#### Introduction to the *Northampton Survey Project*

#### **WHAT?**

During Summer 2010, Cooley Dickinson Hospital employed a group of young people to go door to door and ask residents in Northampton to complete a short survey about their health and their ability to access resources in the community that may support healthy choices. The data presented here is a sample of the results from that survey.

#### WHERE?

The survey was limited to residents of the City of Northampton and its neighborhoods. While it was impossible to reach every neighborhood in Northampton, priority was given to the neighborhoods we knew were experiencing higher rates of preventable illnesses. The survey was available in Spanish and English. The survey was also available online through the Northampton Health Department's website.

#### WHY?

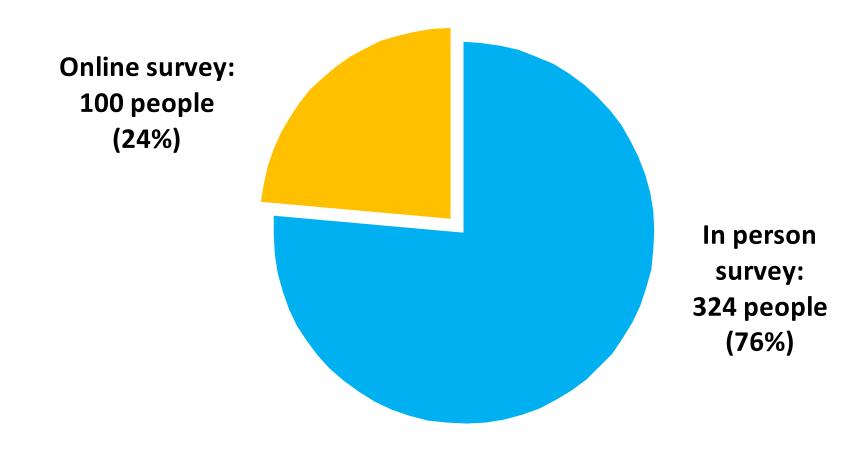
People in Northampton get sick and die from many preventable illnesses. Many of these illnesses can be prevented or controlled through changes in diet and physical activity habits. Cooley Dickinson Hospital wanted to understand some of the root causes to the preventable deaths we see occurring in Northampton so that prevention efforts can be more in sync with community needs.

### WHAT's NEXT?

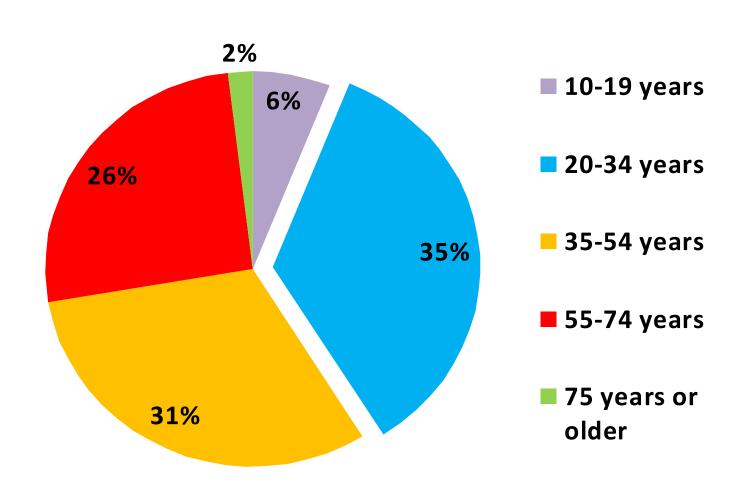
We hope that this data will help us and our partners understand what is going on in real time at the community level. While the data was not based on a scientifically random sample, we believe that it is extremely useful as one of several sources of information that may help us delve deeper into the reasons behind the health problems we are seeing in Northampton.

### Number of people surveyed

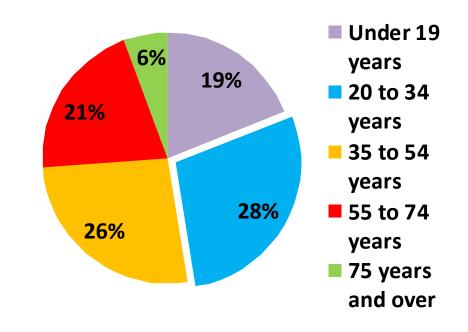
#### **Total number of respondents: 424**



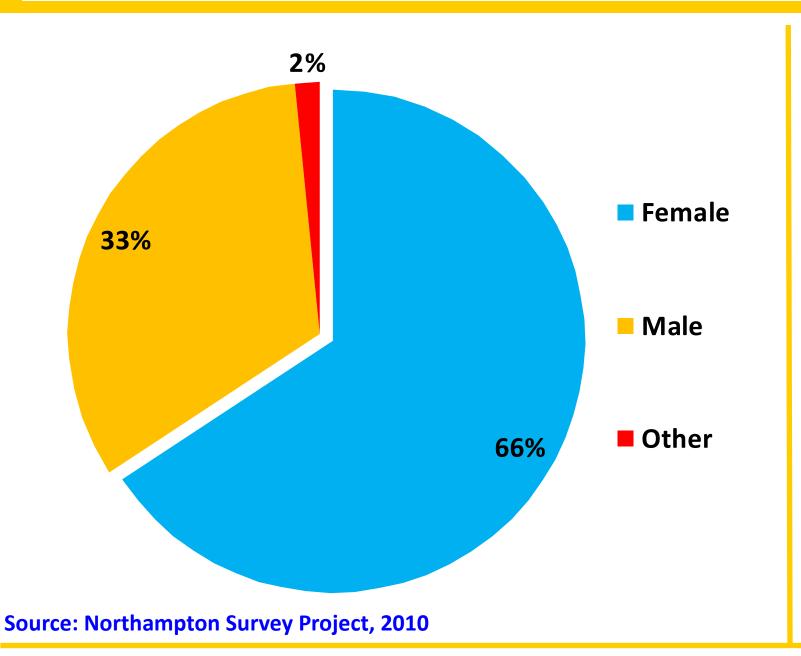
#### Age



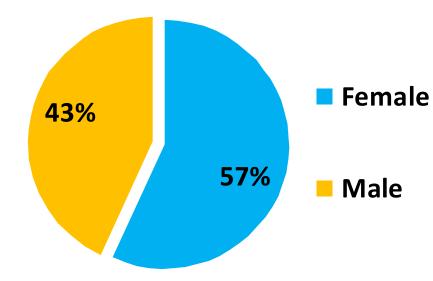
How does this compare to data collected by the U.S. Census for Northampton?



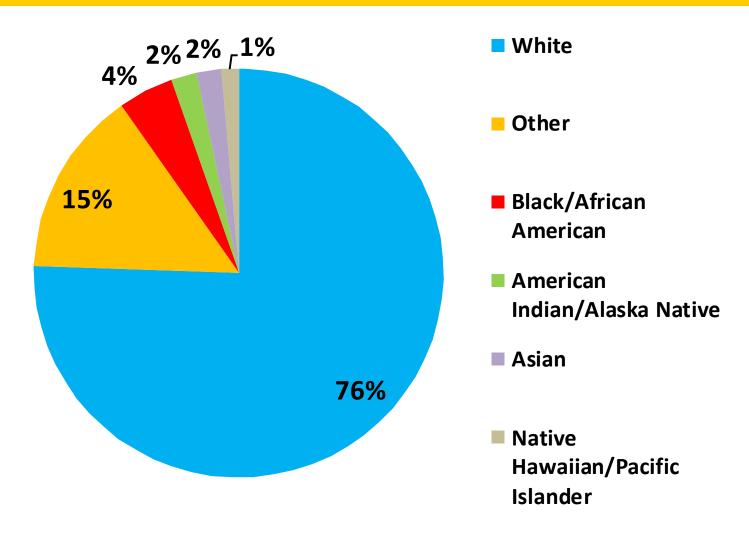
#### Gender



How does this compare to data collected by the U.S. Census for Northampton?



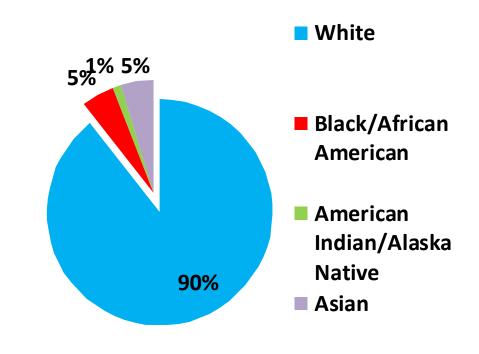
### Race/Ethnicity



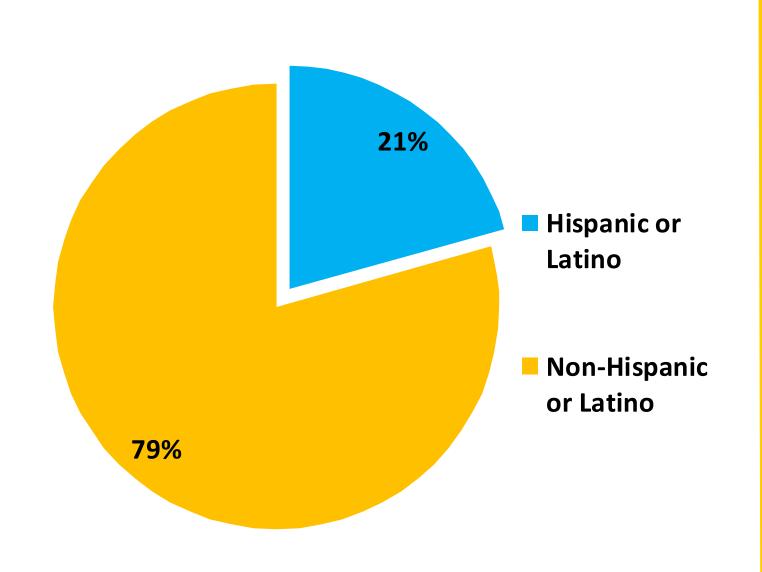
**Data notes:** Respondents were allowed to check more than one race category. Hispanic/Latino was not a category. It was addressed in a separate question.

**Source: Northampton Survey Project, 2010** 

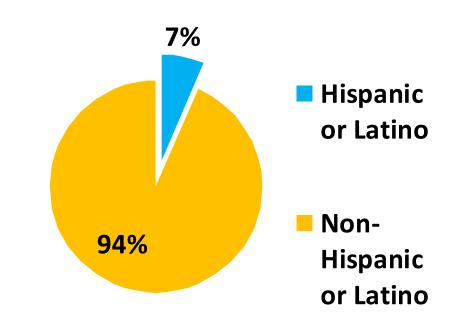
How does this compare to data collected by the U.S. Census for Northampton?



#### Are you Hispanic or Latino?

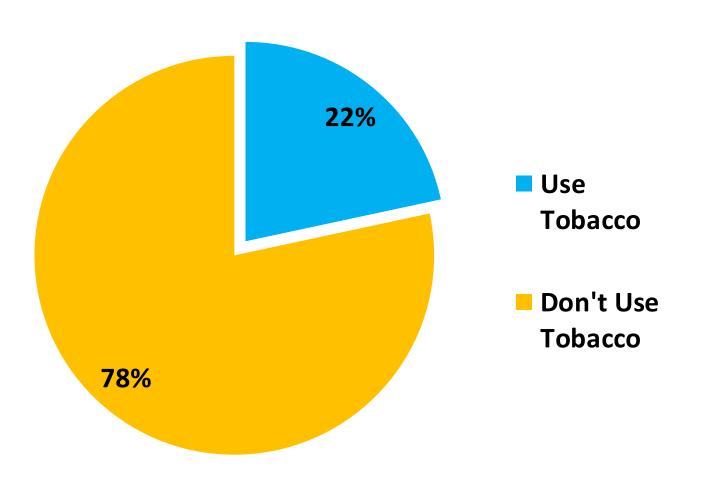


How does this compare to data collected by the U.S. Census for Northampton?



**Source: Northampton Survey Project, 2010** 

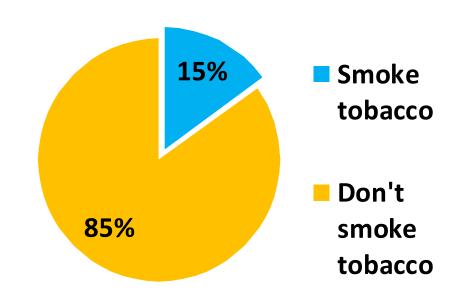
#### Do you use tobacco products?



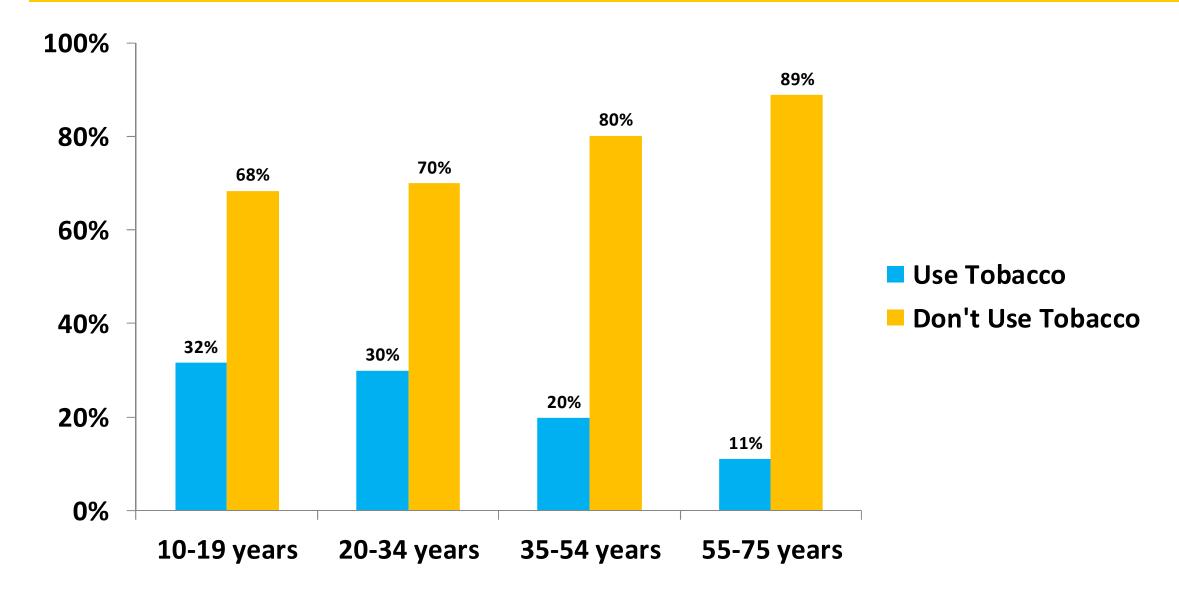
**Data notes:** The survey results include all tobacco products, whereas the data from the Mass Tobacco Control Program (on the right) only highlights smoking tobacco.

**Source: Northampton Survey Project, 2010** 

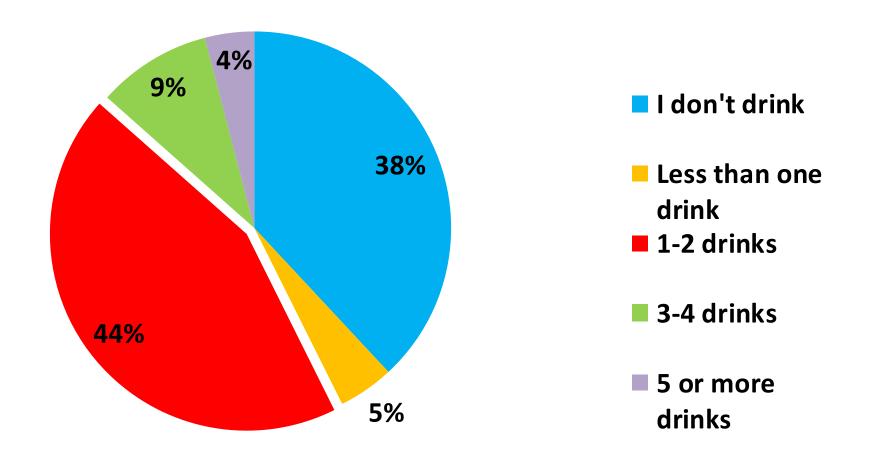
How does this compare to data collected by the Mass Tobacco Control Program in Northampton?



#### Tobacco use and age

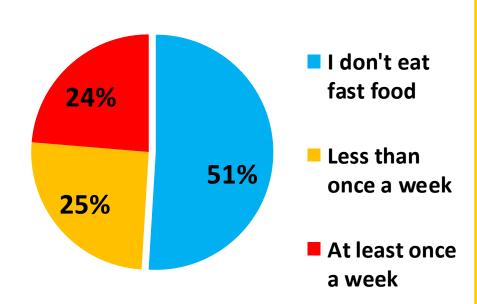


#### How many alcoholic drinks do you usually have at once?



**Data notes:** The 2010 Dietary Guidelines for Americans recommend that women limit consumption of alcohol to one drink per day and men limit consumption to two drinks per day.

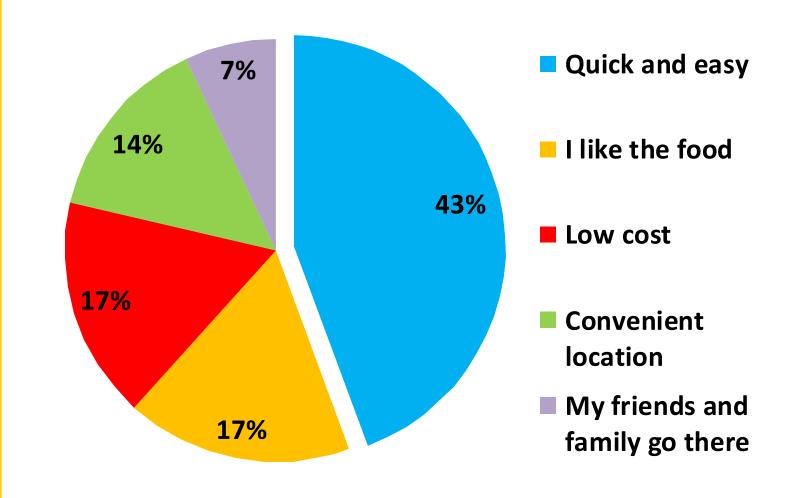
#### Fast food



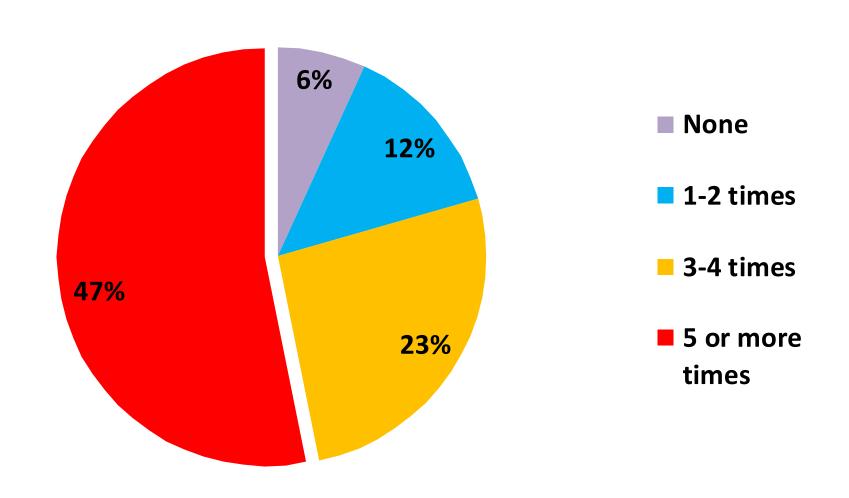
Data notes: "Fast food" was not defined in the survey.

**Source: Northampton Survey Project, 2010** 

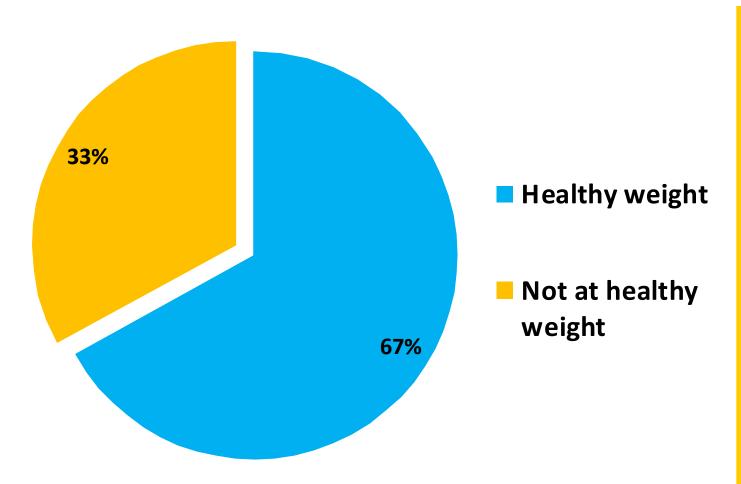
#### Do you eat fast food? If yes, why do you eat fast food?



# How many times a week does your family eat a meal together?



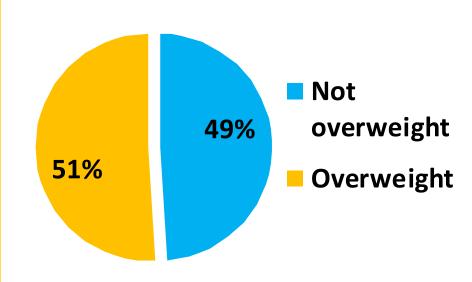
### Do you feel you are at a healthy weight?



**Data notes:** The survey asked people to say whether they felt they were at a "healthy weight" or not. The survey did not include a definition of "healthy weight."

**Source: Northampton Survey Project, 2010** 

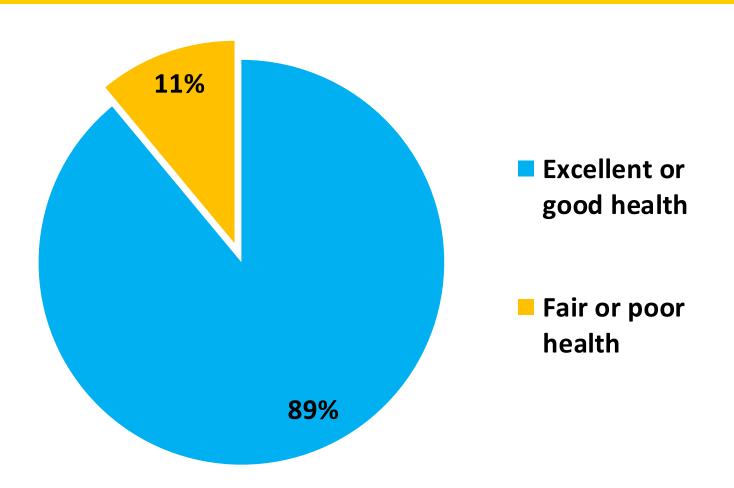
How does this compare to data collected by the Centers for Disease Control for Hampshire County?\*



\*Definition: "Overweight" is based on Body Mass Index measurement that categorizes people as overweight.

Source: MassCHIP, 2009

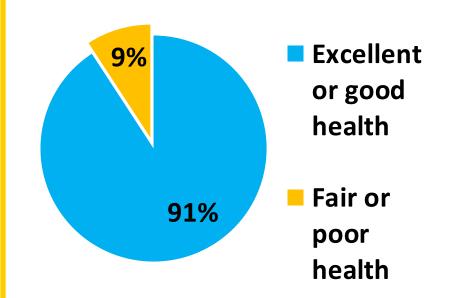
#### In general, how would you describe your health?



**Data notes:** The survey asked people to describe their general state of health using four categories. This definition is comparable to the data from the Centers for Disease Control (on the right).

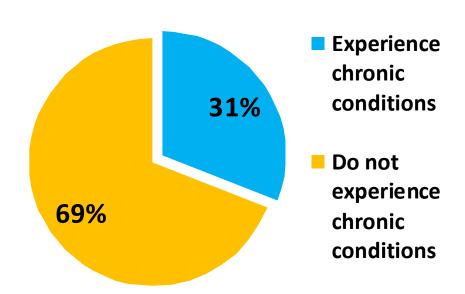
**Source: Northampton Survey Project, 2010** 

How does this compare to data collected by the Centers for Disease Control for Hampshire County?\*

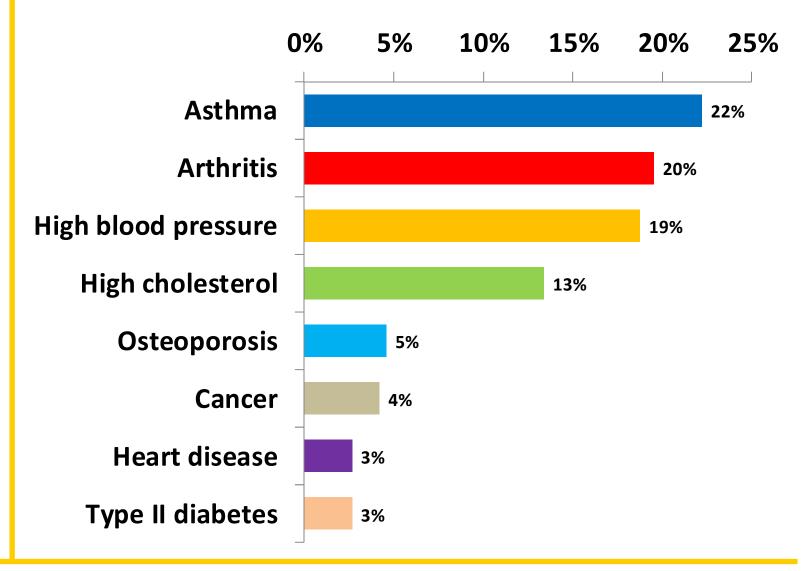


#### Chronic conditions

## Do you experience any chronic conditions?

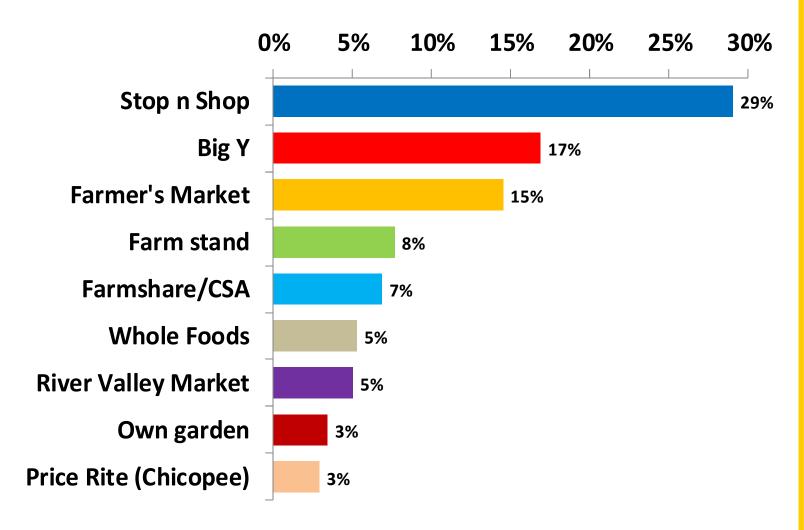


#### What chronic conditions do you experience?

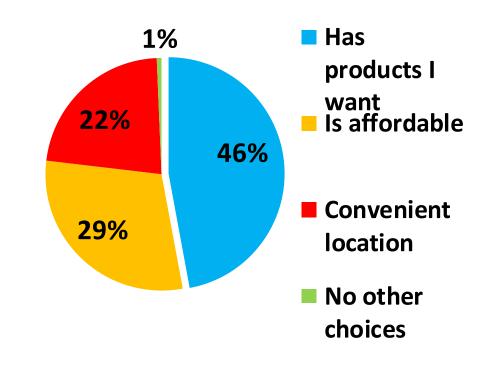


#### Shopping for fruits and vegetables

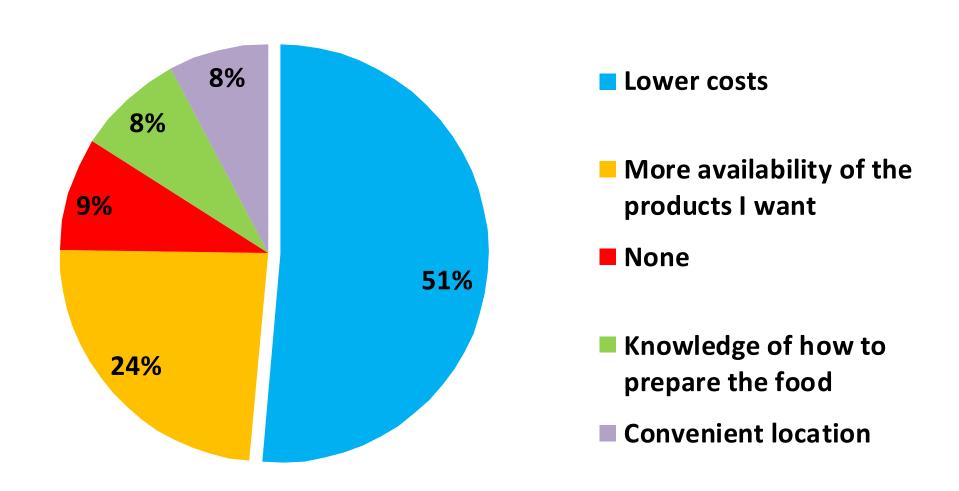
Where do you buy your fruits and vegetables?



Why do you shop there?

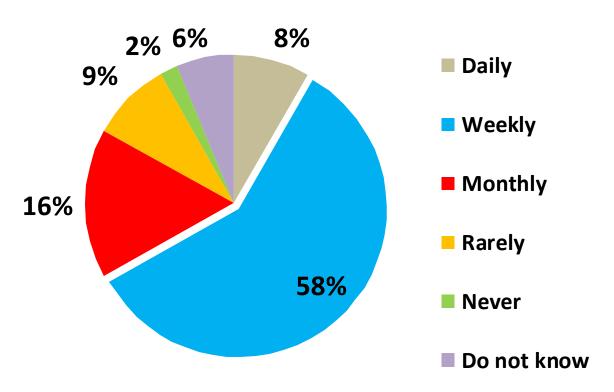


# What improvements would help you purchase more healthy foods at the place you shop?

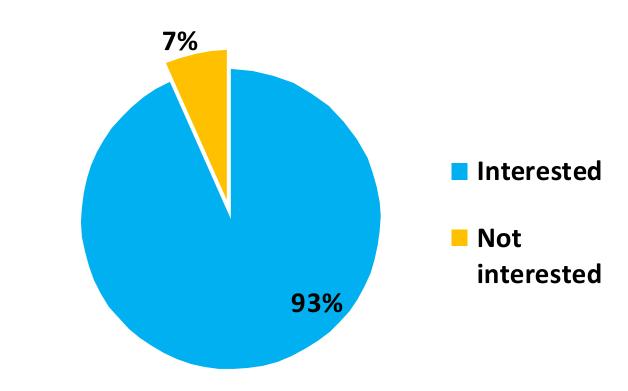


#### Locally-grown food

## How often do you buy locally-grown food?

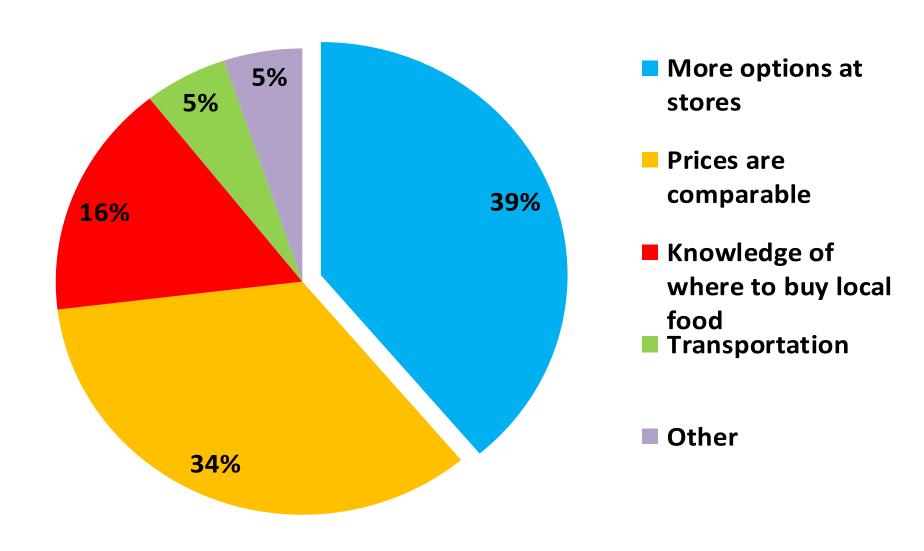


## Are you interested in buying more locally-grown food?

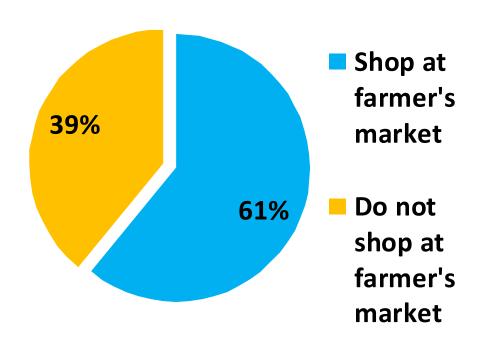


**Data notes:** "Locally-grown food" includes fruits, vegetables, meat, dairy and eggs. This survey was conducted during the summer, when more locally-grown food is available, which may have influences peoples' answers.

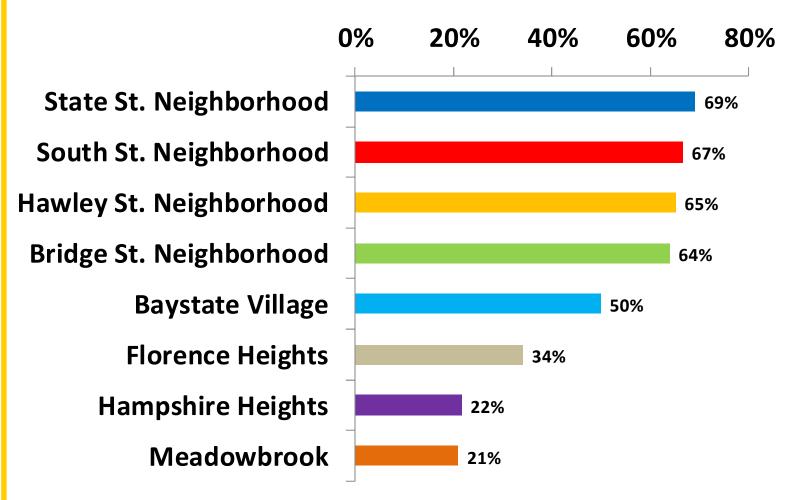
#### What would make it easier to buy more locally-grown food?



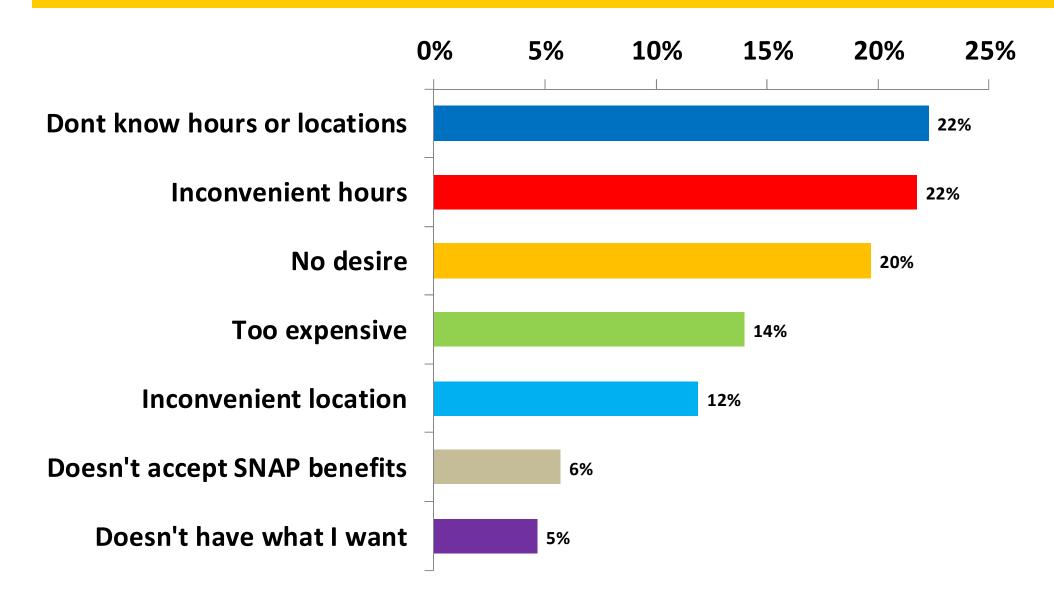
#### Do you shop at a farmer's market?



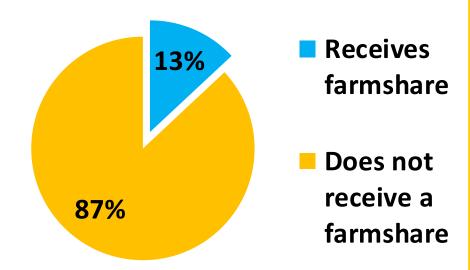
All survey respondents By neighborhood surveyed respondents who said "yes"



### Why don't you shop at a farmer's market?



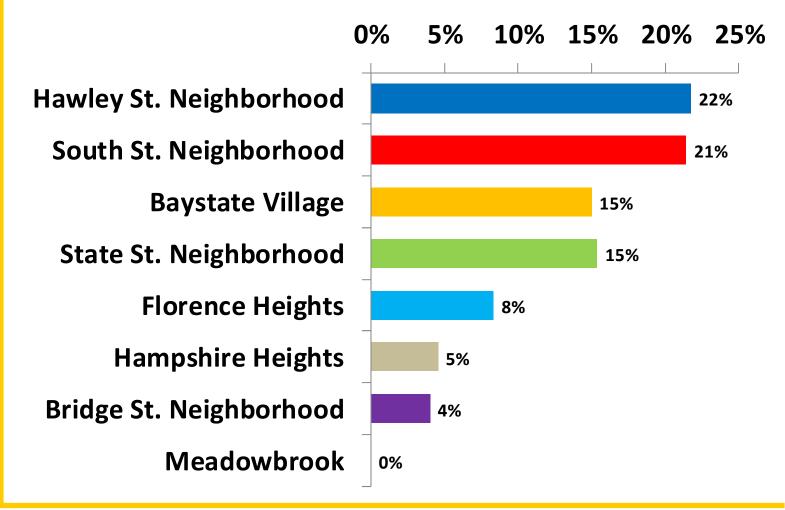
#### Do you receive a Farmshare or CSA?



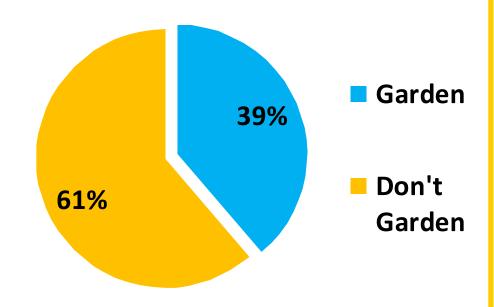
**Data notes:** A farmshare or CSA (Community supported Agriculture) is a program that some area farms offer in which a customer pays a lump sum of money to the farmer at the beginning of the season. In exchange, the customer receives a weekly bag of fresh produce.

**Source: Northampton Survey Project, 2010** 

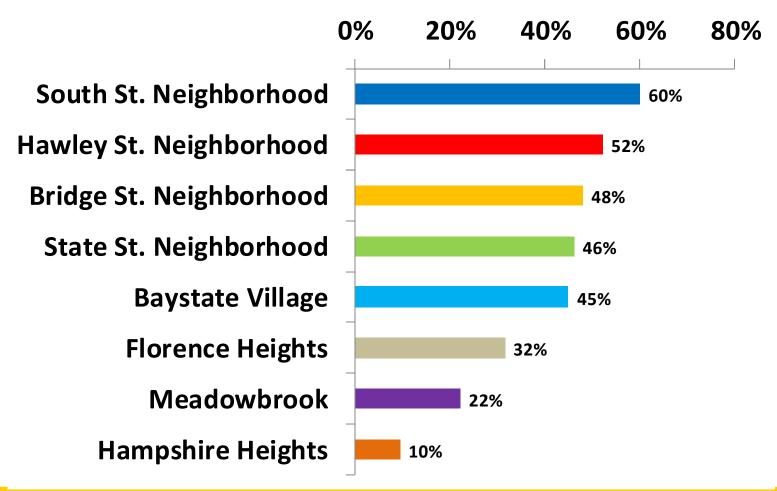
All survey respondents By neighborhood surveyed respondents who said "yes"



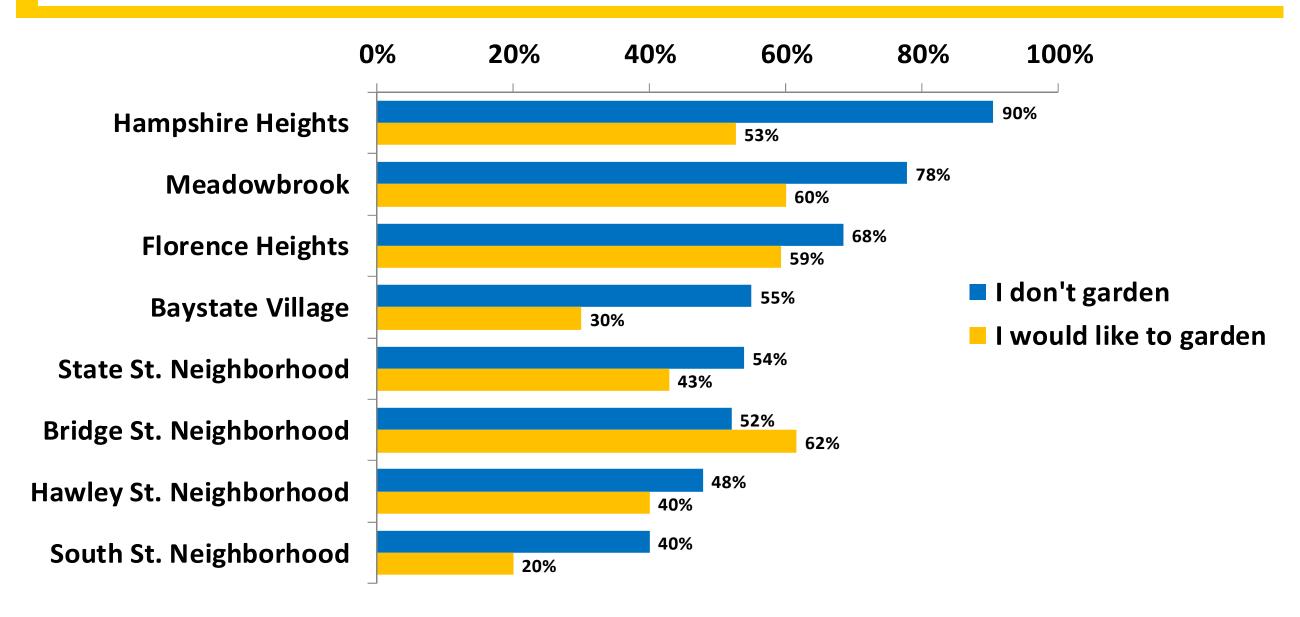
#### Do you garden?



#### All survey respondents By neighborhood surveyed respondents who said "yes"

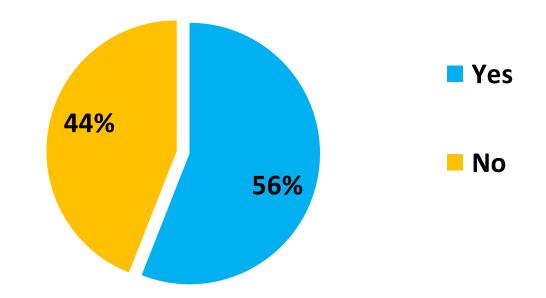


#### People who don't currently garden—but would like to



### Regular physical activity

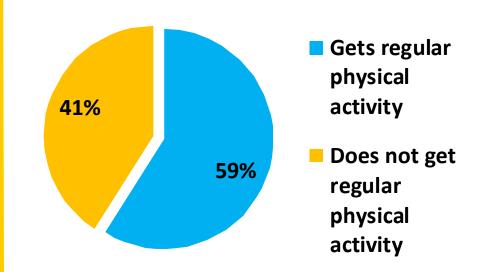
## Do you exercise 3 or more times per week, for at least 30 minutes at a time?



**Data notes:** The American Heart Association defines "regular physical activity" as moderately intense cardiovascular exercise 30 minutes a day, five days a week, *Or* vigorously intense cardiovascular exercise 20 minutes a day, 3 days a week *And* eight to 10 strength-training exercises, eight to 12 repetitions of each exercise twice a week. The survey did not ask this level of detail.

**Source: Northampton Survey Project, 2010** 

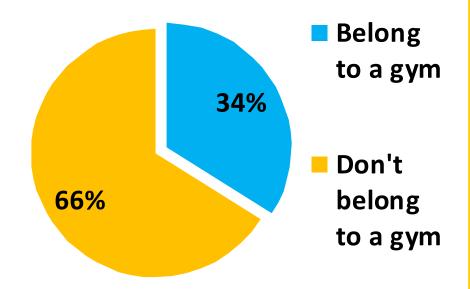
How does this compare to data collected by the Centers for Disease Control for Hampshire County?\*



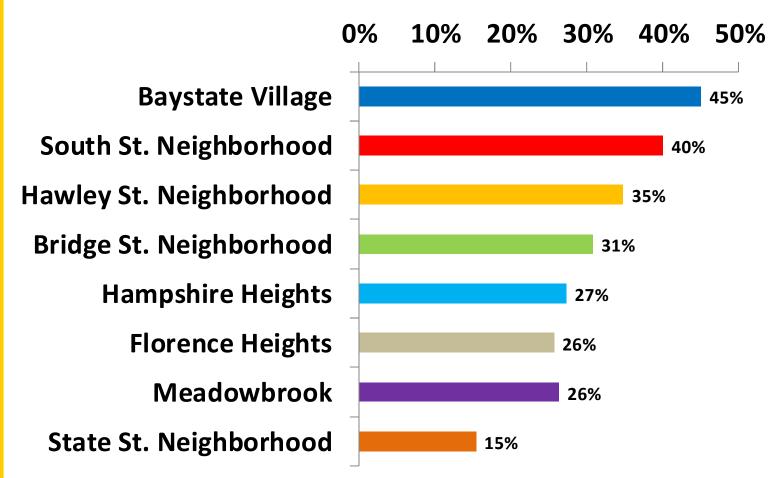
\* **Definition** for "regular physical activity" used in this CDC survey: Adults who participated in 30 minutes of moderate physical activity 5 days per week or 20 minutes of vigorous activity 3 days per week were said to have engaged in regular physical activity.

Source: MassCHIP, 2002-2007

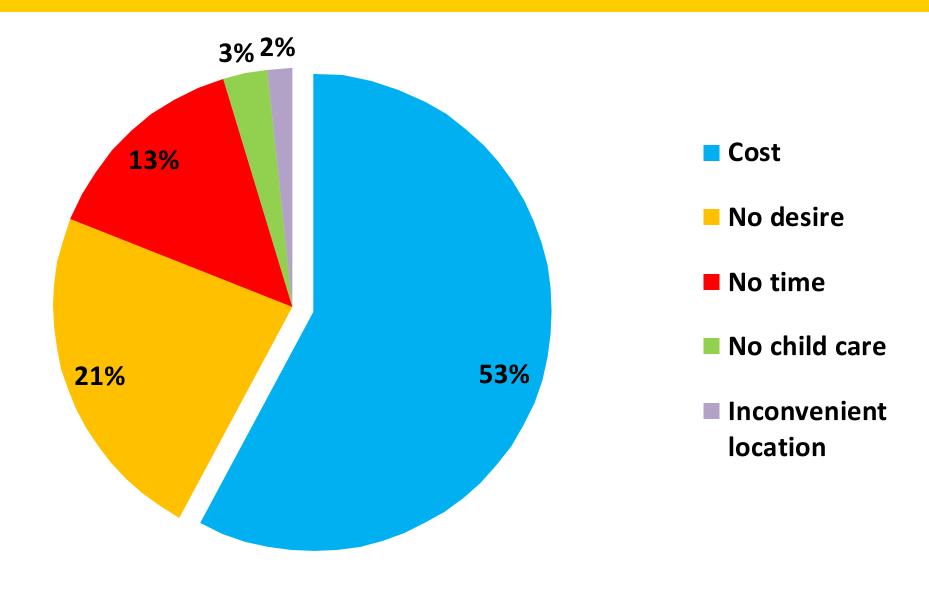
#### Do you belong to a gym?



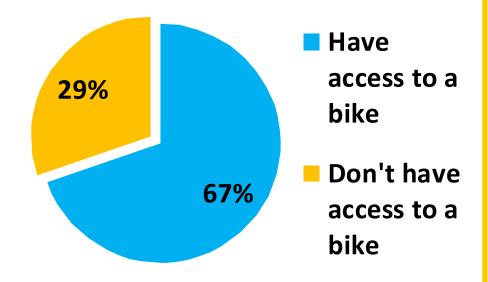
All survey respondents By neighborhood surveyed respondents who said "yes"



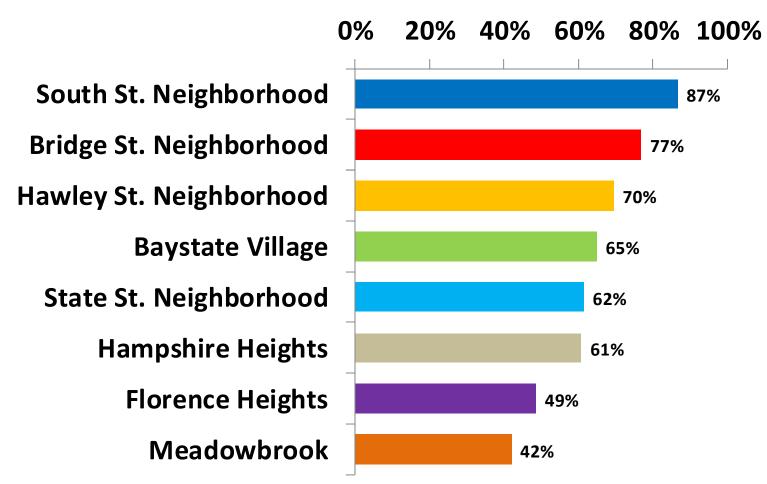
## Why don't you belong to a gym?



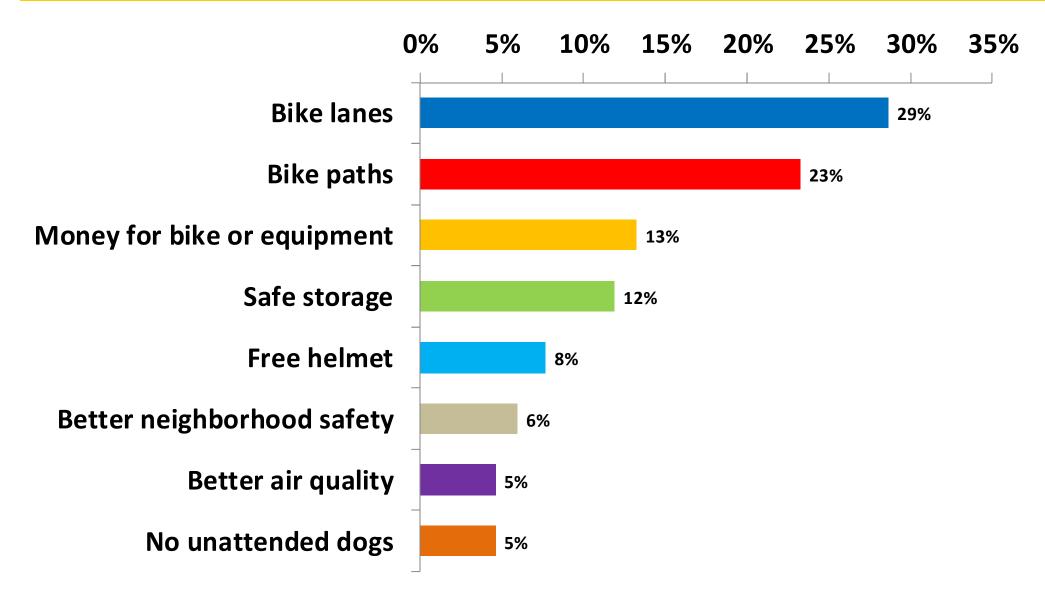
#### Do you have access to a bike?



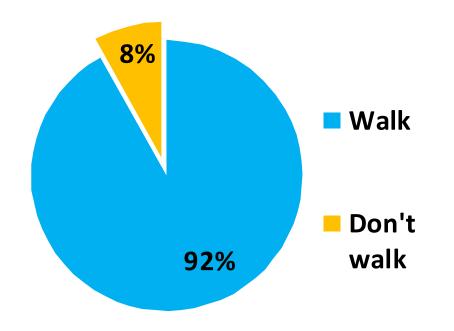
#### All survey respondents By neighborhood surveyed respondents who said "yes"



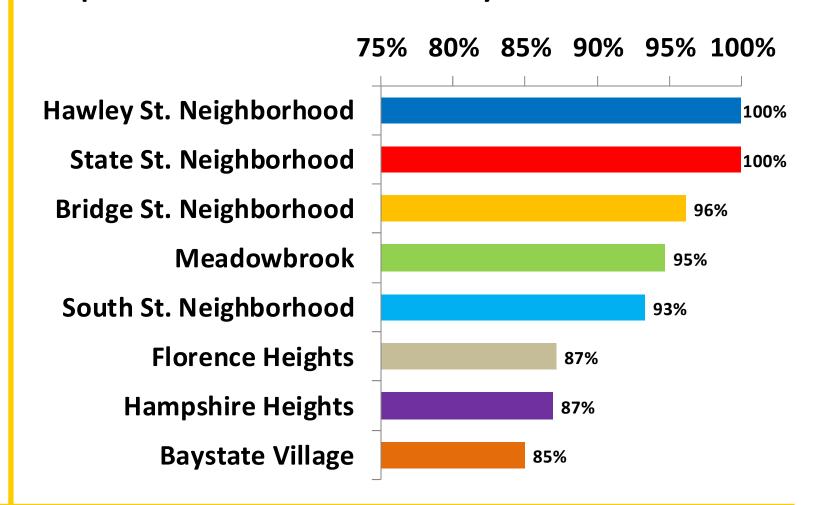
#### What would make it easier to bike?



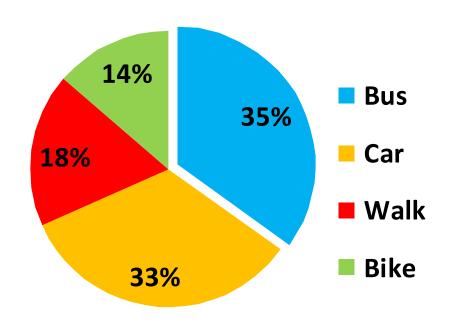
### Do you walk in your neighborhood?



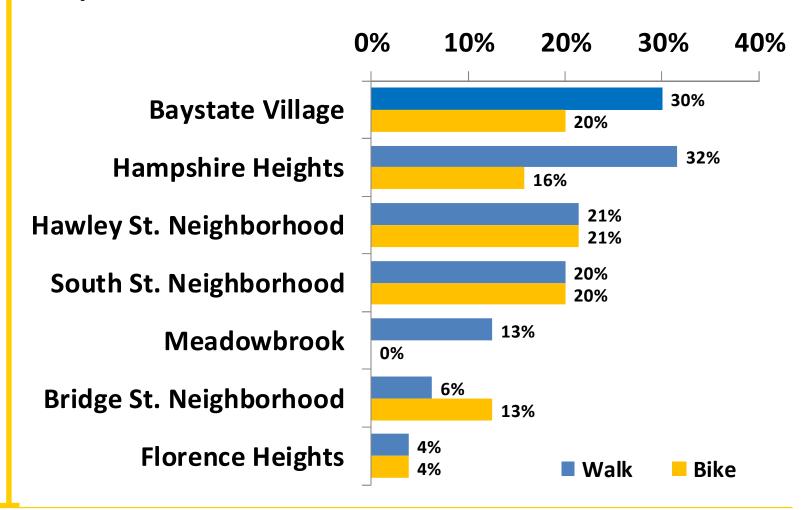
All survey respondents By neighborhood surveyed respondents who said "yes"



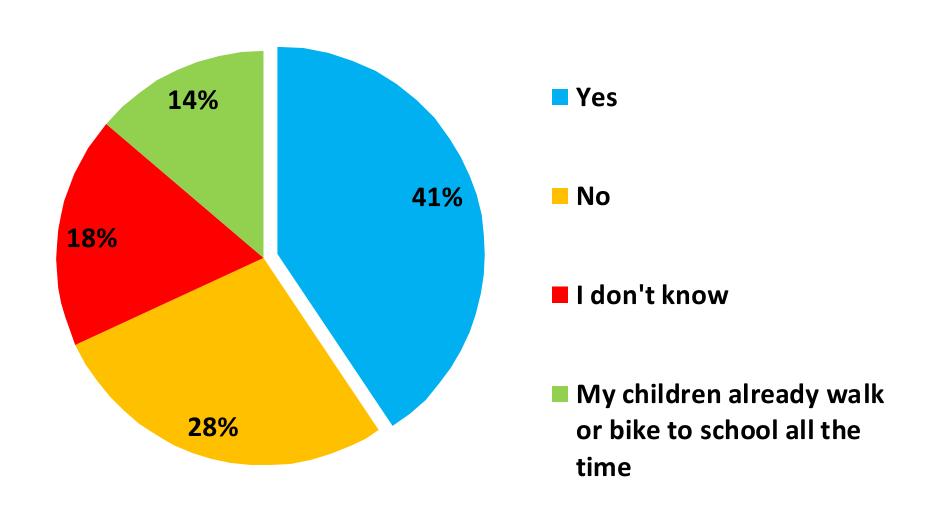
#### How does your child get to school?



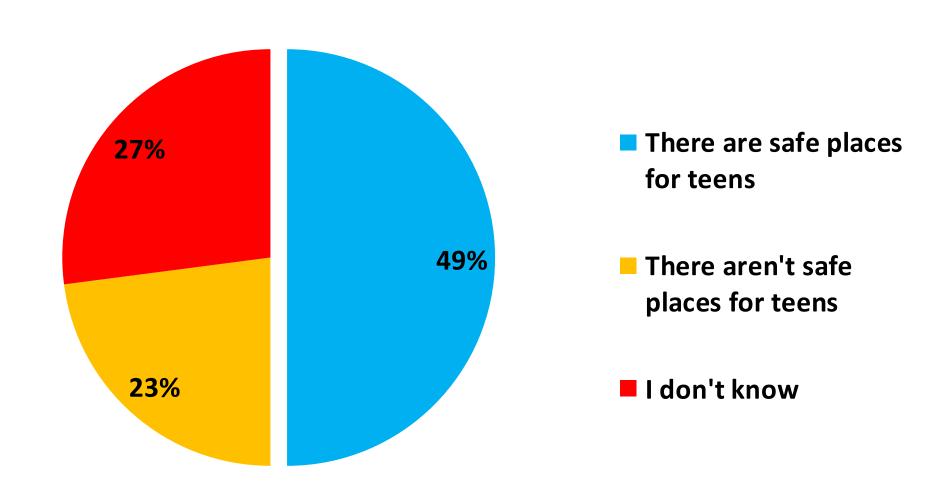
All survey respondents By neighborhood surveyed respondents who said "walk" or "bike"



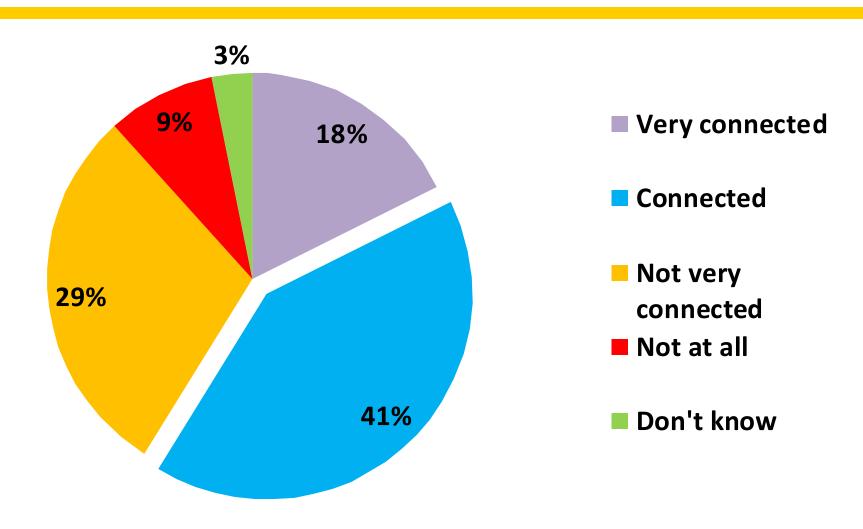
# Would your children walk or bike to school if conditions were safer?



# Are there safe places for teens to hang out in the community?



# How connected do you feel to the people in your neighborhood?



### Thank you to our partners!

Efrain Colón, youth surveyor Julianne Jones, youth surveyor Willy Vasquez, youth surveyor **Evan Boroff**, youth surveyor Tiffany Winters, youth surveyor Michelle Pederzani-Dinneen, youth surveyor Dion Diaz, youth surveyor Matt Ross, youth surveyor **Sarah Carpenter**, youth surveyor Edgar Cancel, CDH Healthy Communities Committee member **Caroline Voyles**, Community Action Youth Programs **Ben Wood**, Northampton Health Department **Carmel Kelly**, UMass graduate student and intern at the Health Dept. Eva Goldwater, UMass School of Public Health Martha Zorn, UMass School of Public Health John Hite, Northampton Housing Authority Jon Caris and Jewels Rhodes, Smith College Spatial Analysis Lab Christina Trinchero, Director of Marketing Communications, CDH Miriam Jusino, Western Mass Center for Healthy Communities Northampton Recreation Department Northampton Planning Department Northampton Council on Aging Cooley Dickinson Hospital Healthy Communities Committee

**Forbes Library** 

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