



#HealthierMO

Transforming the Future of Public Health in Missouri

Public Health Heartbeat: Values-Based Brand Survey of Public Health Employees

Purpose

#HealthierMO is developing new tools to help public health workers more clearly articulate the reach and value of public health as an integral part of a thriving community. Development of these tools will be informed by the values and motivators shared by public health employees in Missouri.

Mechanics

Input was collected through a 22-question digital survey, which included multiple choice questions, Likert scales and open-ended questions. The survey was open from March 15 – April 19, 2019 and was completed by 262 persons, including 111 employees of DHSS and 126 local public health employees.

Outcomes

Participants were asked to select five values/behaviors that most reflect who they are today (from 48 choices).

Family	96	36.64%
Empathy	66	25.19%
Well-being (emotional, financial, mental, physical, spiritual)	65	24.81%
Caring	64	24.43%
Accountability	62	23.66%

They were then asked to select five values/behaviors (from 34 choices) that best describe their local community today and five that represent what they would like to see reflected in their local community. Their responses are reflected in the chart below.

Value/Behavior	Desired		Current		Gap
Health/well-being	100	38.17%	49	18.70%	19.47%
Concern for future generations	89	33.97%	65	24.81%	9.16%
Quality of life	79	30.15%	54	20.61%	9.54%
Environmental awareness	69	26.34%	29	11.07%	15.27%
Community pride	66	25.19%	116	44.27%	-19.08%
Community service/volunteering	60	22.90%	55	20.99%	1.91%
Safety	57	21.76%	66	25.19%	-3.43%
Family	43	16.41%	113	44.27%	-22.51%
Tradition	15	5.73%	112	43.13%	-37.40%

When participants were asked how important it was to them that their local community thrive and that Missouri thrive, their responses were very similar. Nearly all (95%) said it was either *extremely important* or *very important* to see their local community thrive, while 94% said it was either *extremely important* or *very important* to see Missouri thrive.

How important is it to you to see your local community thrive?				
	DHSS	LPHA	Total	Percent
Extremely important	60	92	171	65%
Very important	43	30	77	29%
Somewhat important	8	4	14	5%
Slightly important	0	0	0	0%
Not at all important	0	0	0	0%

262 responses

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How important it is to you to see Missouri thrive?				
	DHSS	LPHA	Total	Percent
Extremely important	64	76	154	59%
Very important	39	45	93	36%
Somewhat important	6	5	13	5%
Slightly important	2	0	2	1%
Not at all important	0	0	0	0%

262 responses

However, when they were asked to what degree they influence whether or not their community thrives and to what degree they influence whether Missouri thrives, their responses varied, as depicted in the charts below.

To what degree do you feel you influence whether or not your community thrives?				
	DHSS	LPHA	Total	Percent
Extremely influential	2	4	8	3%
Very influential	12	19	31	12%
Somewhat influential	40	66	121	46%
Slightly influential	32	29	66	25%
Not at all influential	25	8	36	14%

262 responses

To what degree do you feel you influence whether or not Missouri thrives?				
	DHSS	LPHA	Total	Percent
Extremely influential	3	4	8	3%
Very influential	7	8	16	6%
Somewhat influential	43	47	97	37%
Slightly influential	39	51	99	38%
Not at all influential	19	16	42	16%

262 responses

More than half of survey participants said they were only *moderately satisfied* or *slightly satisfied* with the contributions they make in their local community, as shown in the chart below. They cited lack of time or energy, trying to balance work and family, working outside of the community they live in, not feeling a part of their community, don't see the outcomes of their work, or don't feel they are influential.

How do you feel about the contributions you make in your local community?				
	DHSS	LPHA	Total	Percent
Extremely satisfied	7	8	17	7%
Very satisfied	35	51	90	34%
Moderately satisfied	47	59	122	47%
Slightly satisfied	17	7	26	10%
Not at all satisfied	5	1	7	3%

262 responses

When asked what they needed to thrive in their local communities, responses included more resources, training, opportunities, invitations to participate, collaboration, trust in leadership, more involvement in daily operations of the health department, change in thinking, passion and drive, and a voice.

Next Steps

The #HealthierMO Communications Committee will host seven focus groups around Missouri in May 2019 to capture more in-depth input on public health employees' values and motivators. This input will inform development of a brand experience that will connect with and support public health employees as ambassadors for public health, empowering them to more clearly articulate the reach and value of public health as an integral component of a thriving community and a healthier Missouri.