



Arkansas Minority Health Commission

Community Health Fair and Legislative Meeting
DeQueen, AR
July 30, 2009

Evaluation Report

Putting Your Tobacco Settlement Dollars to Work!

**AMHC Health Fair and Legislative Meeting
Evaluation Report – DeQueen, AR**

Executive Summary

On July 30, 2009, the Arkansas Minority Health Commission (AMHC) held a Community Health Fair and Legislative Meeting in DeQueen, AR to benefit the residents of Sevier County. The AMHC partnered with the Sevier County Health Department for the Health Fair and offered free health screenings and lunch at the event. According to estimates from AMHC Executive Director Idonia Trotter and DeQueen Mayor Billy Ray McKelvey, over 900 adults and children were present at this event. The Legislative Meeting was hosted by the Senate Subcommittee on Minority Health of the Arkansas General Assembly in the afternoon and attendees were provided with dinner during the forum. Elected officials were present, along with other local political figures and community leaders. Attendees discussed public health and access to health services in Sevier County and asked questions about issues of concern.

EVALUATION METHOD

Attendees at the Community Health Fair and Legislative Meeting were asked to complete evaluations of the events. Attendees also provided demographic information. All evaluation forms were available in English and Spanish. AMHC staff was available at both events to provide attendees with assistance completing the forms. The Health Fair evaluation was completed by 123 attendees and the Legislative Meeting evaluation was completed by 69 attendees.

CONCLUSIONS

Analysis of the data gathered from the evaluations provided insight about the target population and strengths and needs of the Health Fair and Legislative Meeting:

- The event attendees were mostly married, female and Hispanic. The majority of event attendees were 35 – 44 years old and reported completing less than a high school education. Two-thirds of the attendees reported a household income of less than \$20,000 annually.
- The events were successful at creating a change in attendee behavior and knowledge. The attendees planned to make changes in their health routine based on information presented and visit a doctor to follow-up on any abnormal screenings. There were also reported increases in knowledge about the health of people in the community, the types of services available in the community and legislation that impacts public health in the community.
- The attendees were more likely to receive a blood pressure, cholesterol and glucose screening at the Health Fair. Although most attendees reported enjoying all of the exhibits, the cholesterol exhibit was listed as the favorite and most informative exhibit.
- The attendees were primarily motivated to attend both events for information about their health. They were also motivated to attend the events because admission was free and the location was convenient.

- The most effective method of informing attendees about the events was by radio and word of mouth. The church also played a major role in disseminating information about the events as this location was the most reported to have posters displayed.
- Almost all of the attendees reported that they would attend a Health Fair or Legislative Meeting in the future.
- Both events received positive ratings overall, but the Health Fair received a higher overall rating when compared to the Legislative Meeting.

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Event Description

The Arkansas Minority Health Commission (AMHC) in partnership with the Arkansas Department of Health (Sevier County Health Unit) hosted a Community Health Fair on July 30, 2009 from 10:00 a.m. until 4:00 p.m. at the Cultural Awareness Center located at 110 DeQueen Avenue in DeQueen, Arkansas. Free health screenings were available at the Health Fair. Lunch was also provided free of charge to all attendees.

Following the Community Health Fair, the Senate Subcommittee on Minority Health of the Arkansas General Assembly hosted a public forum and Legislative Meeting from 6:00 p.m. until 8:00 p.m. at the same location in DeQueen, Arkansas. Dinner was provided free of charge to all attendees. Residents had the opportunity to discuss the type of health services desired in their region, as well as pose questions to their elected officials. Senator Jack Crumbly, Chair of the Subcommittee on Minority Health and other committee members were present. In addition, local representatives, senators, county judges and mayors were invited to attend the event

Both events were open to all residents of Sevier County, although minority residents were especially encouraged to attend. Transportation was available to bring attendees to and from each event.

Attendee Demographic Information

Based on conservative estimates, over 900 adults and children attended the events. Approximately 245 of these attendants signed-in upon entering the facility. Attendants were asked to complete surveys to provide feedback on the Community Health Fair and Legislative Meeting and information about themselves. All surveys were available in English and Spanish.

Demographic information was collected from 123 respondents and is presented in the tables below. The reported demographic information should be considered representative of all the event attendees.

About 80% of the people attending the event reported that they were Hispanic as indicated in Table 1. Event attendees were more likely to be married and female as indicated in Table 2 and Table 3.

Table 1: Race of Attendees

Race	Percentage of Respondents
White, Non Hispanic	16%
African American	2%
Hispanic	80%
Native American	2%
Other	Less than 1%
Asian/Pacific Islander	0%
Grand Total	100%

Table 2: Marital Status of Attendees

Marital Status	Percentage of Respondents
Single	26 %
Married	62%
Divorced	5%
Separated	5%
Widowed	2%
Grand Total	100%

Table 3: Gender of Attendees

Gender	Percentage of Respondents
Male	33%
Female	67%
Grand Total	100%

Event attendees were also more likely to be under 45, with 35 – 44 year olds representing the largest age range present as indicated in Table 4.

Table 4: Age of Attendees

Age	Percentage of Respondents
Under 20	12%
20 – 24	6%
25 – 34	24%
35 – 44	31%
45 – 54	15%
55 and over	12%
Grand Total	100%

Over 50% of the attendees reported less than \$10,000 in household income as indicated in Table 5. This group was followed by 26% of attendees who reported a household income \$10,000 – 19,999. About 66% of attendees reported completing less than a high school education, as indicated in Table 6.

Table 5: Household Income of Attendees

Household Income	Percentage of Respondents
Less than \$10,000	51%
\$10,000 - 19,999	26%
\$20,000 - 29,999	8%
\$30,000 - 39,999	7%
\$40,000 - 49,000	4%
\$50,000 - 59,999	1%
\$60,000 - 69,999	2%
\$70,000 – 79,999	0%
\$80,000 – 89,999	0%
\$90,000 – 99,000	0%
Over \$100,000	1%
Grand Total	100%

Table 6: Education Level of Attendees

Education Level	Percentage of Respondents
Less than high school	66%
High School/GED	12%
Some College	6%
2-year college degree	7%
4-year college degree	5%
Graduate or professional degree	4%
Grand Total	100%

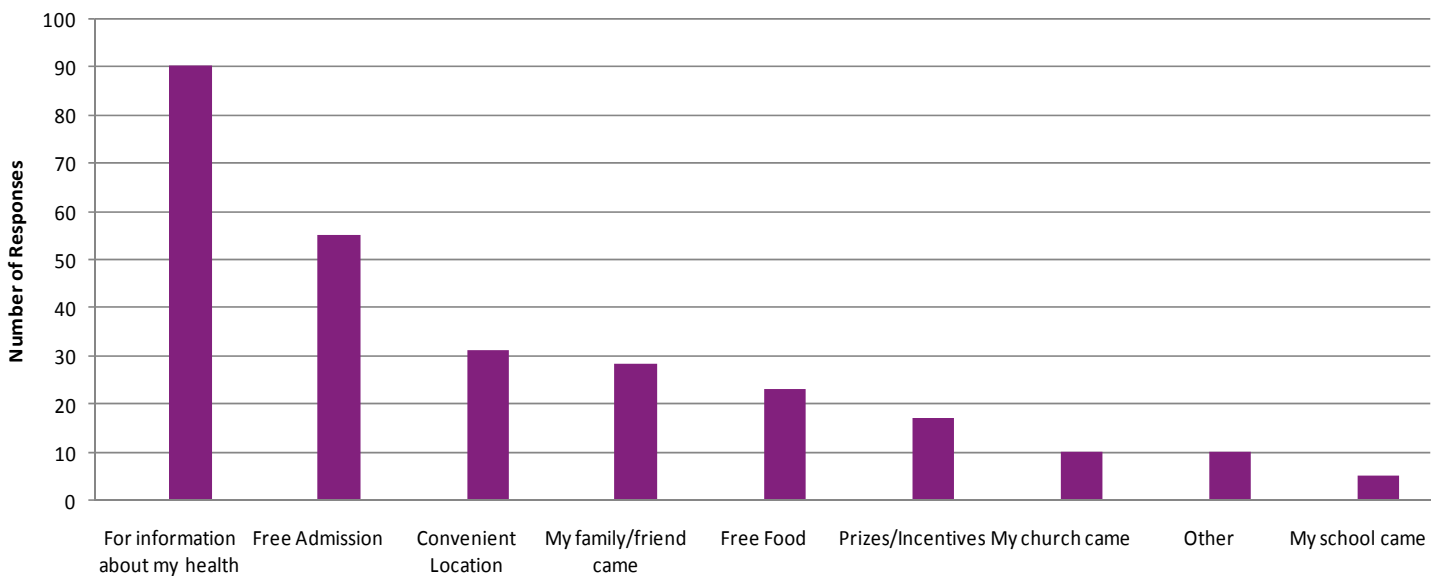
Community Health Fair Evaluation and Feedback

Attendees at the Community Health Fair were asked to complete an event evaluation form. There were 117 attendees that completed the evaluation and provided feedback on the event. This section presents the results of the evaluations of the Community Health Fair.

Motivation for Attendance

Attendees were asked why they attended the Health Fair. The majority of attendees reported that they attended the Health Fair for information about their health and because admission was free as indicated in Chart 1.

Chart 1: Why did you come to the Health Fair?



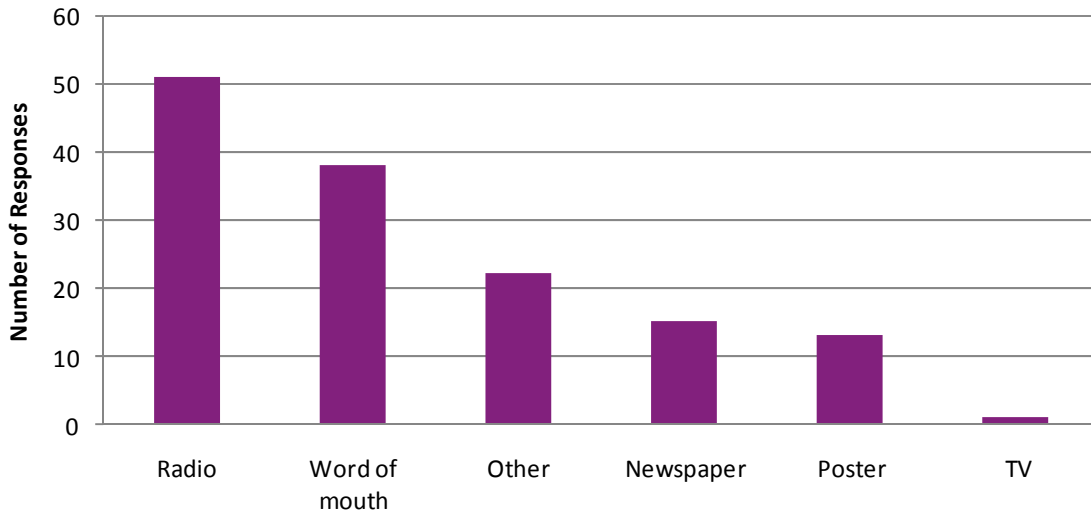
Favorite/Most Informative Exhibit and Speaker

There were several exhibits and booths for attendees to visit at the Health Fair, in addition to speakers presenting on various topics. Attendees were asked to list their favorite and most informative exhibitor and speaker. When asked to list an exhibit/booth, the most frequent response was all of the exhibits. Cholesterol screening was the next most reported exhibit, followed by the blood pressure booth and glucose booth. When asked to list a speaker, the most frequent response was all of the speakers. The following speakers were listed by at least one attendee: Victor Rojas, AMHC staff and Armando Juarez.

Event Publicity

Attendees were asked how they heard about the Health Fair. The majority of attendees heard about the Health Fair by radio and word of mouth, as indicated in Chart 2 on page 4. Attendees that reported hearing about the Health Fair from a poster were asked to provide the location of the poster. The majority of attendees reported that the poster was at church. Attendees that selected “other” were also most likely to list the church.

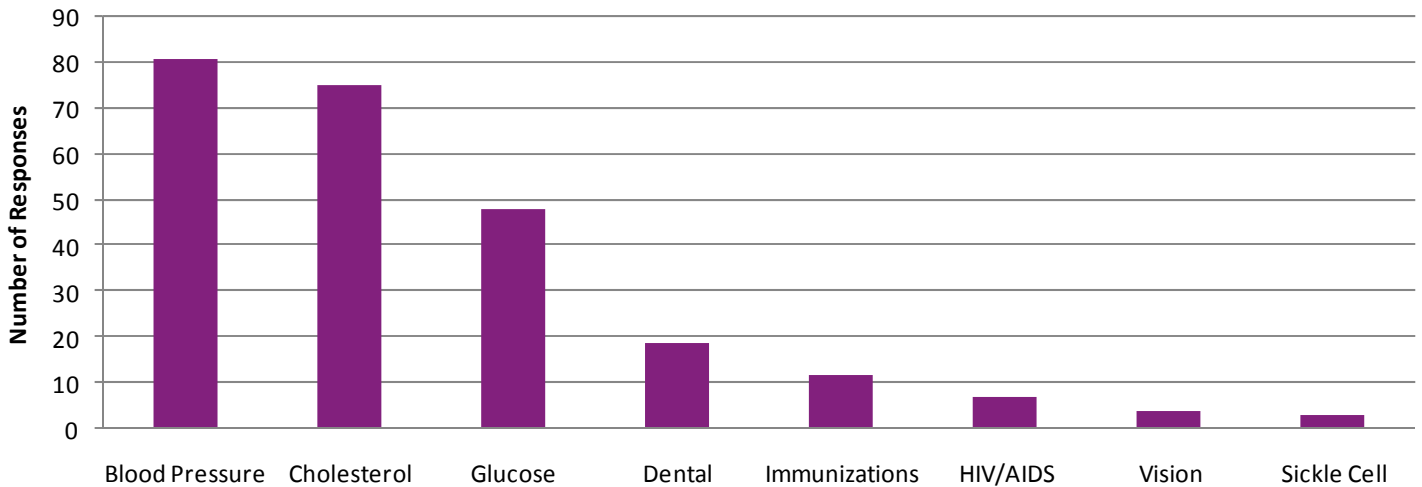
Chart 2: How did you hear about the Health Fair?



Services/Screening Received

There were several free health services and screenings offered at the Health Fair. Attendees were asked to report which health screenings they received. They were most likely to report blood pressure, cholesterol and glucose screenings as indicted in Chart 3.

Chart 3: Services/Screenings that Attendees received at Health Fair



Change in Attendee Behavior

Attendees were asked questions about changes they intend to make to improve their health based on information gained at the Health Fair. Attendee responses are presented in Table 7.

Table 7: Behavior Change in Attendees

Survey Questions	Attendee Responses	
	Yes	No
Do you plan to make any changes to you normal health routine based on information learned today?	76%	24%
If you had an abnormality detected during a screening, do you plan to follow-up with a doctor?	69%	31%

Attendee Future Participation

Attendees were asked if they would attend another Health Fair. Table 8 indicates that 99% of attendees reported that they would attend a Health Fair in the future.

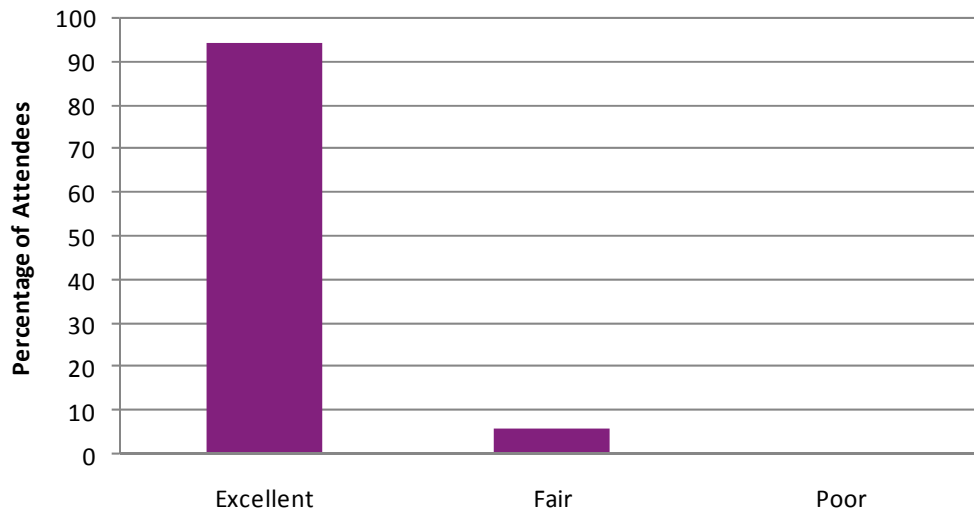
Table 8: Repondent Attendance at Future Event (Health Fair)

	Percentage of Respondents
Yes	99%
No	1%
Grand Total	100%

Overall Event Rating

Attendees were asked to provide an overall rating of the Community Health Fair, which is presented in Chart 4. The majority (94%) of attendees reported that the event was excellent, while 6% reported the event as fair.

Chart 4: How would you rate the Health Fair overall?



Additional Comments and Suggestions

Attendees were asked to provide suggestions for services that should be offered at future Health Fairs. The most frequently reported response was vision screenings. Other responses are listed below:

- Colon health information
- Dental services
- Body fat tests
- Doctor recommendations
- Drug/Substance abuse information
- Vaccinations
- Ear/Hearing screenings
- Migraine headaches
- Vision and dental service for adults
- More games
- Live music
- Same services

Attendees were asked to list any additional comments and suggestions. Most responses were that the event was great, the people were nice and expressions of appreciation to the event hosts. Additional comments are listed below:

- Good food.
- The music was very strong. It was difficult to communicate through it.
- I give thanks for the hospitality because we are people too.
- The cholesterol exhibit was nice.
- Thank all that helped out with the Health Fair and I hope they keep coming back to help people like me.

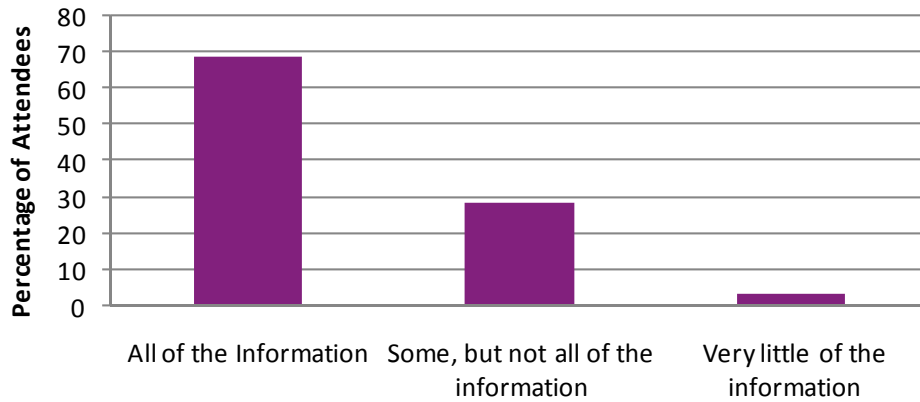
Legislative Meeting Evaluation and Feedback

Attendees at the Legislative meeting were asked to complete an event evaluation form. Sixty-nine attendees completed the evaluation that provided feedback on the event. This section presents the results of the evaluations of the Legislative Meeting.

Attendee Understanding of Information

Attendees were asked if they understood the information that was discussed at the Legislative Meeting. Over 69% of attendees reported understanding some of the information, while only 3% reported understanding very little of the information as indicated in Chart 5 on page 7.

Chart 5: Could you understand the information presented at the Legislative Meeting?



Change in Attendee Knowledge

Attendees were asked a series of questions about the knowledge they gained by attending the Legislative Meeting. This information is presented in Table 9.

Table 9: Knowledge Gained by Attendees

Survey Question	Attendee Responses	
	Yes	No
Did you learn more about the health of people in Sevier County?	83%	17%
Did you learn more about the health care services available in Sevier County?	77%	23%
Did you learn more about legislation that may impact public health in your community?	92%	8%

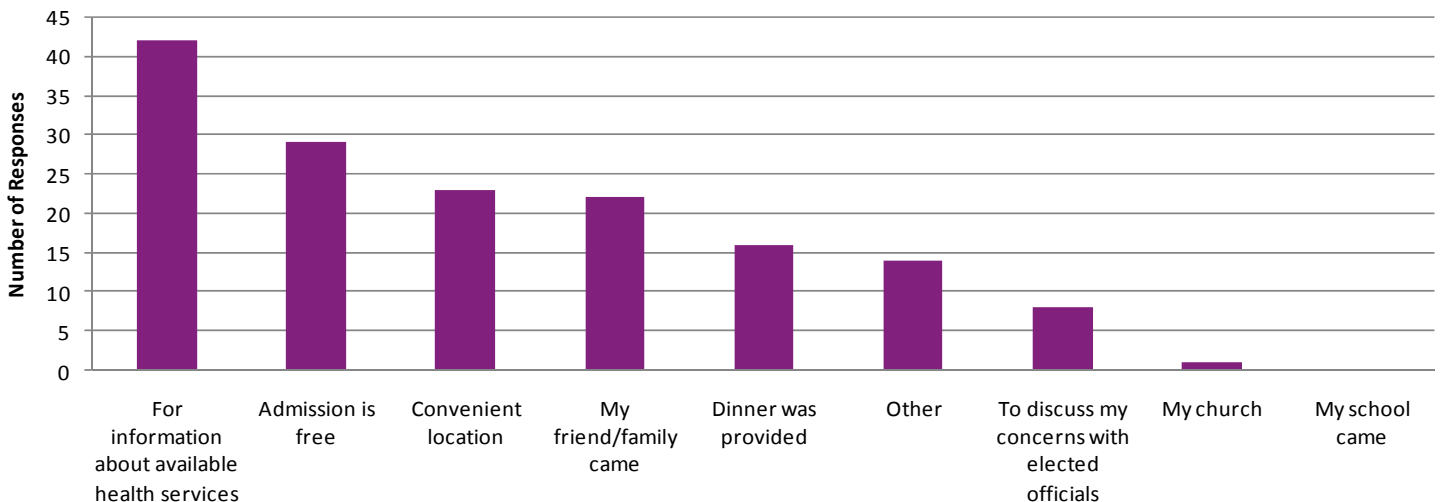
Importance of Discussion Topics

Event attendees were asked if they were able to discuss topics that they felt were important to them and their families. Over 92% of respondents reported that they were able to discuss important topics while only 8% of respondents reported that they were not able to discuss important topics.

Motivation for Attendance

Attendees were asked why they attended the Legislative Meeting. Attendee responses are presented in Chart 6.

Chart 6: Why did you come to the Legislative Meeting?



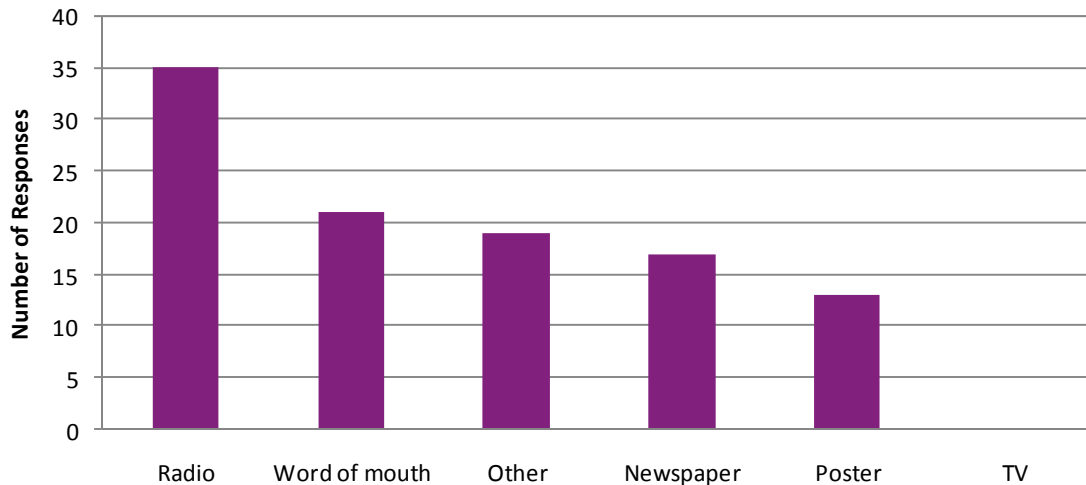
The majority of attendees reported attending for information about their health. Attendees were least likely to report attending the Legislative Meeting because their church or school came to the event. Attendees that selected “other” reported that they were vendors, with the health department, speakers or collecting information for their organizations.

Event Publicity

Attendees were asked how they heard about the Legislative Meeting. Attendees were most likely to report that they heard about the Legislative Meeting on the radio and my word of mouth as indicated in Chart 7. Attendees that selected “other” were most likely to report hearing about the event by a phone call and from AMHC staff. They also reported receiving an email invitation and vendor mailing.

Attendees that reported hearing about the event from a poster were asked the location of the advertisement. Most people reported that the poster was at a church and one person reported in the doctor’s office.

Chart 7: How did you hear about the Legislative Meeting?



Attendee Future Participation

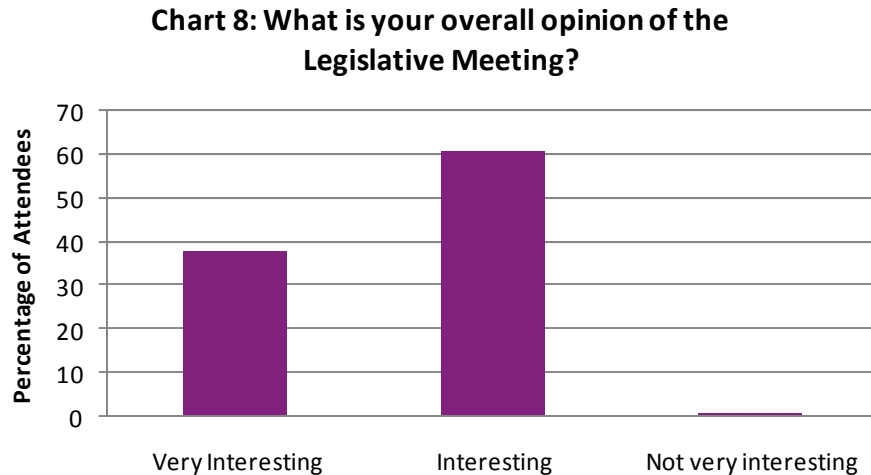
Attendees were asked if they would attend another Legislative Meeting or Health Forum. Table 10 indicated that 95% of attendees reported that they would attend another Legislative Meeting or Health Forum.

Table 10: Repondent Attendance at Future Events (Legislative Meeting)

	Percentage of Respondents
Yes	95%
No	5%
Grand Total	100%

Overall Event Rating

Attendees were asked to provide an overall opinion of the Legislative Meeting, which is presented in Chart 8. The majority (61%) of attendees reported that the event was interesting, while 38% reported that it was very interesting.



Additional Comments and Suggestions

Attendees were allowed to make additional comments. Several attendees commented that everything was great and thanked the event hosts. Additional comments are listed below:

- Make sure all vendors are recognized.
- Make Medicaid more accessible to whoever qualifies because people cannot afford to see specialist. Medical services should be available to those who are illegal and school lunches should be improved.
- Politicians should not have used this as a forum to push the Health Care Reform Act.
- The event was not very well put together.
- The event did not deal with the problems of Sevier County.
- Obtaining questions of concern prior to the meeting could help focus discussions and cover more information of interest.
- Very well organized and attended event.
- Very encouraging event addressing the needs of Hispanic populations.
- I would like to have this in Little River County.

Conclusions

This following section summarizes the findings based on attendee evaluations and feedback from the Community Health Fair and Legislative Meeting in DeQueen, AR.

Population Demographics

The typical attendee at the events was likely to be married and female. Attendees were also usually 35 – 44 years old with less than a high school education. Over 75% of the event attendees were likely to report a household income of less than \$20,000 annually. The majority of attendees were also Hispanic.

Services and Screenings

The Health Fair attendees were most likely to report receiving blood pressure, cholesterol and glucose screenings. Attendees mostly listed all of the exhibits as the favorite and most informative. However, the cholesterol, blood pressure and glucose exhibits were specifically listed most frequently as a favorite and most informative exhibit.

Change in Attendee Knowledge and Behavior

The majority of attendees reported that they experienced a change in their behavior and knowledge based on information presented at the Health Fair and Legislative Meeting. The attendees planned to make changes in their health routine and visit a doctor to follow-up on any abnormal screenings. Attendees also learned more about the health of people in Sevier County, the types of services available in Sevier County and legislation that impacts public health in Sevier County.

Motivation for Attendance

The attendees' most likely reason for attending both events was for information about their health. They also frequently reported that they attended the events because of free admission and convenient location. Attendees were not likely to attend the events because their school or church came.

Event Publicity

The attendees were more likely to obtain information about both events from the radio and by word of mouth. Additionally, the church played a major role in disseminating information about the events as this location was the most reported to have posters displayed.

Attendee Future Participation

The majority of the attendees reported that they would attend a Health Fair or Legislative Meeting in the future. At least 95% of the attendees reported this.

Event Ratings

The attendees were able to provide overall ratings of both the Community Health Fair and the Legislative Meeting. Both events received more positive ratings overall. Furthermore, over 90% of the attendees reported that they were able to discuss topics that are important to them at the Legislative Meeting. When compared, the Health Fair received a higher overall rating than the Legislative Meeting.