

Report to
Northern Lakes Community Mental Health
2013 Community Research

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APPENDIX A: SURVEY INSTRUMENT

Northern Lakes Community Mental Health

2013 Community Research

1.0 OVERVIEW

1.1 Objective

The purpose of the current research is to assess attitudes and awareness levels of community members concerning Northern Lakes Community Mental Health (NLCMH). Participants were asked to indicate where they would look for information on mental health issues and how aware they are of Northern Lakes Community Mental Health. Participants indicating some level of awareness were asked to rate Northern Lakes Community Mental Health's community image. In addition, overall attitudes concerning mental health issues were assessed. Demographic data was gathered for use in determining views by various participant subsections. The research will assist client representatives in efforts to gauge consumer awareness of NLCMH as a source of mental health information and services.

1.2 Methodology

A telephone survey was conducted with a random sample of residents, 18 years of age and over, within Northern Lake's service area, which includes Crawford, Roscommon, Wexford, Missaukee, Grand Traverse and Leelanau counties. Sample size was determined by applying the area's 18-and-over population to a sampling table for 95% confidence level. A total of 385 surveys was completed for a 95% confidence level and +/- 5% confidence interval.

The random sample was purchased from Survey Sampling, Inc. The sample consisted of 1:4 wireless versus land line records. The sample was screened during survey administration to more closely align with age distribution as represented in current census data. Survey data was analyzed using SPSS for Windows. Analyses include frequencies, cross-tabulations and chi-square analyses, which measure significant interactions between variables. In addition, 2013 and 2010 data files were merged to assess significant variation by year. The following tables also include data collected in 2006/2008 pre and post tests for comparative purposes.

2.0 SURVEY RESULTS

<i>Question 1: Where would you look first if you or a family member needed information on a mental health issue?</i>				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Doctor/Nurse	36.1% (137)	36.1% (140)	31.3% (124)	35.8% (138)
Friend/Relative	4.2% (16)	4.6% (18)	4.3% (17)	2.3% (9)
Private Counselor/Therapist	1.6% (6)	1.5% (6)	1.5% (6)	1.8% (7)
Social Worker/Student Assistant Worker	1.6% (6)	0.5% (2)	0.8% (3)	2.3% (9)
Yellow Pages	9.5% (36)	7.2% (28)	6.3% (25)	6.2% (24)
Internet	14.2% (54)	14.9% (58)	19.9% (79)	16.4% (63)
Library	1.3% (5)	0.5% (2)	0.3% (1)	.3% (1)
Mercy Hospital	0.5% (2)	1.3% (5)	1.0% (4)	.8% (3)
North Central Community Mental Health/Northern Lakes	12.9% (49)	10.6% (41)	13.6% (54)	16.6% (64)
Munson Medical Center*	6.6% (25)	8.2% (32)	5.6% (22)	2.6% (10)
Other (See table below)	11.6% (44)	14.7% (56)	15.4% (61)	14.8% (57)

“Other” Source of Information

	Frequency
Don't Know	25
Church/Pastor	11
VA	3
County Government	2
Health Department	2
Insurance Company	2
Pine Rest in GR	2
Third Level Crisis Center	2

College	1
Commission on Aging	1
Employer	1
Grace Center	1
Mental Health Hotline	1
Self	1
Social Services	1
Spouse takes care of this	1
Total	57

Question 2: Do you personally know anyone who has received treatment for a mental illness or developmental disability?				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Yes	56.1% (215)	52.8% (205)	51.8 % (205)	47.8% (184)
No	42.8% (164)	45.6% (177)	47.2% (187)	50.6% (195)
Uncertain	1.0% (4)	1.5% (6)	1.0% (4)	1.6% (6)

Question 3: How aware are you of Northern Lakes Community Mental Health?				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Very Aware	9.6% (37)	10.3% (40)	10.4% (41)	14.8% (57)
Somewhat Aware	16.1% (62)	16.2% (63)	20.2% (80)	20.3% (78)
Not at all Aware	74.3% (286)	73.5% (285)	69.4% (275)	64.9% (250)

Question 4: In your opinion, how would your community rate the quality of service at Northern Lakes Community Mental Health?*				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Excellent	19.4% (13)	15.0% (9)	24.2% (15)	26.7% (23)
Above Average	40.3% (27)	36.7% (22)	29.0% (18)	27.9% (24)
Average	29.9% (20)	41.7% (25)	40.3% (25)	43.0% (37)
Below Average	3.0% (2)	3.3% (2)	4.8% (3)	2.3% (2)
Poor	7.5% (5)	3.3% (2)	1.6% (1)	0.0% (0)

*49 respondents did not assign a rating, indicating “Don’t Know”

Please rate your level of agreement with each of the following statements:

<i>Question 5a: Treating people with a mental illness or developmental disability in their own community, instead of in an institution, is good.</i>				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Strongly Agree	66.7% (254)	68.7% (265)	64.2% (253)	59.2% (225)
Somewhat Agree	23.4% (89)	22.8% (88)	25.9% (102)	27.1% (103)
Undecided	6.0% (23)	5.7% (22)	7.9% (31)	8.9% (34)
Somewhat Disagree	2.9% (11)	2.1% (8)	1.3% (5)	2.4% (9)
Strongly Disagree	1.0% (4)	0.8% (3)	0.8% (3)	2.4% (9)

<i>Question 5b: Health insurance plans should be required to provide equal coverage for people with mental illness and for those with physical illness.</i>				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Strongly Agree	74.7% (287)	78.0% (302)	72.6% (286)	72.5% (274)
Somewhat Agree	19.3% (74)	15.0% (58)	17.5% (69)	18.0% (68)
Undecided	2.9% (11)	3.9% (15)	5.1% (20)	6.9% (26)
Somewhat Disagree	0.8% (3)	2.3% (9)	3.0% (12)	1.6% (6)
Strongly Disagree	2.3% (9)	0.8% (3)	1.8% (7)	1.1% (4)

<i>Question 5c: Treatment can help people with mental illness lead normal lives. (Prior to 2010, question read: Medical and psychological treatments can help people with mental illness.)</i>						
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)	<i>National Data</i>	<i>State Data</i>
Strongly Agree	72.6% (276)	73.4% (282)	66.0% (256)	52.8% (198)	62.8%	65.9%
Somewhat Agree	20.5% (78)	20.8% (80)	29.1% (113)	34.9% (131)	25.8%	25.2%
Undecided	5.8% (22)	5.2% (20)	3.4% (13)	8.0% (30)	2.1%	.9%
Somewhat Disagree	0.8% (3)	0.5% (2)	1.5% (6)	3.7% (14)	3.9%	3.5%
Strongly Disagree	0.3% (1)	0.0% (0)	0.0% (0)	.5% (2)	1.8%	1.6%

<i>Question 5d: People are generally caring and sympathetic to people with mental illness.</i>				
	2010 Survey % (count)	2013 Survey % (count)	National Data	State Data
Strongly Agree	12.5% (49)	11.3% (43)	22.3%	22.9%
Somewhat Agree	42.1% (165)	33.6% (128)	35.0%	37.3%
Undecided	8.9% (35)	14.4% (55)	3.2%	1.5%
Somewhat Disagree	28.1% (110)	31.2% (119)	24.7%	26.0%
Strongly Disagree	8.4% (33)	9.4% (36)	10.6%	10.0%

<i>Question 5e: If I knew a child who was experiencing a mental health crisis, I would know who to call for assistance.</i>				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Strongly Agree	-	37.0% (133)	32.0% (123)	31.9% (120)
Somewhat Agree	-	28.7% (103)	30.5% (117)	26.1% (98)
Undecided	-	13.4% (48)	11.2% (43)	14.1% (53)
Somewhat Disagree	-	11.7% (42)	13.0% (50)	17.3% (65)
Strongly Disagree	-	9.2% (33)	13.3% (51)	10.6% (40)

<i>Question 5f: Children with a serious emotional disturbance can be helped with treatment.</i>				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Strongly Agree	-	75.4% (291)	60.7% (238)	52.9% (200)
Somewhat Agree	-	20.2% (78)	31.6% (124)	36.2% (137)
Undecided	-	4.1% (16)	6.1% (24)	9.0% (34)
Somewhat Disagree	-	0.3% (1)	1.0% (4)	1.9% (7)
Strongly Disagree	-	0.0% (0)	0.5% (2)	0.0% (0)

2.1 Demographics

<i>Question 6: What county do you live in?</i>				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Crawford	6.5% (25)	8.0% (31)	6.1% (24)	7.8% (30)
Grand Traverse	44.4% (171)	49.9% (193)	43.4% (172)	37.1% (143)
Leelanau	15.6% (60)	10.6% (41)	12.6% (50)	10.9% (42)
Missaukee	6.8% (26)	5.9% (23)	7.3% (29)	6.2% (24)
Roscommon	11.9% (46)	8.8% (34)	7.6% (30)	17.1% (66)
Wexford	12.7% (49)	14.2% (55)	17.7% (70)	18.2% (70)
Other	2.1% (8)	2.6% (10)	5.3% (21)	2.6% (10)

<i>Question 7: How long have you lived there?</i>				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Less than 1 year	3.1% (12)	1.8% (7)	2.3% (9)	2.1% (8)
1-2 years	3.4% (13)	4.7% (18)	6.3% (25)	2.1% (8)
3-5 years	11.2% (43)	9.6% (37)	6.6% (26)	7.3% (28)
6-10 years	13.2% (51)	13.4% (52)	15.2% (60)	11.9% (46)
11-20 years	20.5% (79)	16.8% (65)	19.0% (75)	22.6% (87)
Over 20 years	48.6% (187)	53.7% (208)	50.6% (200)	54.0% (208)

<i>Question 8: What is your educational level?</i>				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Some high-school	4.2% (16)	4.1% (16)	3.6% (14)	2.9% (11)
High-School/GED	27.5% (106)	26.6% (103)	21.3% (84)	36.4% (140)
Some college	28.3% (109)	23.3% (90)	34.0% (134)	28.3% (109)
College degree	26.0% (100)	25.3% (98)	24.4% (96)	17.7% (68)
Some post-graduate	5.2% (20)	7.5% (29)	6.1% (24)	5.2% (20)
Graduate degree	8.8% (34)	13.2% (51)	10.7% (42)	9.6% (37)

<i>Question 9: What is your age?</i>				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
18 to 25	4.7% (18)	1.8% (7)	6.3% (25)	5.7% (22)
26 to 35	8.1% (31)	8.5% (33)	8.4% (33)	9.6% (37)
36 to 45	16.1% (62)	12.7% (49)	12.7% (50)	17.9% (69)
46 to 55	23.4% (90)	21.2% (82)	27.3% (108)	35.6% (137)
56 to 65	20.3% (78)	20.9% (81)	20.8% (82)	18.7% (72)
66 or older	27.5% (106)	34.9% (135)	24.6% (97)	12.5% (48)

<i>Question 10: Gender</i>				
	2006 Survey % (count)	2008 Survey % (count)	2010 Survey % (count)	2013 Survey % (count)
Male	29.1% (112)	34.1% (132)	38.6% (153)	33.8% (130)
Female	70.9% (273)	65.9% (255)	61.4% (243)	66.2% (255)

3.0 CROSS-TABULATIONS

A series of cross-tabulation analyses was conducted to further examine the data. Chi-square analyses, which compare obtained frequencies with expected frequencies, identify significant findings. It should be noted that all references to “more likely” and “less likely” reference *statistical* likelihood in terms of what would be expected, not direct comparisons with other respondent groups. The following are significant results of these analyses.

2013 – 2010

- A cross-tabulation between 2013 and 2010 data was conducted on the following variable: “Treatment can help people with mental illness lead normal lives.” 2013 respondents were more likely to indicate “Somewhat Agree,” “Somewhat Disagree,” or “Undecided,” while 2010 respondents were more likely to indicate “Strongly Agree.”
- A cross-tabulation between 2013 and 2010 data was conducted on the following variable: “People are generally caring and sympathetic to people with mental illness.” 2013 respondents were more likely to indicate “Somewhat disagree,” “Strongly Disagree,” or “Undecided,” while 2010 respondents were more likely to indicate “Strongly Agree” or “Somewhat Agree.”

Association

Respondents indicating they personally know someone who has received treatment for a mental illness or developmental disability, more likely to:

- indicate very aware or somewhat aware of Northern Lakes Community Mental Health
- strongly agree with the statement, “Health insurance plans should be required to provide equal coverage for people with mental illness and for those with physical illness.”
- strongly or somewhat agree with the statement, “If I knew a child who was experiencing a mental health crisis, I would know who to call for assistance.”
- strongly agree with the statement, “Children with a serious emotional disturbance can be helped with treatment.”

Respondents indicating they do not personally know someone who has received treatment for a mental illness or developmental disability, more likely to:

- indicate not at all aware of Northern Lakes Community Mental Health
- somewhat agree with the statement, “Health insurance plans should be required to provide equal coverage for people with mental illness and for those with physical illness.”
- somewhat disagree, strongly disagree or indicate undecided with regard to the statement, “If I knew a child who was experiencing a mental health crisis, I would know who to call for assistance.”
- somewhat agree or indicate undecided with regard to the statement, “Children with a serious emotional disturbance can be helped with treatment.”

County

Grand Traverse County, more likely to:

- indicate would first consult the Internet, Northern Lakes Community Mental Health or “Other” source for mental health information

Crawford County, more likely to:

- indicate would first consult the Internet for mental health information

Missaukee County, more likely to:

- indicate would first consult a doctor/nurse for mental health information

Roscommon County, more likely to:

- indicate would first consult a doctor/nurse or Northern Lakes Community Mental Health for mental health information

Wexford County, more likely to:

- indicate would first consult a private counselor/therapist, the Yellow Pages or “Other” source for mental health information

Leelanau County, more likely to:

- indicate would first consult a doctor/nurse or “Other” source for mental health information

County – GT/Leelanau, Crawford/Roscommon, Wexford/Missaukee

Grand Traverse/Leelanau, more likely to:

- indicate college degree, some post-graduate or graduate degree

Crawford/Roscommon, more likely to:

- indicate high school/G.E.D.

Wexford/Missaukee, more likely to:

- indicate some college

County – GT/Leelanau, Crawford/Roscommon/Wexford/Missaukee

Grand Traverse/Leelanau, more likely to:

- indicate college degree, some post-graduate or graduate degree

Crawford/Roscommon/Wexford/Missaukee, more likely to:

- indicate high school/G.E.D. or some college

Length of Residency - No significant interactions

Education

Respondents with some high school, more likely:

- Roscommon County resident

Respondents with high school/G.E.D., more likely:

- Crawford or Roscommon County resident

Respondents with some college, more likely:

- Crawford or Wexford County resident

Respondents with college degree, more likely:

- Grand Traverse or Leelanau County resident

Respondents with post-graduate degree, more likely:

- Grand Traverse County resident

Respondents with graduate degree, more likely:

- Wexford or Leelanau County resident

Age

Respondents age 18 to 25, more likely to:

- indicate community would rate Northern Lakes Community Mental Health “Excellent”
- somewhat agree with the statement, “Treatment can help people with mental illness lead normal lives.”

Respondents age 26 to 35, more likely to:

- indicate community would rate Northern Lakes Community Mental Health “Above Average” or “Below Average”

Respondents age 36 to 45, more likely to:

- indicate community would rate Northern Lakes Community Mental Health “Average”
- strongly agree with the statement, “Treatment can help people with mental illness lead normal lives.”

Respondents age 46 to 55, more likely to:

- indicate community would rate Northern Lakes Community Mental Health “Excellent” or “Average”
- indicate undecided with regard to the statement, “Treatment can help people with mental illness lead normal lives.”

Respondents age 56 to 65, more likely to:

- strongly agree with the statement, “Treatment can help people with mental illness lead normal lives.”

Respondents age 66 or older, more likely to:

- indicate community would rate Northern Lakes Community Mental Health “Average”
- somewhat agree or somewhat disagree with the statement, “Treatment can help people with mental illness lead normal lives.”

Gender

Male, more likely to:

- indicate would first consult a school social worker/student assistance worker, Northern Lakes Community Mental Health or “Other” source for mental health information
- somewhat agree or indicate undecided with regard to the statement, “Children with a serious emotional disturbance can be helped with treatment.”

Female, more likely to:

- indicate would first consult a doctor/nurse for mental health information
- strongly agree with the statement, “Children with a serious emotional disturbance can be helped with treatment.”

4.0 ADDITIONAL COMMENTS

“Overall awareness about mental health issues is becoming more commonplace.”

“I don’t have much to add but am happy that we have a place for people to get treatment when they need it.”

“I typically don’t like to answer questions over the phone that are so personal.”

“I wish there were more options for mental health treatment closer to my house.”

“I’ve seen some TV commercials recently about mental health awareness. I’m glad that the word is getting out there.”

“My aunt is schizophrenic and doesn’t utilize the services available like she should.”

“The Internet has been a good resource for family members in need.”

APPENDIX A: SURVEY INSTRUMENT

2013 Community Mental Health

Q1 **Where would you look first if you or a family member needed information on a mental health issue?**
(Do not read; choose only one)

- Doctor / Nurse*
- Friend / Relative*
- Private Counselor / Therapist*
- School Social Worker / Student Assistance Worker*
- Yellow Pages*
- Internet*
- Library*
- Mercy Hospital*
- Northern Lakes Community Mental Health** (*Great Lakes, Great Lakes CMH, Grand Traverse/Leelanau CMH, Mental Health, Community Mental Health, CMH, North Central, Northern Lakes*)
- Munson Medical Center*
- Other*

Please specify:

Q2 **Do you personally know anyone who has received treatment for a mental illness or developmental disability?**

- Yes*
- No*
- Uncertain*

Q3 **How aware are you of Northern Lakes Community Mental Health?**

- Very Aware*
- Somewhat Aware*
- Not At All Aware (Go to Q5)*

Q4 **In your opinion, how would your community rate the quality of service at Northern Lakes Community Mental Health?**

- Excellent*
- Above Average*
- Average*
- Below Average*
- Poor*
- Don't Know (do not read)*

Q5 I will now read to you a series of statements and ask you to indicate how much you agree or disagree with each.

	<i>Strongly Agree</i>	<i>Somewhat Agree</i>	<i>Undecided</i>	<i>Somewhat Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know (DO NOT READ)</i>
Treating people with a mental illness or developmental disability in their own community, instead of an institution, is good.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health insurance plans should be required to provide equal coverage for people with mental illness and for those with physical illness.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Treatment can help people with mental illness lead normal lives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People are generally caring and sympathetic to people with mental illness.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I knew a child who was experiencing a mental health crisis, I would know who to call for assistance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children with a serious emotional disturbance can be helped with treatment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now I have just a couple of demographic questions:

Q6 What county do you live in?

- Crawford*
- Missaukee*
- Roscommon*
- Wexford*
- Grand Traverse*
- Leelanau*
- Other*

Please specify: _____

Q7 How long have you lived there?

- Less than 1 year*
- 1 - 2 years*
- 3 - 5 years*
- 6 - 10 years*
- 11 - 20 years*
- Over 20 years*

Q8 What is your educational level?

- Some high-school*
- High-school/G.E.D.*
- Some college*
- College degree*
- Some post-graduate*
- Graduate degree*

Q9

What is your age?

- 18 to 25
- 26 to 35
- 36 to 45
- 46 to 55
- 56 to 65
- 66 or older

Thank you for your time. That completes this survey.

Do not ask:

Q10

Gender:

- Male*
- Female*

Q11

Phone number

Q12

Comments:

Q13

Caller Initials

Q14

Date
