

Emergency Preparedness Research -- Faith-Based Survey --

Conducted for:



Prepared by:



September 2006

SMDS #06-1007

Introduction



Introduction

Background and Objectives

- The Hamilton County Board of Health (HCBH) has hired StrataMark to conduct an Emergency Preparedness Study for Hamilton County.
- The primary objectives of the study are to:
 - Gauge current attitudes towards and actions being taken for pandemic influenza
 - Serve as a benchmark to monitor the progress of HCBH in accomplishing their goals.
- Surveys were conducted among three separate audiences in Hamilton County: 1) faith-based organizations (churches, synagogues, etc.), 2) businesses, and 3) residents of the community. This report presents the results to the survey of **faith-based organizations** only.

Methodology

- Computer-assisted telephone interviews (CATI) were conducted August 7-17, 2006 at StrataMark's national telephone center located in Cincinnati, using a list of all faith-based organizations in Hamilton County.
- Respondents were screened to be the organization's pastor, reverend, priest, rabbi, etc., or the person responsible for the task of emergency preparedness for the organization.
- In total, **220** telephone interviews were obtained. Sampling tolerances for this base size, at the 90% confidence level, range from +/- 1.1% to +/- 5.5%.

Conclusions & Implications



Conclusions and Implications

- ✓ Only a small proportion of faith-based organizations in Hamilton County currently have people in place working to address emergency planning.
- ✓ Although they express concern about the potential threat of an influenza pandemic, there is an apparent lack of urgency felt among faith-based organizations in terms of preparing a plan to deal with it.
- ✓ It would take an actual influenza outbreak and/or prompting by health authorities before many Hamilton County faith-based organizations would be motivated to prepare a plan to deal with an influenza pandemic.
- ✓ Most say their organizations attempt to thwart the spread of illness by encouraging sick persons to stay home. However, there is not a lot of emphasis placed on flu prevention education or preparation for influenza pandemic.
- ✓ Hamilton County faith-based organizations express modest interest in obtaining information to help educate their employees and/or congregation about an influenza pandemic, or to help their organization plan for it.

Conclusions and Implications



*Emergency Preparedness Research
Faith-Based Survey
August 2006*

- ✓ **In summary, there does not appear to be widespread planning for pandemic influenza among faith-based organizations.**
 - Although some concern is evident, there does not seem to be a widely-held belief that the risk is imminent, nor does there appear to be a solid understanding about how faith-based organizations can prepare their organizations for pandemic influenza.
 - However, it would appear that simply being interviewed about the topic has prompted leaders to think more seriously about the potential threat, leading many to express a desire to obtain assistance in preparation and planning.
 - This suggests that the Health Department may need to increase its efforts to strengthen awareness among faith-based organizations about the legitimacy of an influenza pandemic threat, and to emphasize the role that faith-based organizations can and should play in mitigating the impact of such an event.

DETAILED EXHIBITS

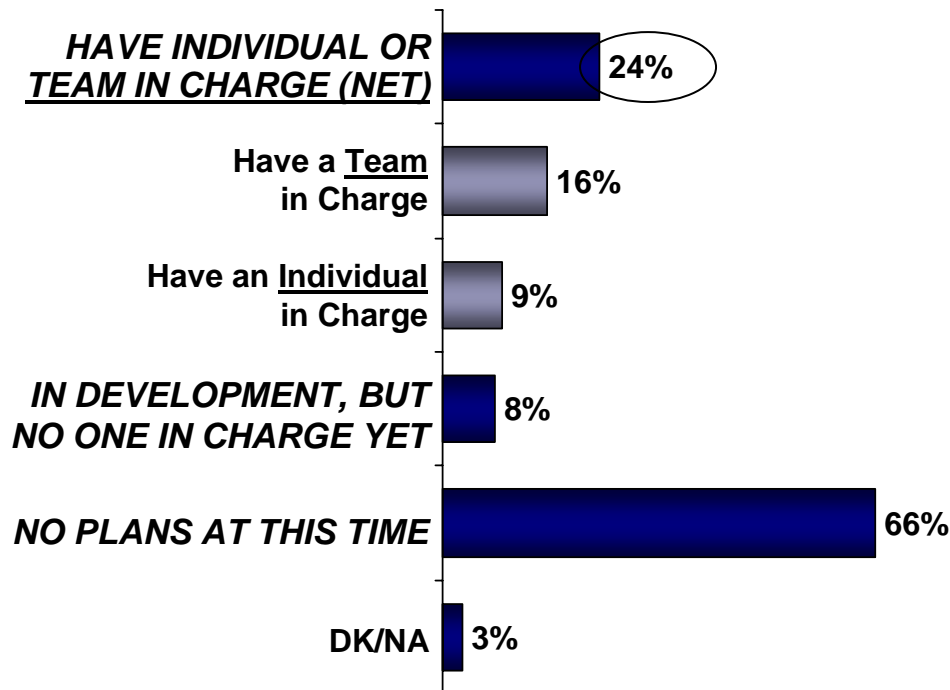
Planning



Status of Emergency Planning

- Just one-quarter of Hamilton County faith-based organizations say they have a team or individual in charge of emergency planning. An additional 8% claim a plan is being developed, although no one is in charge as of yet.
 - Team leadership varies, with about the same proportion each naming an *emergency planning team, health welfare ministries, board/governing board or board of trustees.*
 - Church leaders (reverend, pastor, deacon, etc.) are most apt to be named as individuals in charge, followed by nurses or trustees.

Emergency Planning



Base: Total Respondents (220)

Division or Department In Charge of Planning

Base: Have Team in Charge (34)

Emergency Planning/ Response Team	15%
Health Welfare Ministries	15%
Board/ Governing Board	12%
Trustees/ Board of Trustees	12%
Counsel/ General Counsel	9%
Senior Staff/ Court of Elders	6%

Individual In Charge of Planning

Base: Have Individual in Charge (19)#

Reverend/ Pastor/ Deacon	26%
Nurse/ Parish Nurse/ Team of Nurses	16%
Trustees/ Board of Trustees	11%
Health/ Welfare Ministries	5%
Safety Committee Manager	5%
School Principal	5%

Mentions of 5% or more are shown.

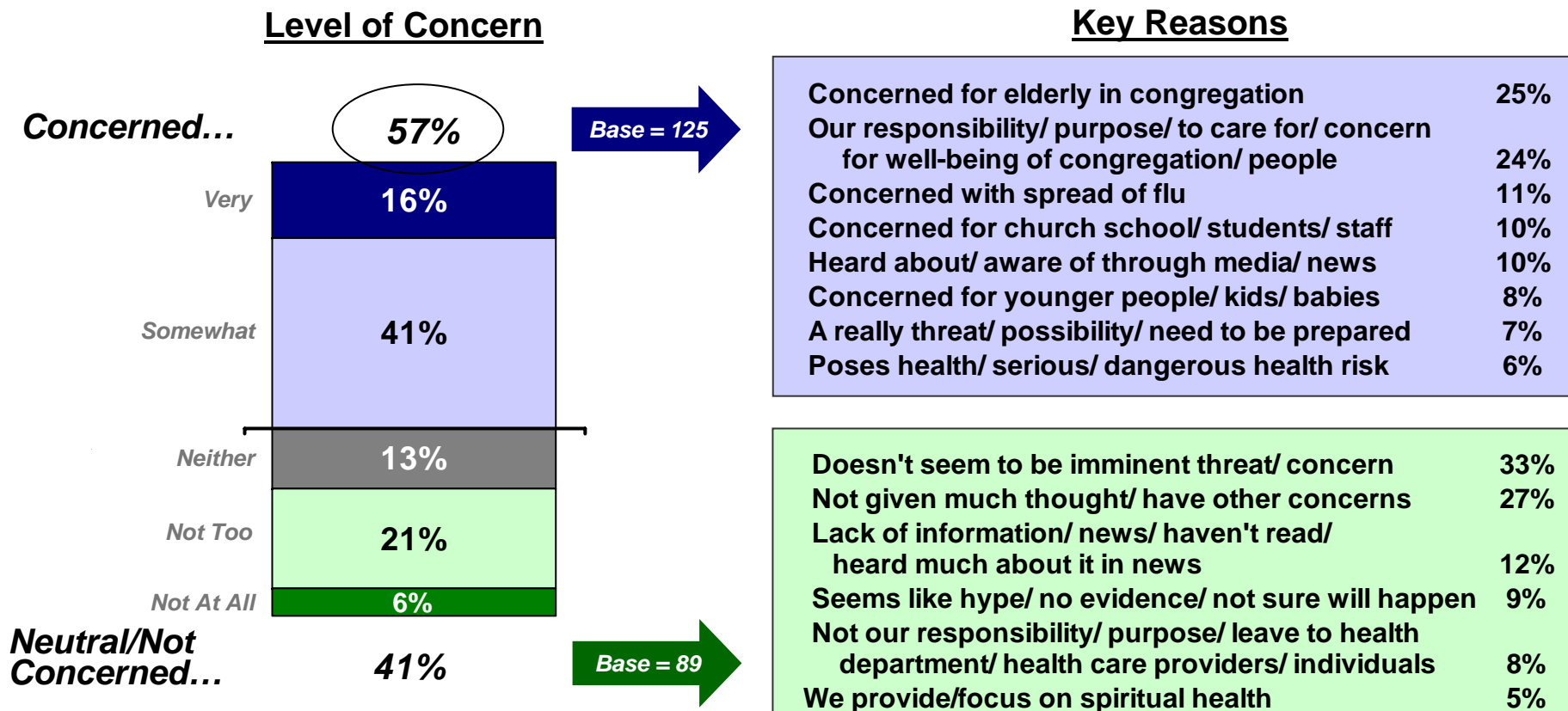
Extremely small base. Interpret with caution.



Q6 Which of the following best describes how your faith-based organization addresses **emergency planning**?
Q7 What is the (TITLE OF INDIVIDUAL/DIVISION OR DEPARTMENT NAME) in charge of emergency planning?

Concern About Influenza Pandemic

- Just over half of the survey participants claim that their organization is concerned about influenza pandemic.
 - Some express concern about *specific members of the congregation* (i.e., elderly, children), and others cite their belief that it is the organization's *responsibility or purpose* to care for the well-being of their congregation and/or the community in general.
 - Lack of concern about an influenza pandemic stems from a belief that the *threat is not imminent* and/or that *other issues/concerns are more top-of-mind*.



Base: Total Respondents (220)

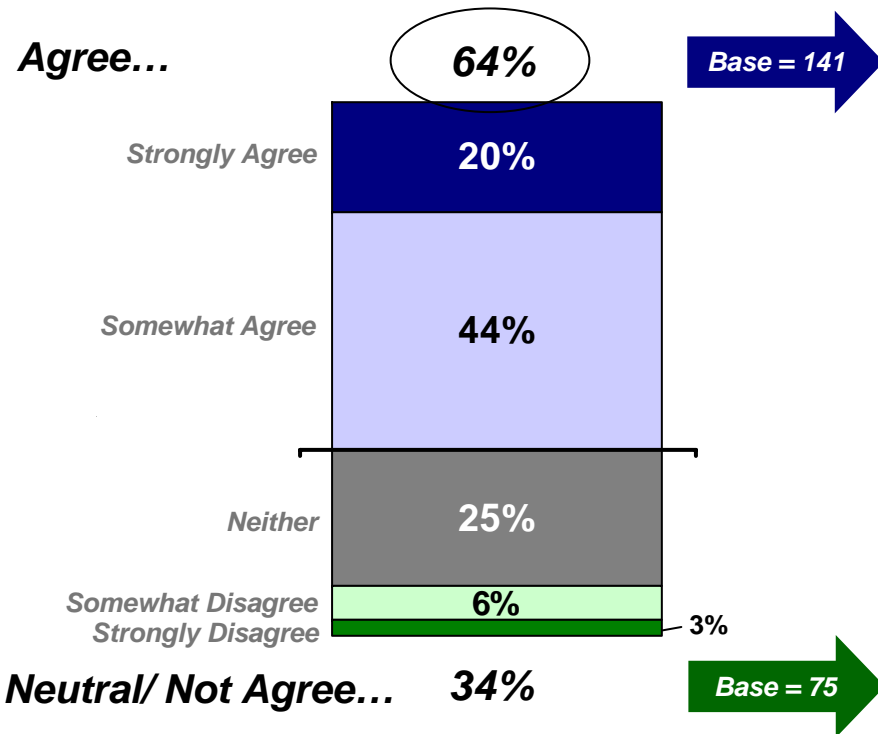
Mentions of 5% or greater are shown.

Anticipated Role During Influenza Pandemic

- About two-thirds agree that their faith-based organization has a role to play in preparing for an influenza pandemic.
 - Agreement is based on the belief that this is a *responsibility or purpose* of their organization, that there is a *need to keep people informed/educated*, and/or that *people rely on their church in times of need/during a crisis*.
 - Key reasons cited by those who do not agree are that they are *unsure of the particular role their organization would play*, or that this function is not considered to be a the *key responsibility of their organization*.

Level of Agreement:

“My faith-based organization has a role to play in preparing for an influenza pandemic.”



Key Reasons

Our responsibility/ purpose/ to care for/ concern for well-being of congregation/ people	40%
Need to help keep people/ congregation informed/ educated	21%
People rely on church in times of need/ during crisis	10%
Concern for children in congregation/ community/ school	8%
Everyone should be involved/ help/ play a role	7%
Have access to/ can reach large number of people	6%
Address all facets of life/ physical and spiritual	5%
Depends on what role we would/ could play/ not sure how we could help	21%
Not thought about it/ much	9%
Not our purpose/responsibility	28%
We provide/focus on spiritual health	7%

Base: Total Respondents (220)

Mentions of 5% or greater are shown.

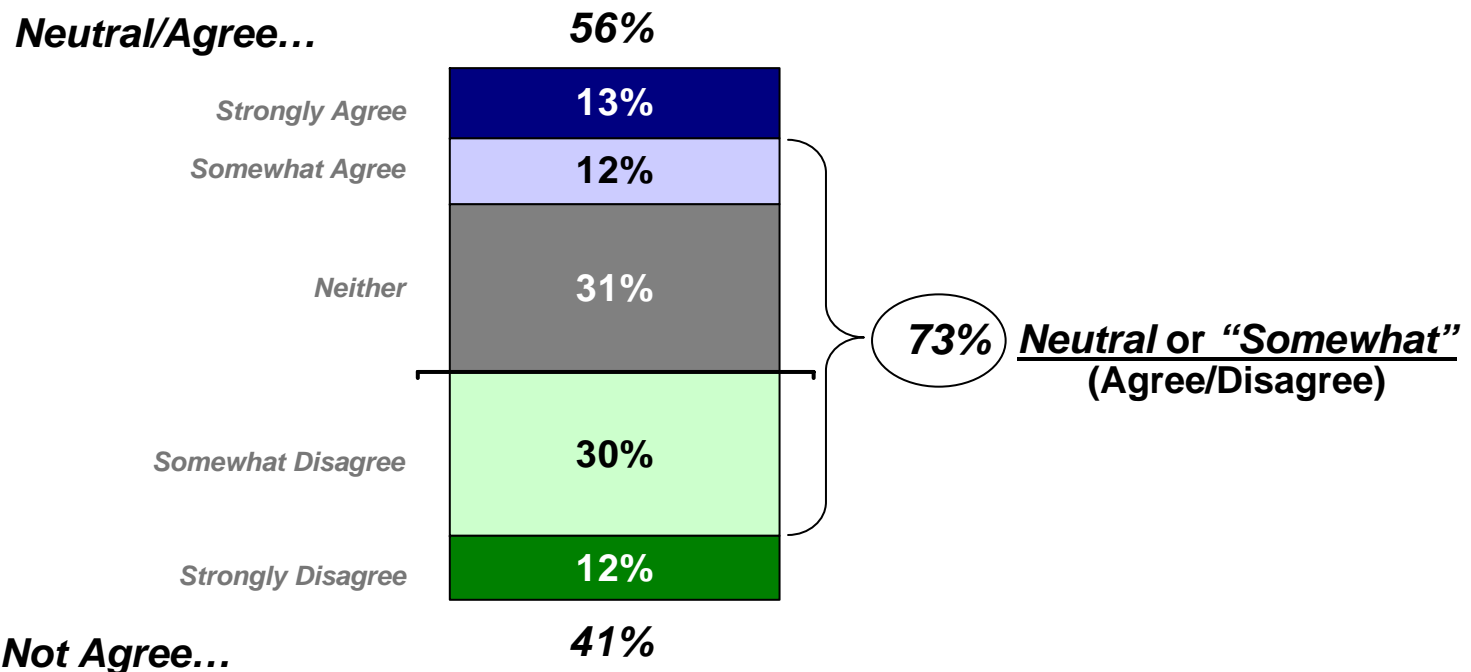
Expected Impact of Planning for Influenza Pandemic



- Four in ten disagree with the notion that, even with planning, their organization could do little to protect itself from the impact of pandemic influenza – i.e., they believe they *can* have an impact, at least to some extent.
- However, opinions about this are not particularly strong – a large percentage provided a *neutral* response or only *somewhat* agree or disagree with the statement. This suggests a degree of uncertainty about the specific ways a faith-based organization could effectively and successfully prepare for such an event.

Level of Agreement:

“Even with planning, there isn’t much our faith-based organization can do to protect itself from the impact of pandemic influenza.”



Base: Total Respondents (220)

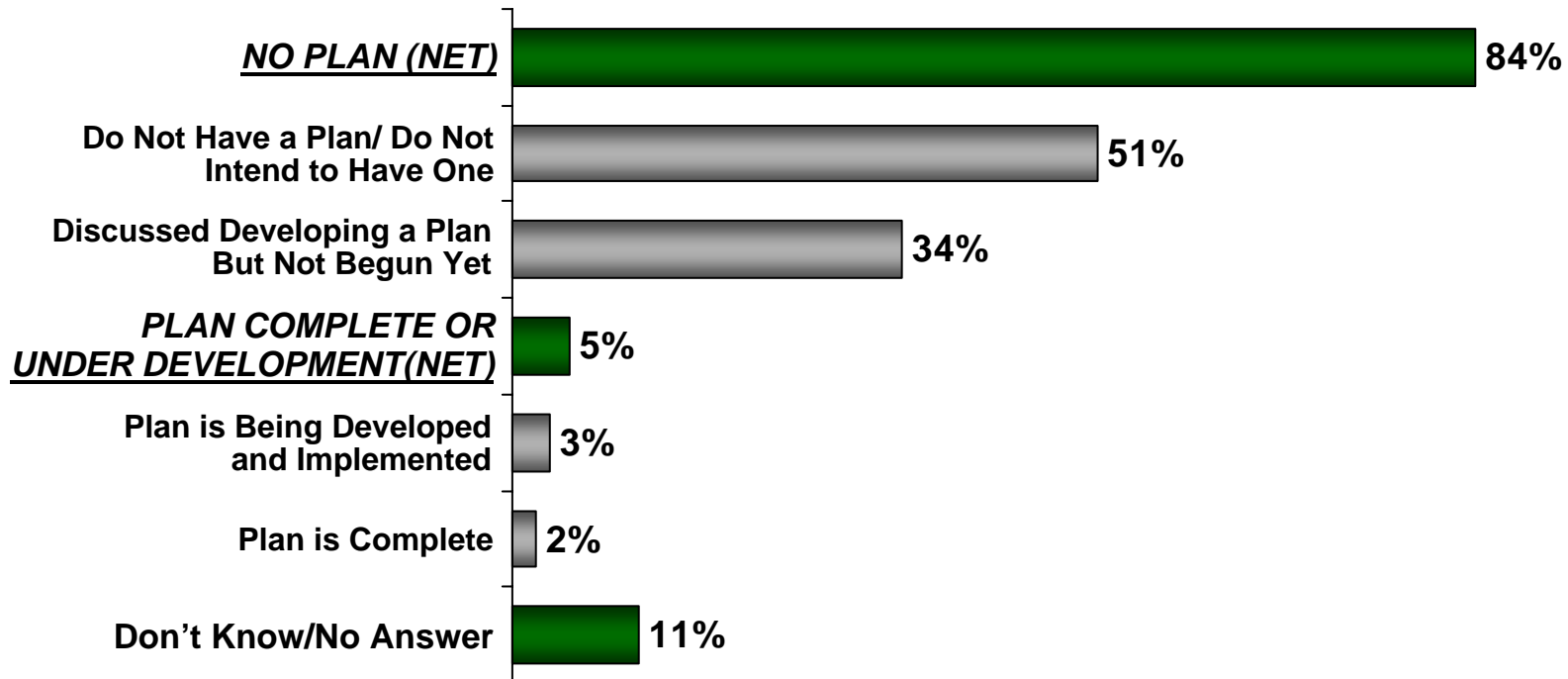


Q5 Please indicate to what extent you agree with the following statement...

Progress of Plans for Influenza Pandemic

- The overwhelming majority of the faith-based organizations surveyed *do not have a plan* to deal with an influenza pandemic.
 - About one-third have *discussed such a plan but have not developed one yet*, but about half overall say their organization does not intend to prepare such a plan.
- Just 2% claim they *do have a completed plan*, and an additional 3% are .

Current Status of Planning...

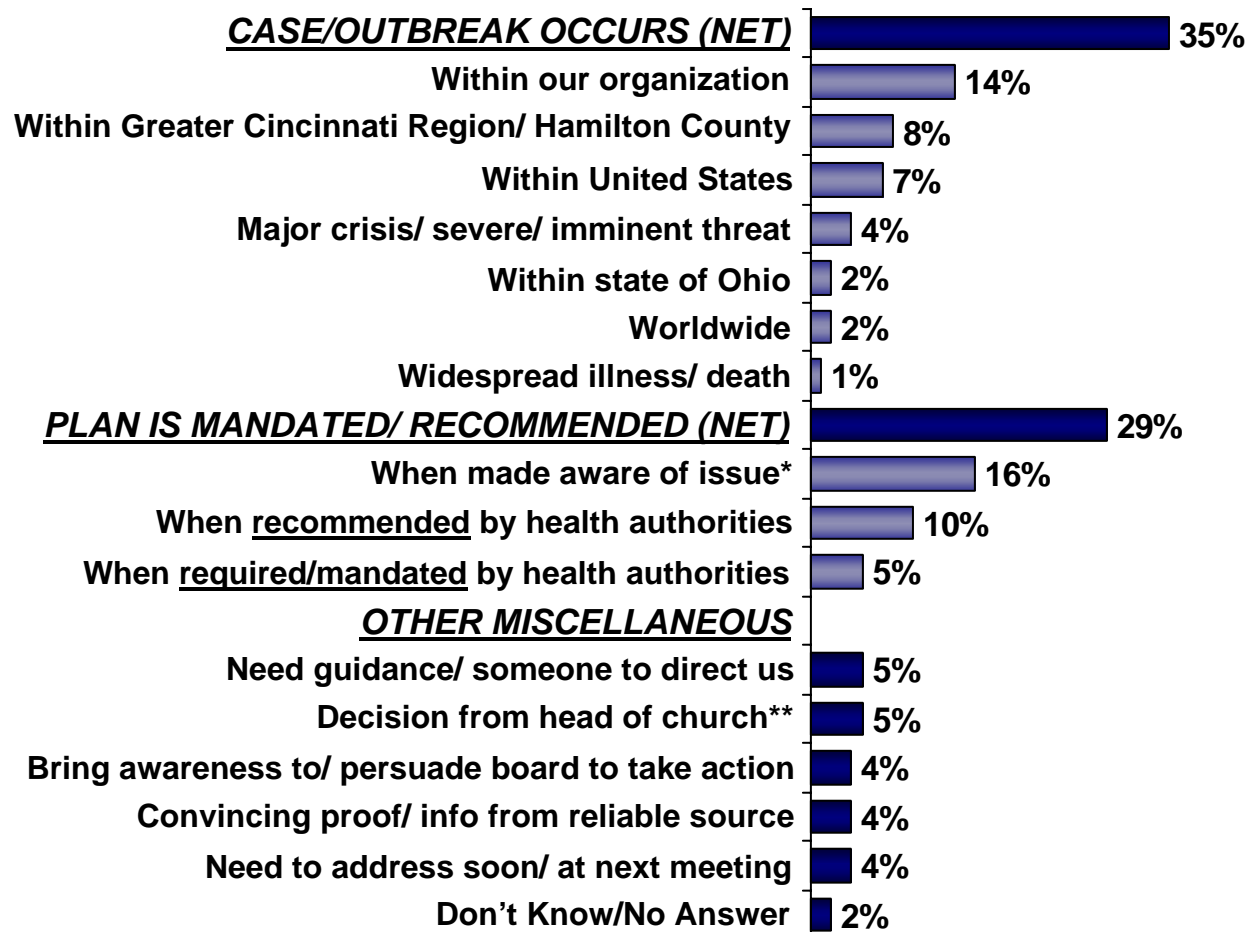


Base: Total Respondents (220)

Incident(s) That Would Prompt Planning for Influenza Pandemic



Will Begin Planning When...



- Those whose organizations do not have a completed pandemic influenza plan or one under development were asked to indicate what circumstances would prompt the development of such a plan.
- One-third say they would be motivated to do so *when a case or outbreak occurs*.
- Three in ten would do so when *mandated or recommended by health authorities or when authorities make them aware that pandemic influenza has become an issue to be addressed*.

Base: Have Not Begun Development of a Plan for Influenza Pandemic (185)

* By government, health department, media, etc.
** Archdiocese, district or national office, etc.



Q9 What would need to happen for you to begin actual development of a plan for an influenza pandemic within your faith-based organization? What else?

Influenza Pandemic Plan Details



- Of the very small group of respondents (11) indicating their organization has a plan for influenza pandemic, most (7) say they accessed *health officials* as a resource, and about half either *obtained information from members within their organization* or *from other faith-based organizations* (5 each).
- Just 3 out of the 11 say they have practiced or exercised their plan at least once. Most (7) will wait for word from authorities before activating their plan.

	<u>Total</u> (11) #
<i>Base: Have plan completed or being developed</i>	
<u>Reason for Deciding to Plan</u>	
Concern for Health and Welfare of Employees and Congregation	11
<u>Resources Used to Develop Plan</u>	
Information from Health Officials	7
Information from Other Faith-Based Organizations	5
Members of Your Faith-Based Organization	5
Internet	2
Other	1
No Answer	1

	<u>Total</u> (11) #
<i>Base: Have plan completed or being developed</i>	
<u>Frequency of Practicing or Exercised Plan</u>	
<u>Practiced at Least Once (Net)</u>	
Once	2
More than Once	1
Intend to Practice, but have not yet done so	7
Do Not Intend to Practice Unless Outbreak Occurs	1
<u>When Will Activate Plan</u>	
Will wait to receive word from authorities	7
When see a spike in absenteeism	3
Other	1

Extremely small base. Numbers are presented instead of percentages.



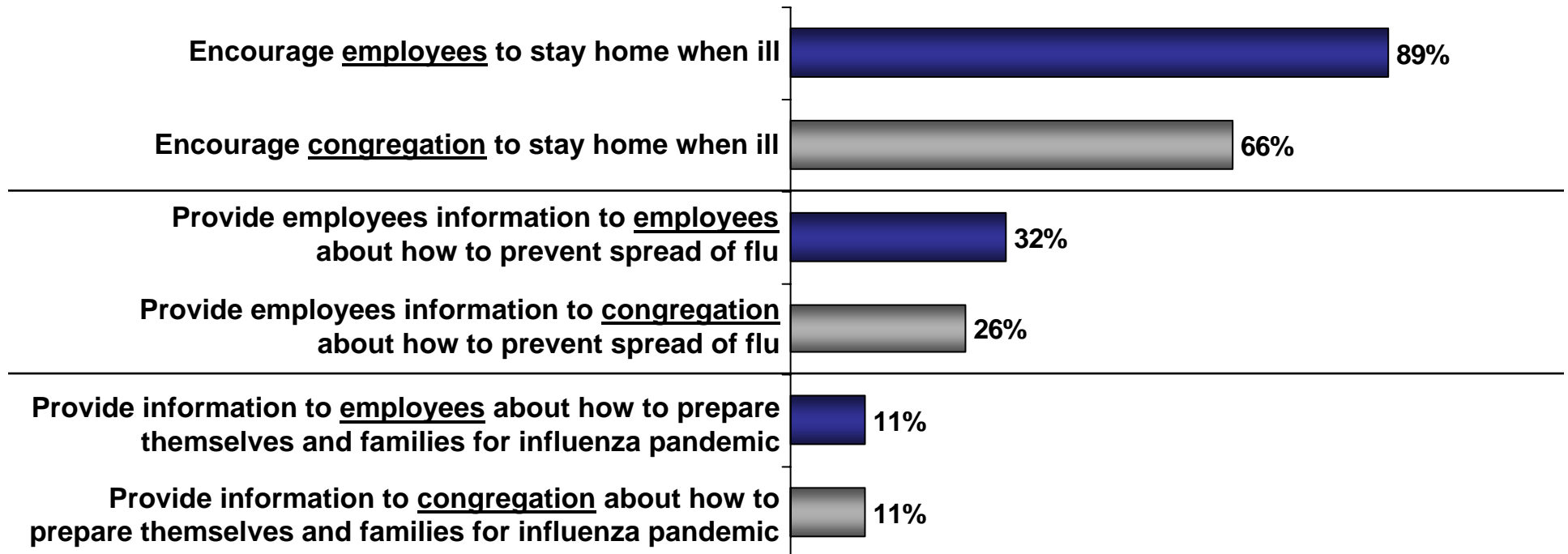
Q10 Which of the following best describes why you decided to plan for an influenza pandemic? (READ LIST. ONE ANSWER ALLOWED.)
 Q11 Which of the following resources did you use to develop your influenza pandemic plan? (READ LIST. MULTIPLE ANSWERS ALLOWED.)
 Q12 Which of the following best describes how often you have practiced or exercised your influenza pandemic plan or a portion of your plan? (READ LIST.)
 Q13 Which of the following best describes how you will know when to activate your influenza pandemic plan? (READ LIST. ONE ANSWER ALLOWED.)

Prevention

Current Prevention Policies/Procedures

- The majority of faith-based organizations encourage both their employees and their congregation to *stay home when ill*; they are more apt to encourage the former than the latter to do so.
- About one-third say they *provide information about preventing the spread of the flu* to employees, and one-quarter provide this to their congregation.
- Only a small proportion claim to provide information about how to *prepare for an influenza pandemic*.

% “YES” Responses



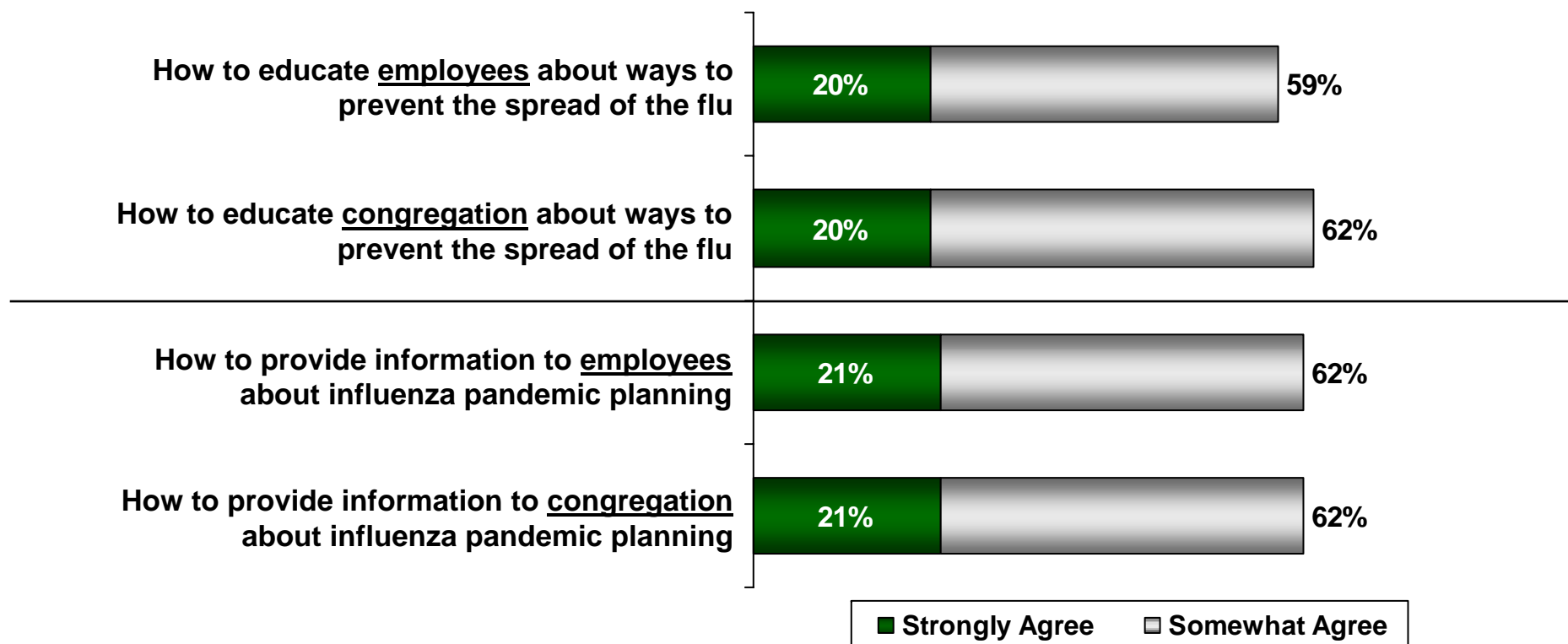
Base: Total Respondents (220)

Organization's Interest in Obtaining Information about Prevention



- There is moderate interest in obtaining information to help educate both employees and the congregation about ways to prevent the spread of the flu and/or planning for influenza pandemic.
- Overall, about six in ten at least “somewhat agree” that they would like to learn more, with two in ten expressing strong interest in each topic.

Interested in Learning More About...



Base: Total Respondents (220)



Q 17, 19, 21, 23 To what extent do you agree or disagree with the statement: “My faith-based organization is interested in learning more about... (strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree)

Assistance

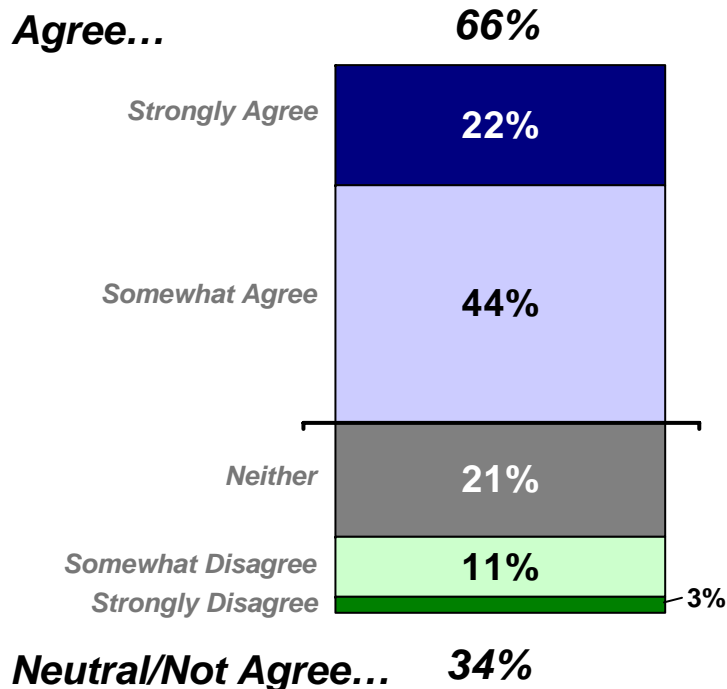
Interest in Obtaining Information about Planning for Influenza Pandemic



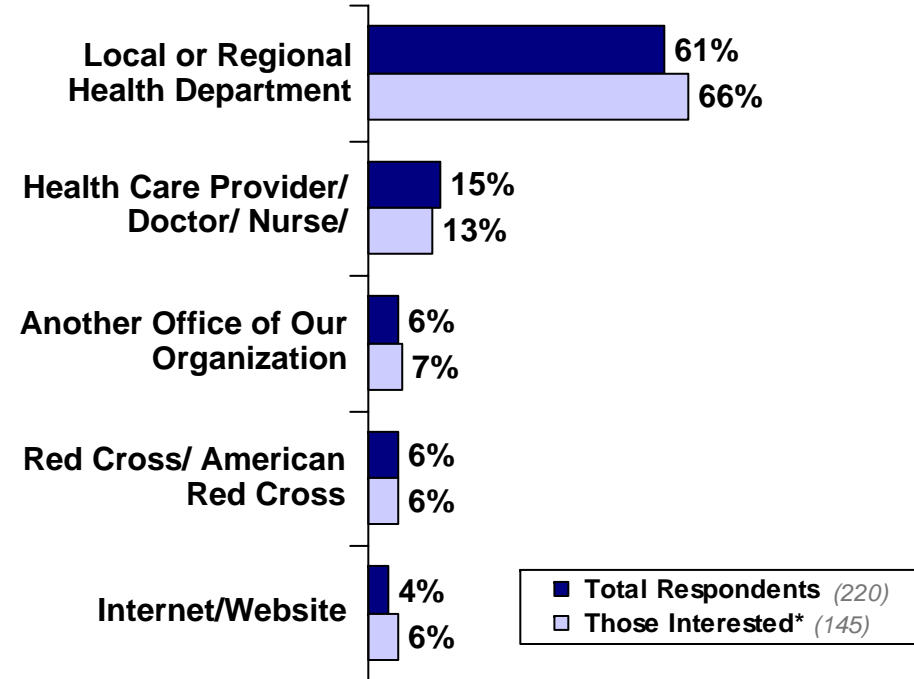
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August 2006

- Two thirds agree that their faith-based organization is *interested in learning more about how to prepare for an influenza pandemic*, and more than two in ten “strongly” agree.
- The overwhelming majority would call on the *local or regional health department* to obtain planning assistance.

Interested in Learning More about Preparing for Influenza Pandemic



Who Would Contact for Planning Assistance



Mentions of 3% or more are shown.

*“Strongly” or “somewhat agree” that they are interested in learning more about preparing for influenza pandemic.

Base: Total Respondents (220)



Q24 To what extent do you agree or disagree with the statement: “My faith-based organization is interested in learning more about how to prepare for an influenza pandemic?”

Q25 Who would you contact for influenza pandemic planning assistance? Who else?

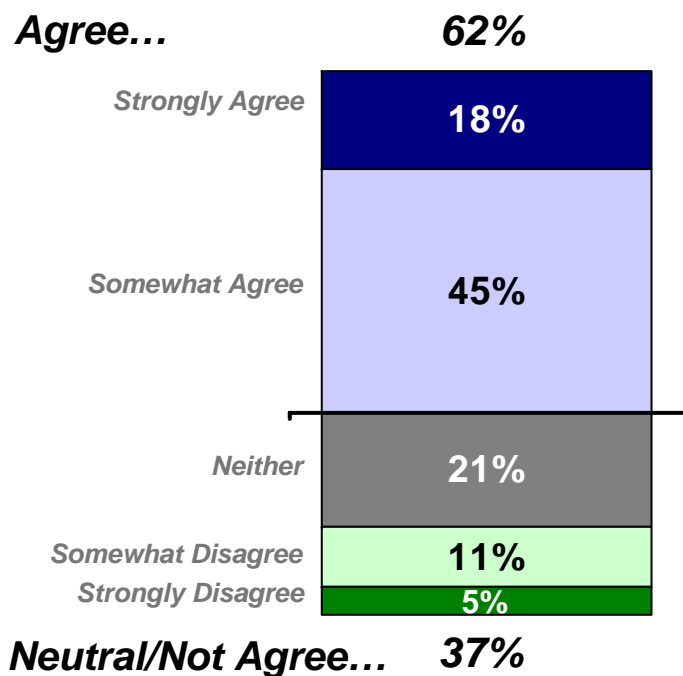
Attitudes about Health Department Assistance in Planning for Influenza Pandemic



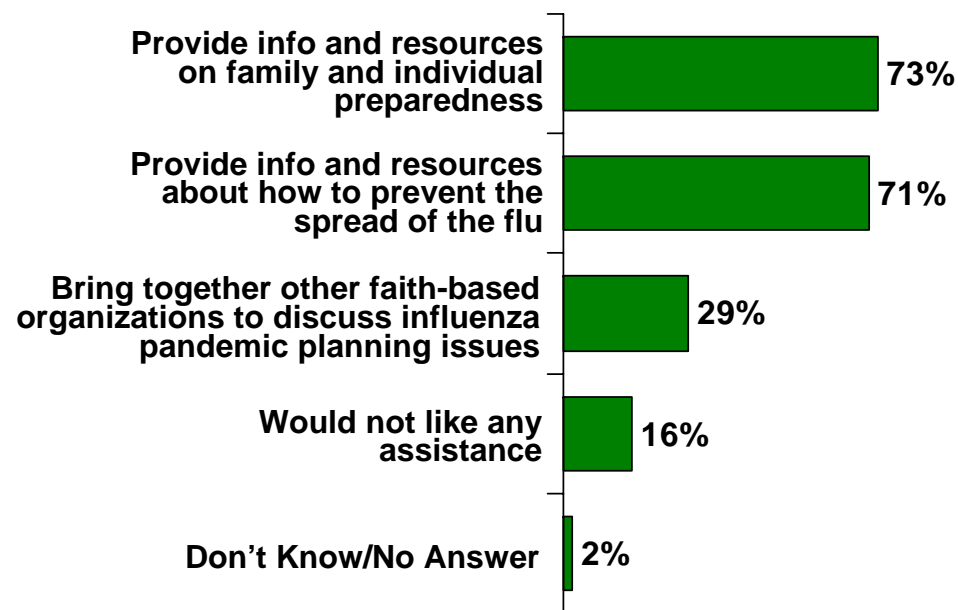
Emergency Preparedness Research
Faith-Based Survey
August 2006

- The majority claim they would like assistance from the Health Department to prepare for an influenza pandemic, with nearly two in ten expressing *strong* interest.
- The primary way that the health department could help with planning is to provide information and resources on family and individual preparedness and about *how to prevent the spread of the flu*.

Interested in Obtaining Assistance from Health Department



How Health Department Could Help with Planning



Base: Total Respondents (220)

Mentions of 3% or more are shown.



Q26 To what extent do you agree or disagree with the statement: "My faith-based organization would like assistance from the health department with preparing for an influenza pandemic?"

Q27 Which of the following describe how your local health department could assist you with planning for an influenza pandemic?"

Classification

Classification

- Nearly all of the surveyed organizations represent a broad cross-section of Christian denominations as well as non-denominational Christian churches. There is a wide distribution in terms of size of congregation.
- Most have a relatively small staff, with more than half reporting fewer than five employees. Almost one in five have a nurse on staff.
- The majority indicate that their congregation is comprised primarily of adults under the age of 64, however, two in ten claim that Senior Citizens (age 65+) make up the largest proportion of their organization.

Religious Affiliation

Christian (Net)	96
Catholic	16
Non-Denominational Christian	20
Baptist	7
Episcopal	4
Methodist	2
Lutheran	2
Pentecostal	1
Christian Church Disciples of Christ	1
Presbyterian	1
Other Protestant	43
Jewish	1

Size of Congregation

Less than 100	21
100-199	25
200-599	32
600-999	8
1000+	12
DK/Refused	2

Employee Size

Less Than 5	54
5-9	21
10-19	11
20-39	6
40+	6
DK/Refused	2

Organization Has Nurse On Staff

17

Age of Largest % in Organization

Under Age 4	-
Age 5-18	2
Age 19-64	76
Age 65+	19
DK/Refused	3

Appendix

-- Questionnaire

Emergency Preparedness Research
Faith-based Survey

Project #: 06-1007
Date: 8-4-2006
Version: 1.4

Introduction

(Ask to speak with the organization's leader. This could be a reverend, pastor, priest, rabbi, etc. Or, you could speak with the person in the organization that is responsible for the task of emergency preparedness.)

Hello, I'm _____ with StrataMark, a Cincinnati-based marketing research firm. We are working with the local health departments in Hamilton County to conduct a survey about influenza, also called the flu. According to health officials, an influenza pandemic is an outbreak that causes serious illness, and then spreads easily from person to person worldwide.

Local health departments would like to obtain information from your organization regarding this issue.

Planning

1. Which of the following best describes your organization's level of concern about a possible influenza pandemic? Would you say you are ...? (Read list. Record one.)

- 1) Very concerned
- 2) Somewhat concerned
- 3) Neither concerned, nor not concerned
- 4) Not too concerned
- 5) Not at all concerned
- Do not read:
- 6) Don't know
- 7) Refused

(If Q1 is "Don't know" or Refused", skip to Q3. Otherwise, continue.)

2. For what reasons do you say your organization is (Insert Q1 response) about a possible influenza pandemic? What other reasons? (Probe and clarify. Record verbatim response.)

3. To what extent do you agree or disagree with the following statement: "My faith-based organization has a role to play in preparing for an influenza pandemic."?
(Read list. Record one.)

- 1) Strongly agree
- 2) Somewhat agree
- 3) Neither agree, nor disagree
- 4) Somewhat disagree
- 5) Strongly disagree
- Do not read:
- 6) Don't know
- 7) Refused

(If Q3 is "Don't know" or Refused", skip to Q5. Otherwise, continue.)

4. For what reasons do you say you (Insert Q3 response) with the following statement: "My faith-based organization has a role to play in preparing for an influenza pandemic."? What other reasons? (Probe and clarify. Record verbatim response.)

5. Please indicate to what extent you agree with the following statement: "Even with planning, there isn't much our faith-based organization can do to protect itself from the impact of pandemic influenza". (Read list. Record one.)

- 1) Strongly agree
- 2) Somewhat agree
- 3) Neither agree, nor disagree
- 4) Somewhat disagree
- 5) Strongly disagree
- Do not read:
- 6) Don't know
- 7) Refused

6. Which of the following best describes how your faith-based organization addresses emergency planning ...? (Read list. Record one.)

- 1) We have no plans to address this issue at this time
- 2) No one is currently in charge of emergency planning, but we are in the process of addressing this issue
- 3) We have an individual in charge of emergency planning
- 4) We have a team in charge of emergency planning
- Do not read:
- 5) Don't know

(If Q6 “3 - Individual” or “4 - Team”, ask Q7. Otherwise, skip to Q8.)

7. What is the (Insert for Q6 “3”: “title of the individual” or insert for Q6 “4”: “division or department name for the team”) in charge of emergency planning? (Record verbatim response.)
-

8. Which of the following best describes the progress or completeness of your plan for influenza pandemic? (Read list. Record one.)
- 1) We do not have a plan and don’t intend to have a plan
 - 2) We have discussed developing a plan, but have not begun actual development of a plan
 - 3) The plan is beyond discussion and is being developed and implemented
 - 4) The plan is complete
- Do not read:
- 5) Don’t know
 - 6) Refused

(If Q8 “1 – Plan not intended” or “2 – Plan discussed, but have not begun implementation”, ask Q9. Otherwise, skip to instruction before Q10.)

9. What would need to happen for you to begin actual development of a plan for an influenza pandemic within your faith-based organization? What else? (Do not read list. Probe and clarify. Record all mentions.)
- 1) A case or outbreak occurs within our faith-based organization
 - 2) A case or outbreak occurs within the Greater Cincinnati region or Hamilton County
 - 3) A case or outbreak occurs within the State of Ohio
 - 4) A case or outbreak occurs within the United States
 - 5) A plan is required or mandated by the health authorities
 - 6) A plan is recommended by the health authorities
 - 7) Nothing / don’t intend to have a plan
 - 8) Other (Specify:) _____
 - 9) Don’t know
 - 10) Refused

(Q8 “3 – Plan being developed” and “4 – Plan completed” continue at Q10. All others skip to Prevention section.)

10. Which of the following best describes why you decided to plan for an influenza pandemic? (Read list. Record one.)
- 1) Concern for health and welfare of employees and congregation
 - 2) Concern maintaining normal organizational operations
 - 3) My organization was mandated to plan for influenza pandemic
 - 4) Some other reason (Specify:) _____
- Do not read:
- 5) Don’t know
 - 6) Refused
11. Which of the following resources did you use to develop your influenza pandemic plan? (Read list. Record all mentions.)
- 1) Information from health officials
 - 2) Information from other faith-based organizations
 - 3) Members of your faith-based organization
 - 4) Some other resource (Specify:) _____
- Do not read:
- 5) Don’t know
 - 6) Refused
12. Which of the following best describes how often you have practiced or exercised your influenza pandemic plan or a portion of your plan? (Read list. Record one.)
- 1) We have no intention to practice or exercise our plan, unless a case or outbreak occurs
 - 2) We intend to practice or exercise our plan, but have not yet done so
 - 3) We have practiced once
 - 4) We have practiced more than once
- Do not read:
- 5) Don’t know
 - 6) Refused
13. Which of the following best describes how you will know when to activate your influenza pandemic plan? (Read list. Record one.)
- 1) When we see a spike in absenteeism
 - 2) We will wait to receive word from public health authorities
 - 3) Some other reason (Specify:) _____
- Do not read:
- 4) Don’t know

Prevention

Now we would like to ask you some questions about preparing your employees and congregation.

14. Do you encourage your employees to stay home when ill? (Record one.)
- 1) Yes
 - 2) No
 - 3) Don't know
 - 4) Refused
15. Do you encourage your congregation to stay home from services when ill? (Record one.)
- 1) Yes
 - 2) No
 - 3) Don't know
 - 4) Refused
16. Do you provide information to your employees about how to prevent the spread of the flu? (Record one.)
- 1) Yes
 - 2) No
 - 3) Don't know
 - 4) Refused
17. To what extent do you agree or disagree with the statement: "My faith-based organization is interested in learning more about how to educate my employees about ways to prevent the spread of the flu."? (Read list. Record one.)
- 1) Strongly agree
 - 2) Somewhat agree
 - 3) Neither agree, nor disagree
 - 4) Somewhat disagree
 - 5) Strongly disagree
 - Do not read:
 - 6) Don't know
 - 7) Refused
18. Do you provide information to your congregation about how to prevent the spread of the flu? (Record one.)
- 1) Yes
 - 2) No

19. To what extent do you agree or disagree with the statement: "My faith-based organization is interested in learning more about how to educate my congregation about ways to prevent the spread of the flu."? (Read list. Record one.)
- 1) Strongly agree
 - 2) Somewhat agree
 - 3) Neither agree, nor disagree
 - 4) Somewhat disagree
 - 5) Strongly disagree
 - Do not read:
 - 6) Don't know
 - 7) Refused
20. Do you provide information to your employees about how to prepare themselves and their families for an influenza pandemic? (Record one.)
- 1) Yes
 - 2) No
 - 3) Don't know
 - 4) Refused
21. To what extent do you agree or disagree with the statement: "My faith-based organization is interested in learning more about how to provide information to my employees about influenza pandemic planning."? (Read list. Record one.)
- 1) Strongly agree
 - 2) Somewhat agree
 - 3) Neither agree, nor disagree
 - 4) Somewhat disagree
 - 5) Strongly disagree
 - Do not read:
 - 6) Don't know
 - 7) Refused
22. Do you provide information to your congregation about how to prepare themselves and their families for an influenza pandemic? (Record one.)
- 1) Yes
 - 2) No
 - 3) Don't know
 - 4) Refused

23. To what extent do you agree or disagree with the statement: “My faith-based organization is interested in learning more about how to provide information to my congregation about influenza pandemic planning.”? (Read list. Record one.)

- 1) Strongly agree
- 2) Somewhat agree
- 3) Neither agree, nor disagree
- 4) Somewhat disagree
- 5) Strongly disagree
- Do not read:
- 6) Don't know
- 7) Refused

Assistance

Now we would like to ask you some questions related to assistance in preparing for an influenza pandemic.

24. To what extent do you agree or disagree with the statement: “My faith-based organization is interested in learning more about how to prepare for an influenza pandemic.”? (Read list. Record one.)

- 1) Strongly agree
- 2) Somewhat agree
- 3) Neither agree, nor disagree
- 4) Somewhat disagree
- 5) Strongly disagree
- Do not read:
- 6) Don't know
- 7) Refused

25. Who would you contact for influenza pandemic planning assistance? Who else? (Do not read list. Probe and clarify. Record all mentions.)

- 1) Another office of my faith-based organization
- 2) Another faith-based organization
- 3) Local or regional health department
- 4) Some other source (Specify:) _____
- 5) Don't know
- 6) Refused

Local Health

26. To what extent do you agree or disagree with the statement: “My faith-based organization would like assistance from the health department with preparing for an influenza pandemic.”? (Read list. Record one.)

- 1) Strongly agree
- 2) Somewhat agree
- 3) Neither agree, nor disagree
- 4) Somewhat disagree
- 5) Strongly disagree
- Do not read:
- 6) Don't know
- 7) Refused

27. Which of the following describe how your local health department could assist you with planning for an influenza pandemic? (Read list. Record all mentions.)

- 1) Provide information and resources on family and individual preparedness
- 2) Provide information and resources about how to prevent the spread of the flu
- 3) Bring together other faith-based organizations to discuss influenza pandemic planning issues
- 4) I would not like any assistance
- Do not read:
- 5) Don't know
- 6) Refused

Classification

28. Which of the following choices best describes your organizations religious affiliation? (Read list. Record one.)

- 1) Catholic
- 2) Episcopal
- 3) Hindu
- 4) Jewish
- 5) Muslim
- 6) Non-denominational Christian
- 7) Protestant
- 8) Some other religious affiliation (Specify:) _____
- Do not read:
- 9) Refused

29. Which of the following best describes the size of your faith-based organization's membership or congregation? (Read list. Record one.)

- 1) Less than 50
 - 2) 50 – 99
 - 3) 100 – 199
 - 4) 200 – 599
 - 5) 600 – 999
 - 6) 1000 or more
- Do not read:
- 7) Don't know
 - 8) Refused

30. Which of the following best describes the size of your faith-based organization's employee size, including only full time employees and part time employees that receive a paycheck? (Read list. Record one.)

- 1) Less than 5
 - 2) 5 – 9
 - 3) 10 – 19
 - 4) 20 – 39
 - 5) 40 or more
- Do not read:
- 6) Don't know
 - 7) Refused

31. Does your faith-based organization have a nurse? (Record one.)

- 1) Yes
- 2) No
- 3) Don't know
- 4) Refused

32. Which of the following age groups makes up the largest percentage of your congregation? (Read list. Record one.)

- 1) Under 4 years of age
 - 2) 5 – 18 years of age
 - 3) 19 – 64 years of age
 - 4) 65 years of age and older
- Do not read:
- 5) Don't know
 - 6) Refused

Thank you. Those are all of my questions. Have a great day.