



# COMMUNITY HEALTH DATA BASE

An Information Service of Public Health Management Corporation

## Key Findings from the CHDB 2011 Member and Affiliate Survey

In the Summer of 2011, CHDB conducted a survey of Members and Affiliates to check in on how we're doing and to try to better understand the needs of our users. The following is a brief overview of key findings from the survey. Thank you for all of your help!

The CHDB provides data not found anywhere else!

**Three-quarters of CHDB Members and Affiliates (75.5%) indicated that they couldn't find the type of information provided by CHDB anywhere else.**

*"There is no where else to get zip code level data. There is no where else to get detailed information about health needs and access. And to be able to break it down by subcategories is a great bonus."*

The CHDB helps Members and Affiliates plan programs to meet the needs of our residents.

The most common ways that Members and Affiliates use CHDB data in their work include: **Needs Assessment/Program Planning, Grantwriting/Fundraising/Development, Advocacy or Policy Work, and Long-Term Strategic Planning.**

The CHDB provides access to timely, local health information.

The top areas of interest were **Health Behaviors, Social and Community Indicators, Economic Indicators and Access to Care.**

### What else can CHDB do for you?

- The CHDB has two online tools: the Online Data Analysis Tool and the Online Report Card Tool.

**These dynamic online tools allow every Member or Affiliate to do quick data runs any time of the day or night.**

- Each Member and Affiliate is assigned their own CHDB Associate!

**Data users can contact their CHDB Associate for data runs with special parameters – we're here to help!**

- Each survey year the CHDB includes core questions that track health status over time.

**We're starting to develop the 2012 Household Health Survey now, so please be on the lookout for our requests for your suggestions, and contact your CHDB associate to discuss your areas of interest for the upcoming survey.**

- The CHDB also conducts surveys in other geographic areas!

These surveys include **the Berks-Lancaster-Schuylkill Health Survey, the Centre County Household Health Survey and the Mercer County Children's Survey.** Please contact your CHDB Associate if you are interested in data from these surveys.

- CHDB hosts orientations every two months. **Our next orientation will be held on September 29<sup>th</sup>, so please join us!**

