

II. COMMUNITY NEEDS ASSESSMENT

A. Primary Data

1. *The Community Stakeholder Survey*

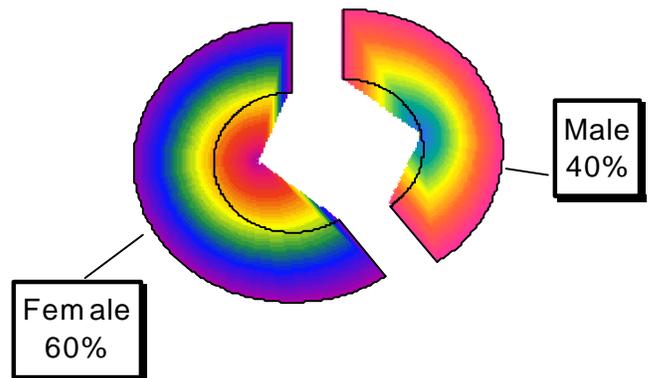
The stakeholder survey provides a profile of perceived health care needs and problems facing the community and stakeholders who respond to the survey. Stakeholders are those individuals in a community who have a special interest in a particular issue or action being taken. The survey includes questions about the adequacy, accessibility, and level of satisfaction with health care services in the community. Members of the Initiative were asked to complete the stakeholders' survey as well as to identify and obtain comments from other stakeholders in the community. The Community Stakeholder Survey is not a scientific random sample of the community; rather, its purpose is to obtain subjective data from a cross section of the community about health care services, problems, and needs in the county. It is one of two sources of primary data used in community diagnoses.

The Blount County Community Health Initiative Steering Team with assistance from the East Tennessee Regional Health Office conducted the Community Stakeholder Survey. Each Health Initiative member surveyed three key leaders in the community. After analyzing the data from the Key Leader Stakeholder Survey, the BCCHI realized that the survey reflected only the high-income population and that they needed data from a better cross section of the county's population. Using the same survey, the BCCHI did a random sampling by zip code through the postal service of various individuals across the county. The Health Initiative Steering Team also decided to hold a Town Meeting and to survey the individuals who attended the meeting. In addition, the Health Initiative incorporated additional questions on issues they felt were important to the community's health into the random sampling Community Stakeholder Survey and the Town Meeting Community Stakeholder Survey. The stakeholders represent a cross section of the community, i.e., young families, single parents, the elderly, business leaders, consumers, rural residents and urban residents. The stakeholders include both the users and providers of health services.

a. Key Leader Community Stakeholders Survey Results

Chart 1

Chart 1 - # of respondents-Key Leader
Community Stakeholders Survey: 57
% Male: 40
% Female: 60



Sixty-two percent of the respondents to the Key Leader survey had lived in the county twenty or more years. They were also asked to rate various health services as very adequate or very satisfied, adequate or satisfied, available but not adequate, available but no opinion on service, or not available. Chart 2 and Chart 3 represent respondents' ratings of the various health services.