

Genesee Valley Health Partnership

Be Well Mount Morris Needs Assessment Executive Summary

Submitted by Alla Breve Educational Consulting – December 2020

To evaluate the health and wellness needs in the Mount Morris area, Alla Breve Educational Consulting (Alla Breve) collaborated with the Genesee Valley Health Partnership (GVHP) to collect data from various stakeholder groups. Originally, the Community Health Assessment Tool was to be completed, and multiple focus groups were to be conducted. With organizations not meeting regularly in person and challenges to scheduling due to pandemic related priorities, Alla Breve and GVHP agreed to change the focus group protocol to an online survey, incorporating elements of the original focus group protocol and the Community Health Assessment Tool.

In mid-December, the Mayor of Mount Morris and his team completed the Community Health Assessment Tool and 15 individuals responded to the online survey which was distributed via Facebook community groups and email contacts from local organizations identified by Mount Morris partners early in the Be Well planning stages.

Below is a summary of the key findings from these activities.

Community Health Assessment Tool

Approximately 2800 people live in the rural community of Mount Morris. Median income is estimated at \$35,000-\$49,999 with 10-14% living in poverty. Fewer than 10% are estimated to be unemployed.

In reviewing responses on the assessment tool, priority areas were identified as those where policies have been formulated, adopted, or implemented; however, elements are not in place. For physical activity, sidewalk requirements and walking routes were priority areas. For nutrition, strategies to encourage food retailers to provide healthy options in underserved areas, community gardens, and strategies to encourage development or relocation of food retailers to underserved areas were priorities.

Online Survey

Half of respondents were from emergency services, 43% from religious organizations, and the remaining 7% from PTSA, Rotary or other groups.

In an open-ended comment, participants were asked what “being healthy” looks like (not related to the pandemic). More than half of respondents noted being physically active/fit. Other comments (in order of number of responses) included eating well, good mental health, not being sick, making good decisions, and following wellness practices.

According to respondents, the following practices or activities are currently in place in Mount Morris: hiking trails, pedestrian sidewalks, farmers’ markets, smoke free/tobacco free policies, tobacco sales restrictions, and local emergency services.

According to respondents, the following practices or activities are not in place at all in Mount Morris or less active if in place: bike lanes, public recreation facilities, community gardens, breastfeeding sites, healthy food and beverage options, nutrition labeling, obesity prevention programs, and other health programs.

In consideration of the pandemic, respondents revealed that eating behaviors (80%), emotional well-being (67%), and relationships with others (67%) were most impacted. The complete table of responses is below:

	A great deal	Some	Just a little	Not at all
Ability to cope	13.33%	40.00%	33.33%	13.33%
Eating behaviors	13.33%	66.67%	13.33%	6.67%
Emotional well-being	20.00%	46.67%	26.67%	6.67%
Relationships with family	20.00%	20.00%	26.67%	33.33%
Relationships with others (not related)	33.33%	33.33%	13.33%	20.00%
Physical health	20.00%	33.33%	33.33%	13.33%
Sleeping patterns	0.00%	33.33%	40.00%	26.67%

In an open-ended comment, participants were asked what the most important improvement is that Mount Morris needs to make to be a healthier community (not related to the pandemic). More than half of respondents noted the need for a recreation/fitness center that was available year-round, for all ages. Other suggestions included a grocery store and more police.

Overall

Options for year-round physical activity, healthy food retail options, and programs to educate regarding wellness practices were the top areas of need for Mount Morris. In the next phase, strategies for addressing these priorities should be discussed with consideration of the community’s current assets and demographics.