

The *Greater Cincinnati Community Health Status Survey* (GCCHSS) gives an in-depth look at the self-reported health of tri-state residents. Through comparisons, the 2010 GCCHSS shows how the tri-state area stacks up to the rest of the country and how our health is changing over time. The results give organizations and agencies, policy makers, and residents the local data they need as they work to improve the overall health of the Greater Cincinnati area.

The GCCHSS is a project of The Health Foundation of Greater Cincinnati and is conducted by the Institute for Policy Research at the University of Cincinnati. For more information, please visit our web site at [www.healthfoundation.org/gcchss.html](http://www.healthfoundation.org/gcchss.html). For the complete survey dataset, which will be available in Spring 2011, visit [www.oasisdataarchive.org](http://www.oasisdataarchive.org).

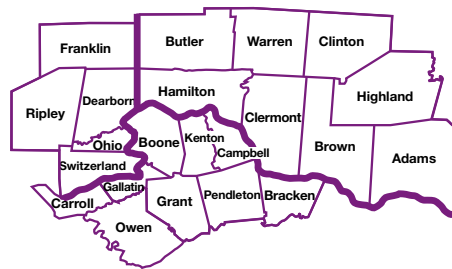
## Survey Topics

Topics in the 2010 GCCHSS include:

- Access to healthcare
- Insurance coverage
- Medical home
- Physical and mental health status
- Obesity
- Nutrition and exercise
- Smoking rates
- Alcohol use
- Prescription and over-the-counter drug misuse and abuse
- Presence of certain health conditions
- Dental and eye health
- Community support

## Methodology

A total of 2,246 randomly selected adults residing in a 22-county area (see map) were interviewed by telephone between August 14 and September 27, 2010. This included 2,042 landline interviews and 204 cell phone interviews with people who did not have a landline telephone.



Statistical adjustments were made to correct any biases that exist because of households not having a telephone. The potential sampling error for the survey is  $\pm 2.1\%$ . Caution should be used when interpreting subgroup results because the margin of error for any subgroup is higher than that of the overall survey.

To get a more accurate picture of the health of African Americans in the region, we interviewed a total of 539 African American residents, some as part of the original survey and some as part of an oversample. The results for African American residents reported are based on this total sample of African Americans. The potential sampling error for the African American oversample is  $\pm 4.3\%$ .

We also identified 1st and 2nd generation White Appalachians. 1st generation means the respondent was born in an Appalachian-designated county in the U.S. 2nd generation means at least one of the respondent's parents was born in an Appalachian-designated county in the U.S.

## New in the 2010 Survey

There were several important additions to the 2010 GCCHSS, including a sample of adults who only have cell phones and oversamples of Butler County and three neighborhoods in the core of our region.

### Cell Phone Sample

The 2010 GCCHSS included a sample of 204 cell-phone-only adults. These are adults who have a cell phone, but no landline telephone. These adults would not have otherwise been captured in our landline telephone survey. Cell-phone-only households are growing in our community and Kentucky has one of the highest estimated rates of cell-phone-only households in the country.<sup>1</sup> In addition, research has shown that cell phone only users tend to be younger, more racially diverse,

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<sup>1</sup> State-level estimates of wireless-only households are 14% in Indiana, 21% in Kentucky, and 14% in Ohio. Source: State Health Access Data Assistance Center. 2009. "The Impact of Wireless-only Households on State Surveys of Health Insurance Coverage." Issue Brief #15. Minneapolis, MN: University of Minnesota.

and with lower incomes than the general adult population.<sup>2</sup>

### **Butler County Oversample**

In the GCCHSS, we combine responses from multiple counties outside of Hamilton for analysis purposes. This allows us to talk about the health status of people in these counties separate from the region as a whole.

In the past, Butler County data have been combined with data from Clinton and Warren Counties. There has been dramatic growth and change in Butler County in the last 20 years. In order to understand the current health status of Butler County adults, several organizations in Butler County<sup>3</sup> along with the Health Foundation invested in an oversample of Butler County. This allows us to talk about the health of Butler County residents separate from Clinton and Warren counties and the region as a whole.

### **Neighborhood Oversample**

The GCCHSS is a powerful tool for understanding the health of our communities, but it does not allow for analysis below the county or multi-county level, with the exception of the City of Cincinnati as a whole. For several years, many community-based organizations have specifically requested neighborhood-level data.

High quality neighborhood-level data are difficult to find. In this iteration of the GCCHSS, we oversampled three neighborhoods in the core of our region (Avondale and Price Hill in Ohio and Covington in Kentucky) to allow for this neighborhood-level analysis.

## **Thanks to Our Community Partners**

The Health Foundation would like to thank the following organizations for their input on the *Greater Cincinnati Community Health Status Survey*:

- Academy of Medicine
- ASAP Center
- Butler County Alcohol and Drug Addiction Services Board
- Butler County Mental Health Board
- Butler County United Way
- Center for Closing the Health Gap
- Child Policy Research Center
- City of Cincinnati Health Department
- Council on Aging
- Employers Health Coalition of Ohio (*formerly the Employer Health Care Alliance*)
- Foundation for a Healthy Kentucky
- Health Improvement Collaborative
- Health Policy Institute of Ohio (HPIO)
- Northern Kentucky Health Department
- TriHealth
- United Way of Greater Cincinnati
- University of Cincinnati  
Department of Public Health Science
- University of Cincinnati  
Institute for Policy Research
- University of Cincinnati Planning Department
- Urban Appalachian Council
- Vision 2015
- Xavier University

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<sup>2</sup> Link, Michael, Michael Battaglia, Martin Frankel, Larry Osborn and Ali Mokdad. 2007. *Reaching the U.S. Cell Phone Generation Comparison of Cell Phone Survey Results with an Ongoing Landline Telephone Survey*. *Public Opinion Quarterly*. Vol 71, No. 5 2007, pp. 814-839.

<sup>3</sup> These organizations are the Butler County Alcohol and Drug Addiction Services Board, Butler County Mental Health Board, and Butler County United Way.