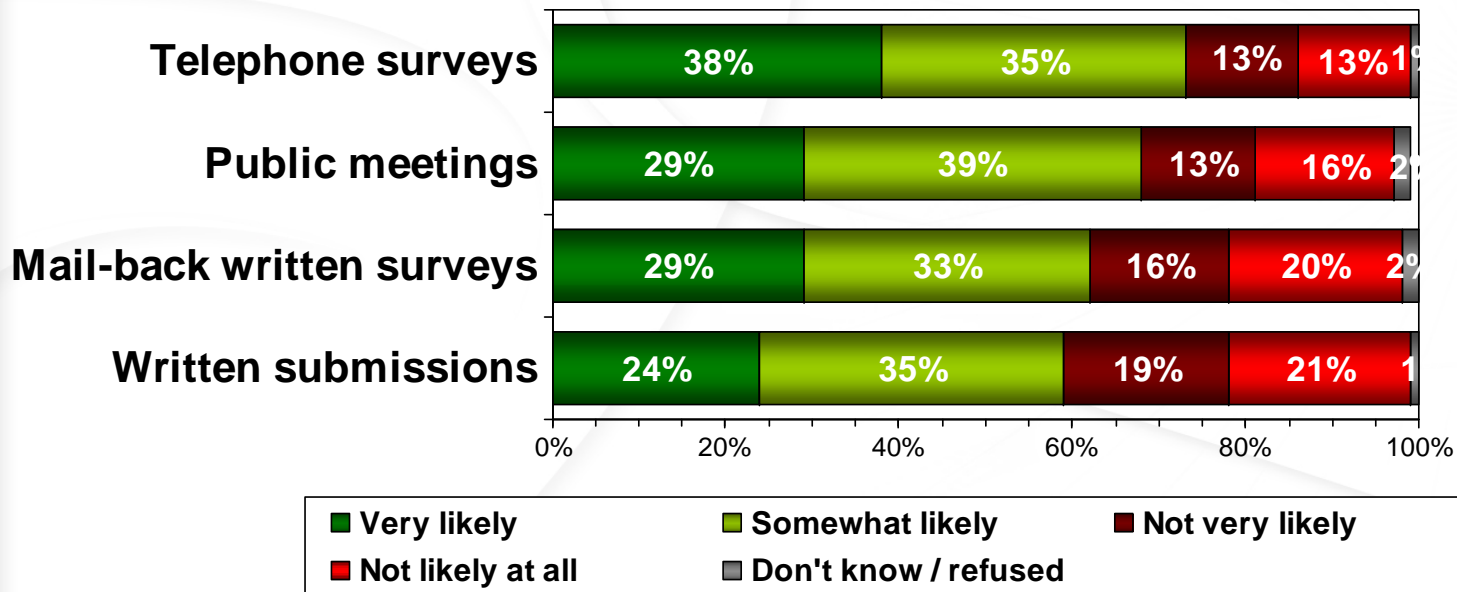
- Telephone surveys are seen as a more effective method of obtaining input (28% very effective) than either internet or mail-back written surveys (22% each).
- Online blogs and discussion forums are seen to be effective by less than half the population (47%). Only 15% see them as very effective.
- Those under 45 are three times as likely as those 65 and over to believe internet surveys are a very effective means of obtaining community input (34% vs. 11%). Although the ratio is not as dramatic, a similar generational divide exists when considering blogs and online forums (24% vs. 10%).



Q13-21. Now, I am going to read to you some methods that the Northumberland Hills Hospital might use to obtain input from the community relating to its budget and services provided. For each, please tell me if you think it would be a very, somewhat, not very, or not at all EFFECTIVE method of obtaining the community's input. [RANDOMIZE]

Participation in Public Consultation Methods – Top 4: Telephone Surveys, Public Meetings, Written Surveys Most Popular

- Residents are most likely to participate in telephone surveys, with 38% very likely to do so (*NOTE: as these results are from a phone survey, results should not be extrapolated to entire population*).
- Three-in-ten (29%) are very likely to attend public meetings or fill out mail-back written surveys.
- Women are more likely than men to say they would participate in mail-back written surveys (35% very likely vs. 22% very likely) and written submissions (29% vs. 19%).
- Low-income residents are generally less likely to participate in consultation methods, but households earning under \$50,000 a year are slightly more likely to participate in phone surveys (43% very likely), mail back written surveys (32%), and public meetings (31%).

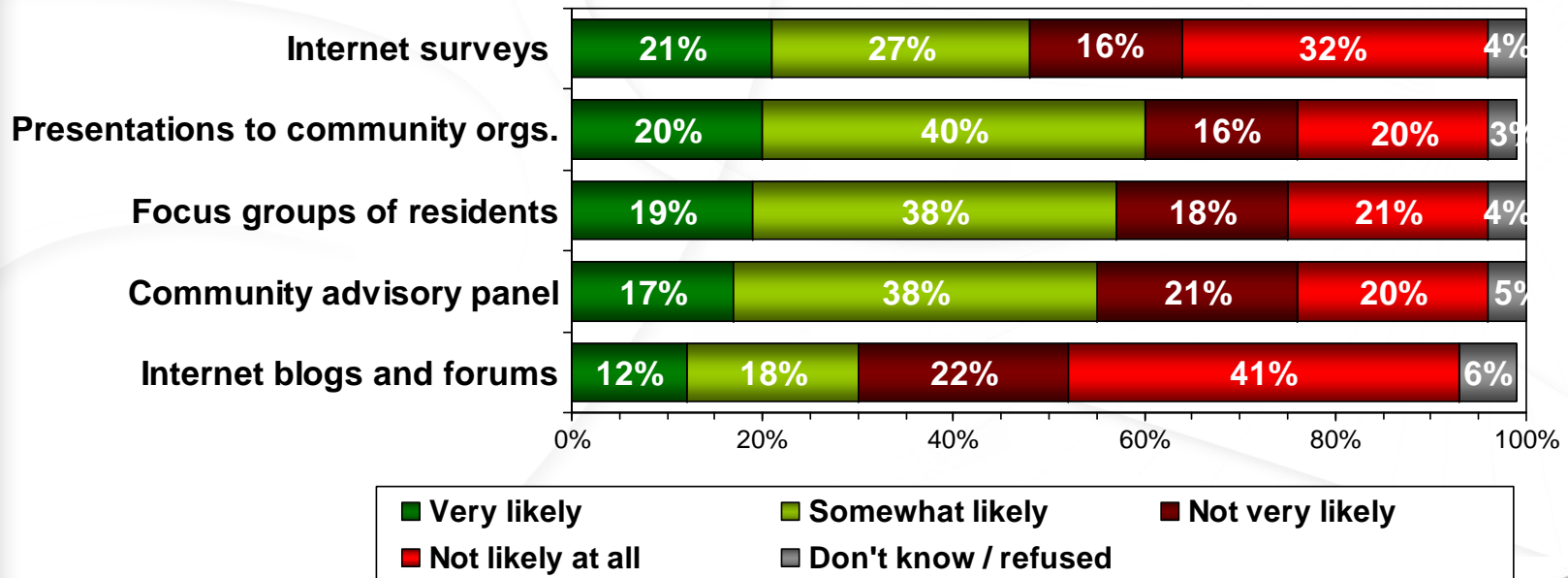


NOTE: When looking at the likelihood of participation, we recommend focusing on measures of intense likelihood (“very likely”), as survey-reported intent can often overstate actual behaviour and follow-through.

Q22-30. And, from the same list, if you heard that the Northumberland Hills Hospital was inviting community residents to participate in these initiatives in order to gain their input, would you be very likely, somewhat likely, not very likely, or not likely at all to PARTICIPATE yourself? [RANDOMIZE]

Participation in Public Consultation Methods – Bottom 4: Some Reluctance to Participate Online

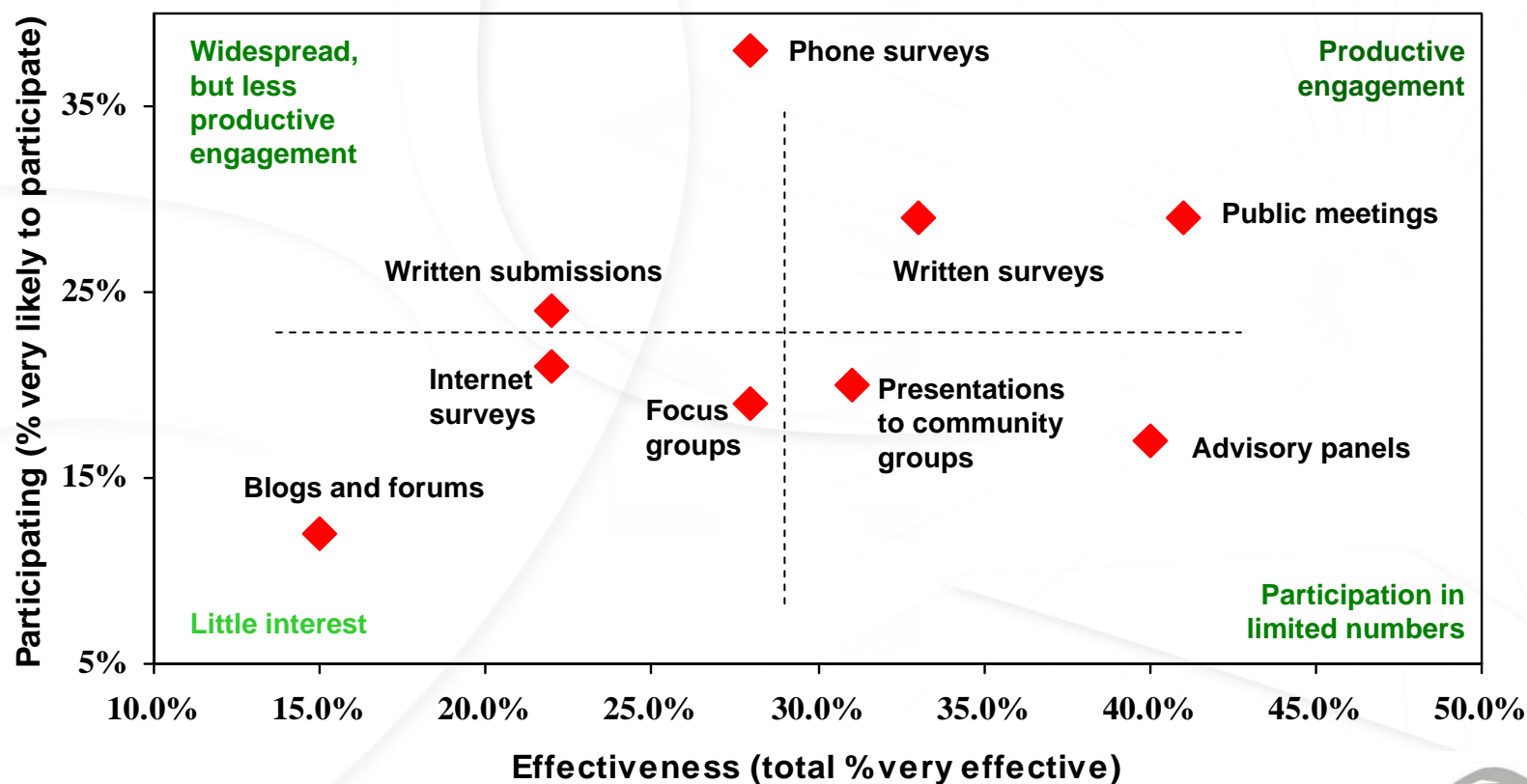
- A majority of residents say they are likely to participate in presentations to community organizations (60%), focus groups (57%) and community advisory panels (55%), but just one-in-five (20%, 19% and 17%, respectively) say they are very likely to participate.
- Online consultation methods are unlikely to draw widespread participation from the public, with 21% very likely to participate in internet surveys and 12% on internet forums and blogs.
 - These methods are able to reach a younger audience, with 24% of those under 35 very likely to participate in blogs and forums, and 40% very likely to participate in internet surveys.
 - Households earning at least \$75,000 a year are also more likely to participate in online surveys (32% very likely) and internet blogs and discussion forums (18%).



Q22-30. And, from the same list, if you heard that the Northumberland Hills Hospital was inviting community residents to participate in these initiatives in order to gain their input, would you be very likely, somewhat likely, not very likely, or not likely at all to PARTICIPATE yourself? [RANDOMIZE]

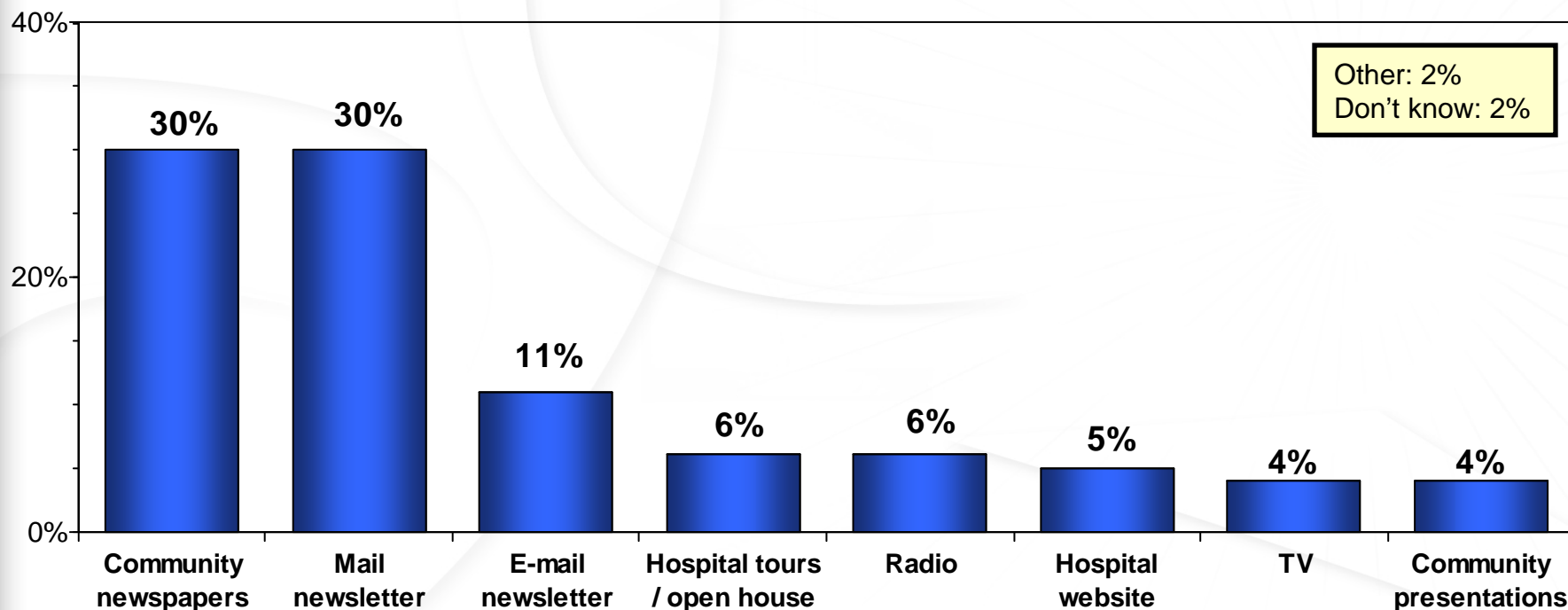
Community Participation Grid

- Methods of engagement in the top-right corner of the grid (public meetings, written surveys) are seen to be effective, and are likely to draw a large number of participants.
- While advisory panels are not as likely to enjoy the same widespread participation among the public, they are still seen to be effective. Meanwhile, phone surveys are not judged to be as effective, but are most likely to engage more people in the community.



Preferred Method of Receiving Information: *Most Prefer Local Newspapers or Newsletters*

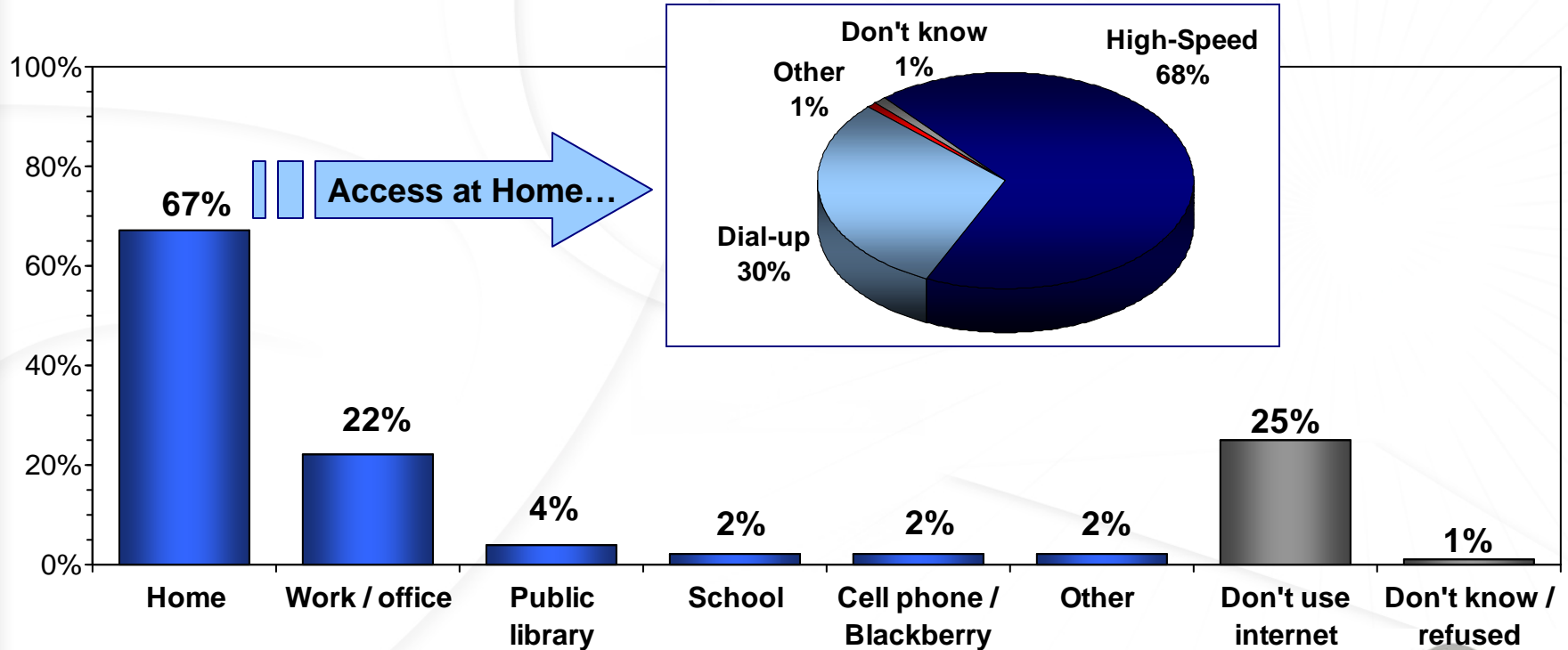
- Residents would most like Northumberland Hills Hospital to provide them with information through community newspapers (30%) or newsletters in the mail (30%).
- Those who are not familiar with NHH, would most like to receive information by community newspapers (39%).
- Those under 35 are more likely to want information posted on the website (18%) or sent via e-mail newsletter (14%). These methods of communication are far less popular with those 65 and over (7% and 1%, respectively).



Q31. Of the following methods, how would you MOST prefer Northumberland Hills Hospital provide you with information? [READ – ACCEPT FIRST MENTION ONLY]

Internet Habits: *Two-Thirds Access Net at Home; High-Speed Access More Common in Cobourg, Port Hope*

- Three-in-four (74%) residents regularly access the internet, most commonly at home (67%).
 - Half (52%) of all senior citizens do not regularly access the internet.
- Among those who access the internet at home, nearly seven-in-ten (68%) have a high-speed connection.
 - High-speed internet access is twice as common in Cobourg (88%) and Port Hope (86%) as in the Alnwick/Haldimand, Hamilton, or Cramahe Townships (49%, 42%, and 40%, respectively).



Q32. Where do you regularly access the internet? (...) Anywhere else? [OPEN ENDED, ACCEPT ALL]

Q33. [IF HOME] When you access the internet at home, do you use a high-speed or dial-up connection?

Respondent Profile

- Gender:**

Female	52%
Male	48%

- Age:**

16 to 24	4%
25 to 34	7%
35 to 44	9%
45 to 54	24%
55 to 64	23%
65+	32%

- Language:**

English	99%
German	<1%
Refused	1%

- Income:**

Less than \$25,000	8%
\$25,000 to <\$50,000	18%
\$50,000 to <\$75,000	20%
\$75,000 to <\$100,000	15%
\$100,000 and over	15%
Don't know / refuse	25%

- Time in Community:**

0 to 3 years	7%
4 to 10 years	24%
11 to 20 years	23%
Over 20 years	46%

Percentage of respondents who said they or a member of their household have EVER...

Worked as a health care professional	15%
Received emergency care at NHH	76%
Received non-emergency care at NHH	71%
Been employed at NHH	5%
NHH Volunteer	6%
Donated money to NHH	42%