



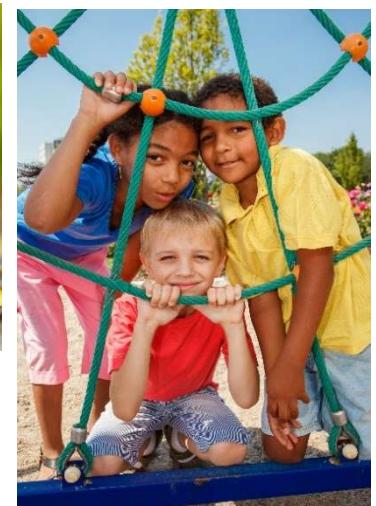
REACH
Racial and Ethnic Approaches to Community Health



REACH Lifestyle Survey Results

Gaston County

Updated 10/1/2024



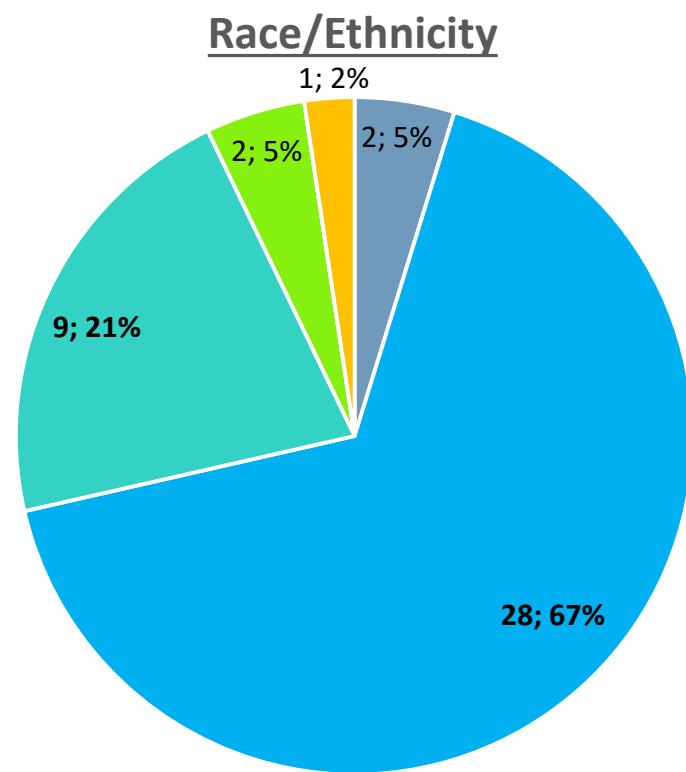
Prepared by: Caitlan Webster, MA, MPH

**NOTE: All data presented are counts & percentages. Narratives in the slides are based on general observations – no inferential statistical analyses were conducted.*

Overall Results – Gaston County

Overall Population

- 41 total surveys
- Results by language:
 - 31 surveys completed in English
 - 10 surveys completed in Spanish
- Results by format:
 - 10 surveys completed online
 - 31 surveys completed by paper



Priority Populations

- Black/African American: 28 surveys
- Hispanic/Latino: 9 surveys





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Racial and Ethnic Approaches to Community Health



Demographic Information



Gaston County Results – Demographics

- **What was asked?**
 - “What is your zip code?”
 - “What is your gender?”
 - “How old are you?”
 - “What race/ethnicity do you identify with?”
 - “What is your highest level of completed education?”
 - “Do you have any kind of health care coverage?”
 - “How would you rate your health?”
- **Why?**
 - Basic demographic information is used to help identify priority populations and where they are located



Gaston County Results – Demographics

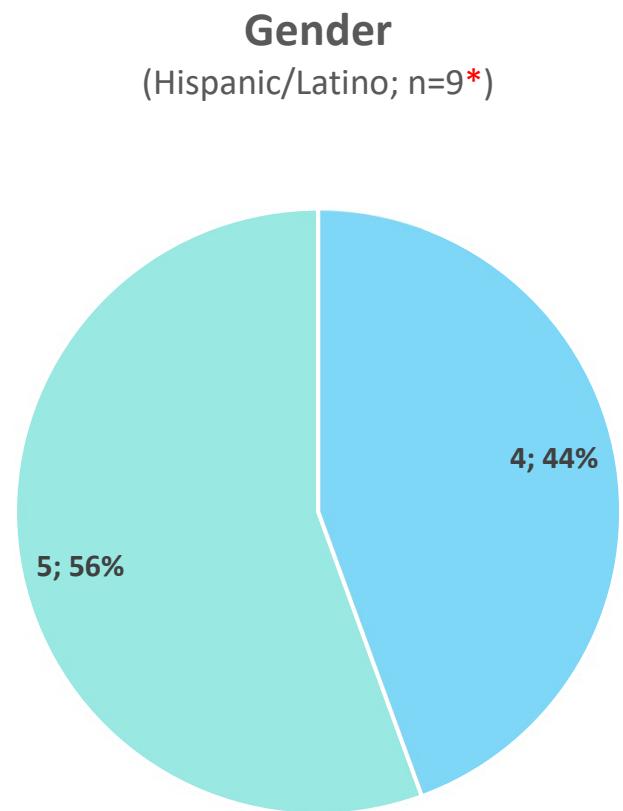
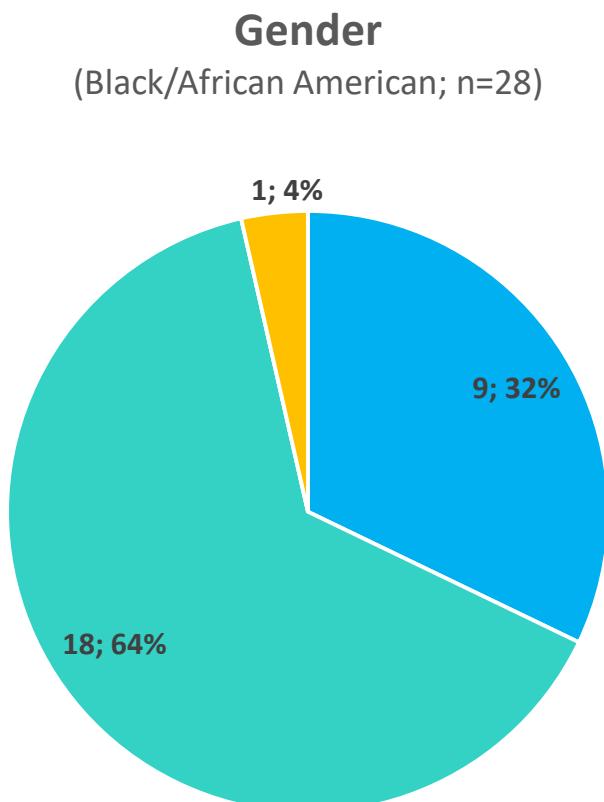
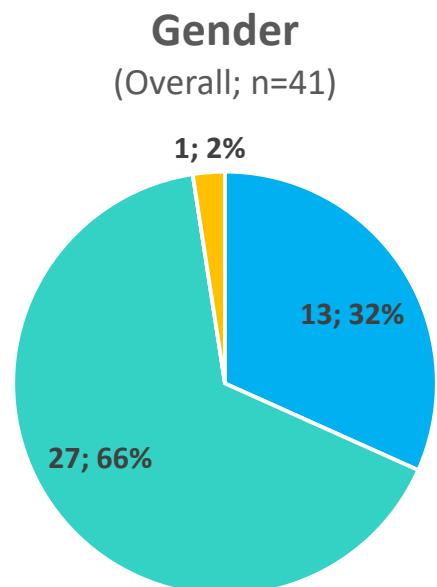
Zip Code	Count (Overall)	Count (Black/AA)	Count (Hispanic/Latino)
28016	1	0	1
28034	1	0	1
28052	21	17	1
28054	10	6	4
28056	4	3	1
28120	1	1	0
None/Blank	3	1	1



CABARRUS
HEALTH
ALLIANCE

Gaston County Results – Demographics

Across populations, more women completed the survey compared to men: 66% (overall) and 64% (Black/African American).



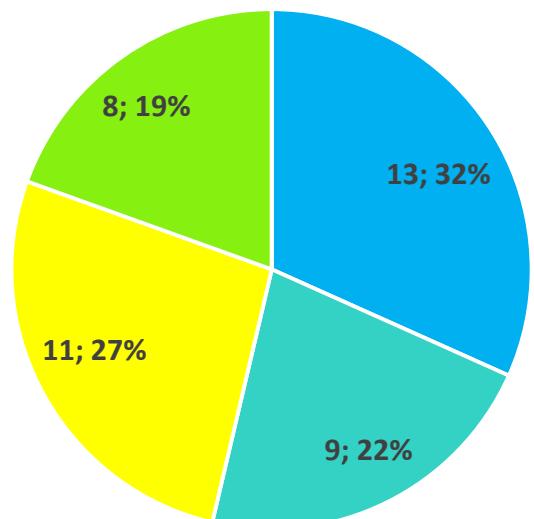
*small sample size – data presented but results not interpreted



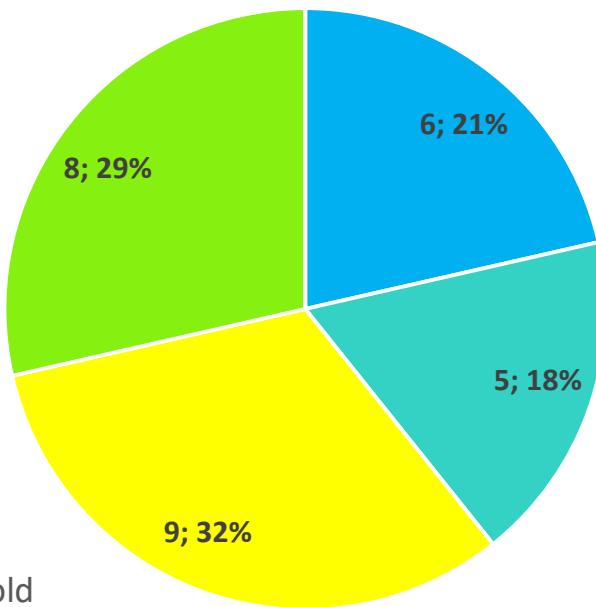
Gaston County Results – Demographics

Across population groups, there was roughly an even distribution of respondents across age groups.

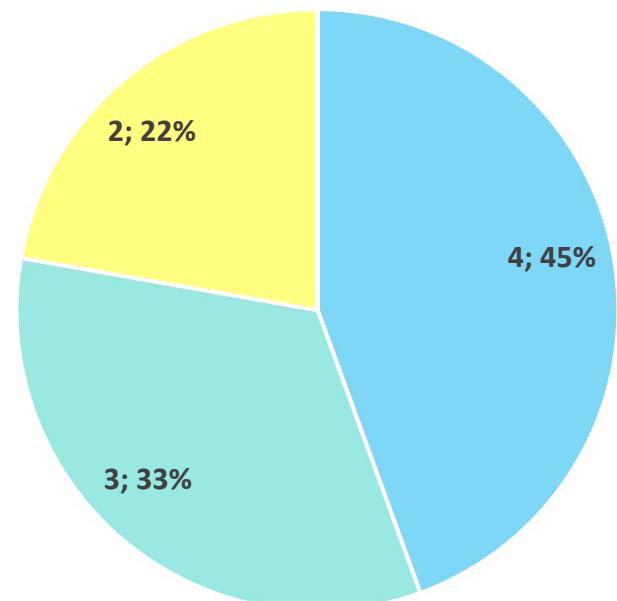
Age
(Overall; n=41)



Age
(Black/African American; n=28)



Age
(Hispanic/Latino; n=9*)



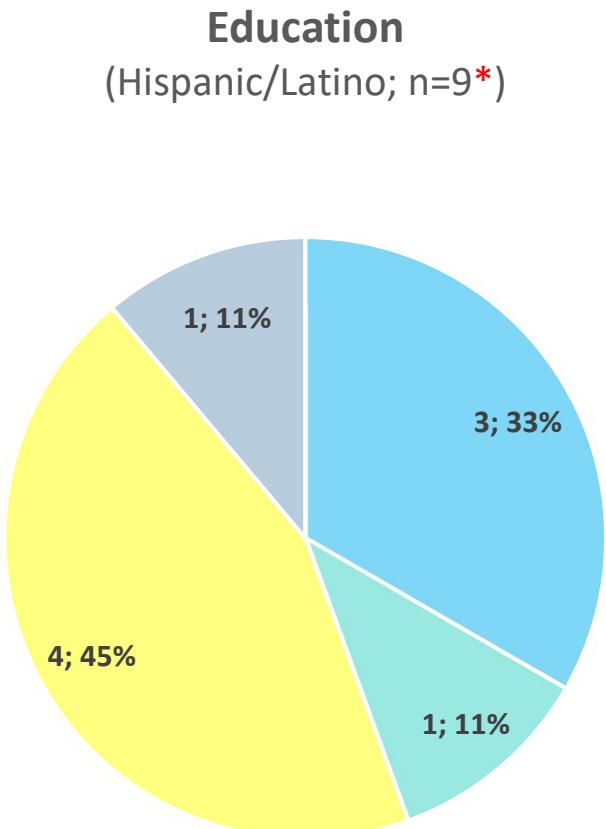
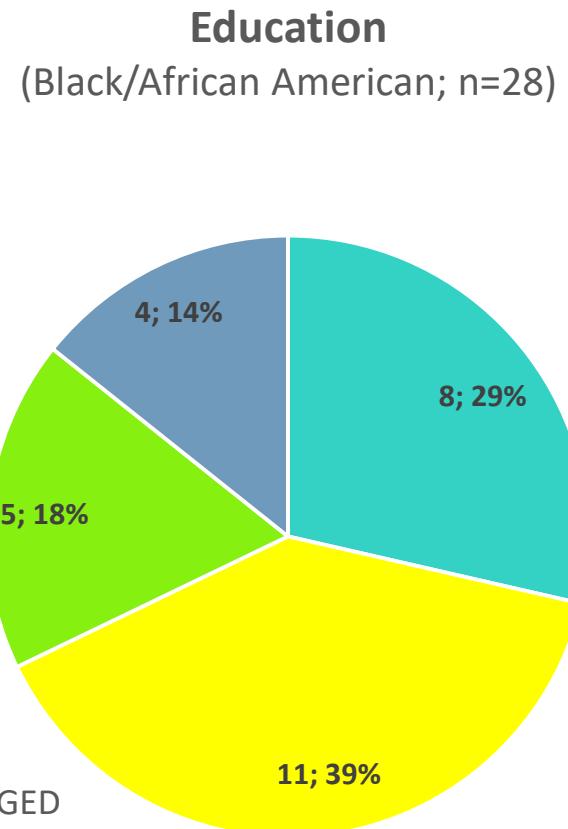
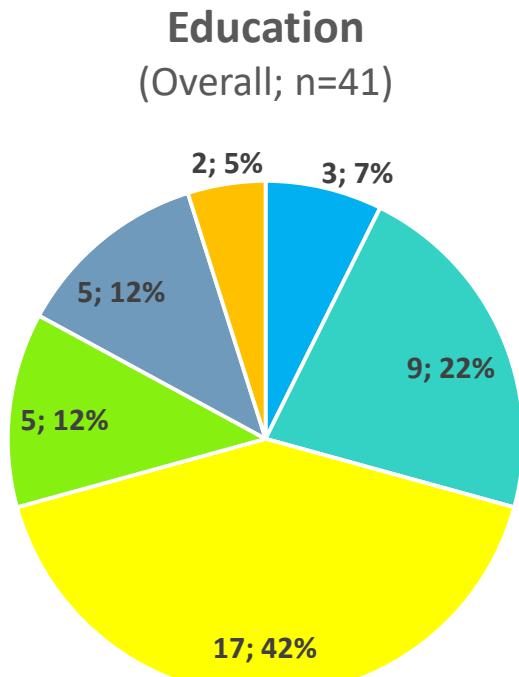
- 18-44 years old
- 45-59 years old
- 60-74 years old
- 75+ years old
- No answer

*small sample size – data presented but results not interpreted



Gaston County Results – Demographics

Across population groups, there were similar rates of completion across all levels of education.



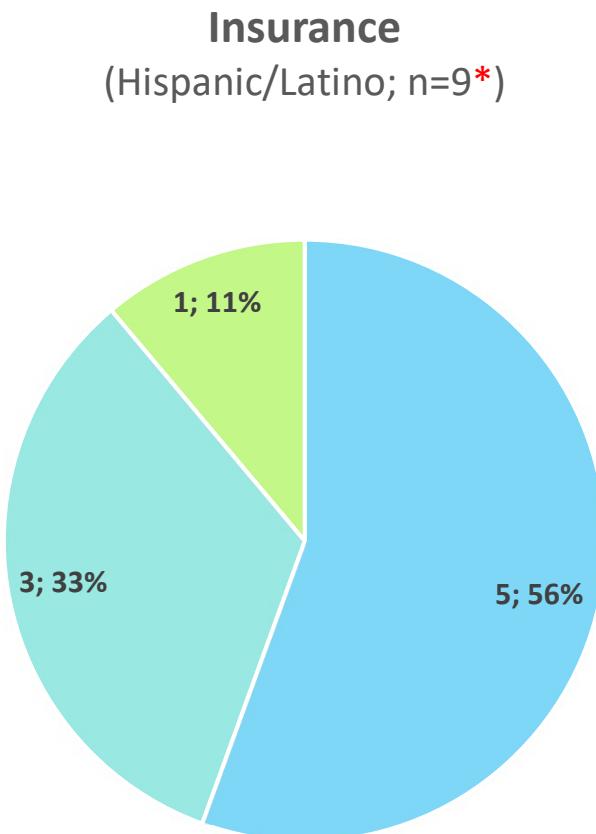
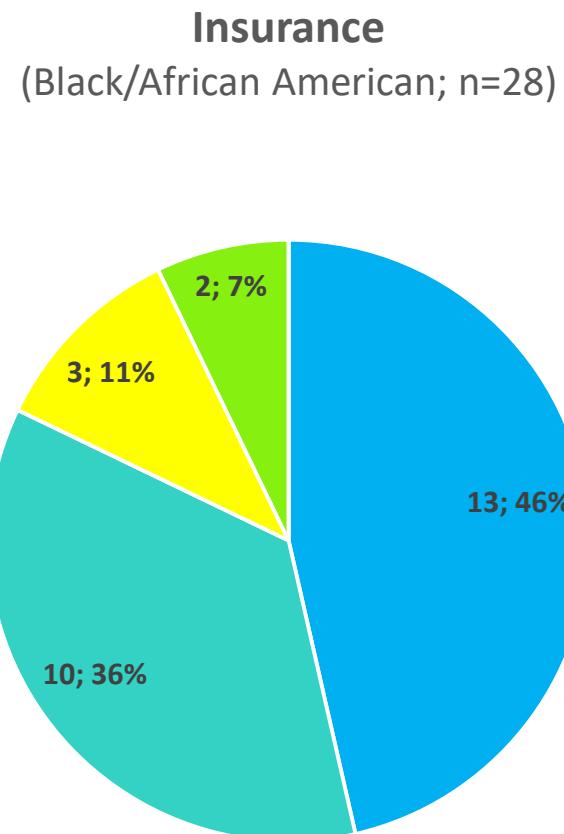
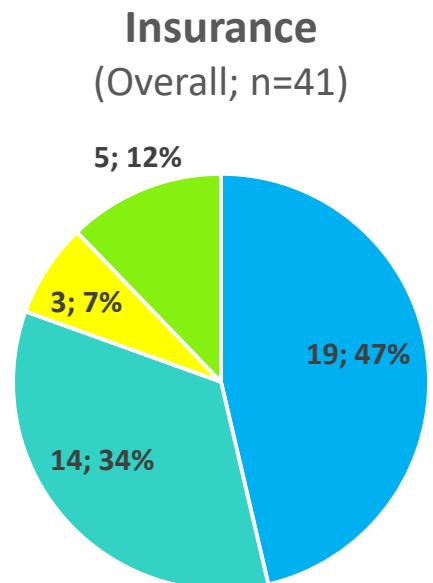
- Less than HS
- Some college / AA
- Bachelor's degree
- Graduate degree
- High School/GED
- No answer

**small sample size – data presented but results not interpreted*



Gaston County Results – Demographics

There were similar rates of private health insurance (47%; 46%) and public health insurance (34%; 36%).



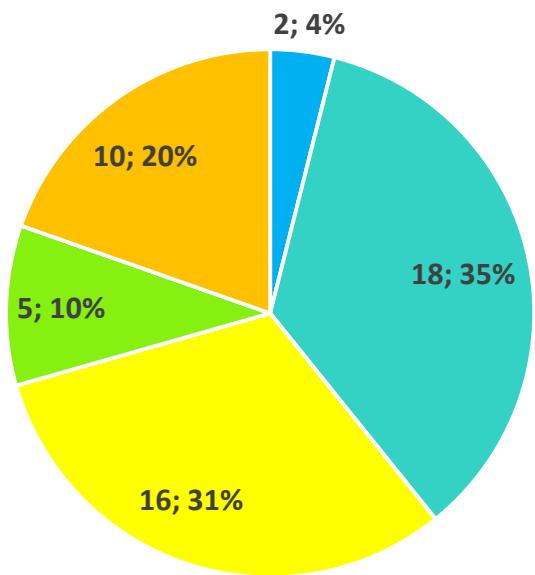
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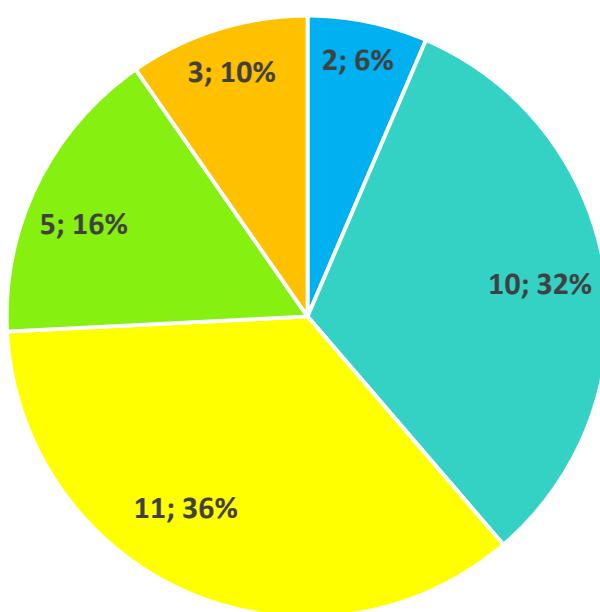
Gaston County Results – Demographics

Across population groups, there were similar self-reported health status. Most respondents reported Very Good (35%; 32%) or Good (31%; 36%) health status.

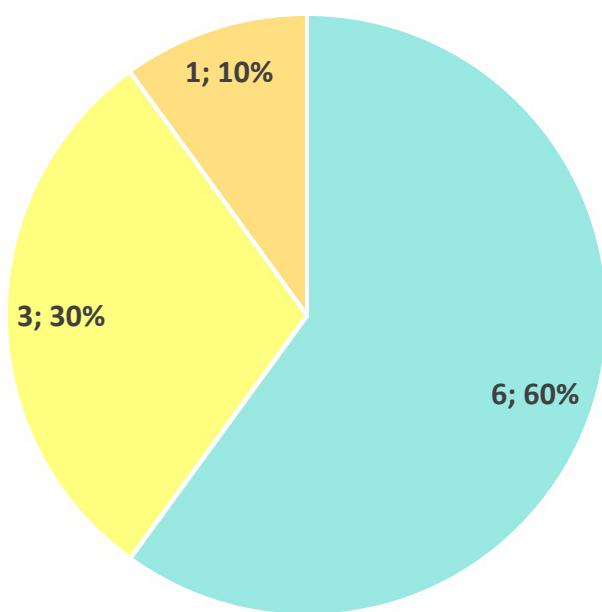
Health Status
(Overall; n=41)



Health Status
(Black/African American; n=28)



Health Status
(Hispanic/Latino; n=9*)



*small sample size –
data presented but
results not interpreted





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Nutrition



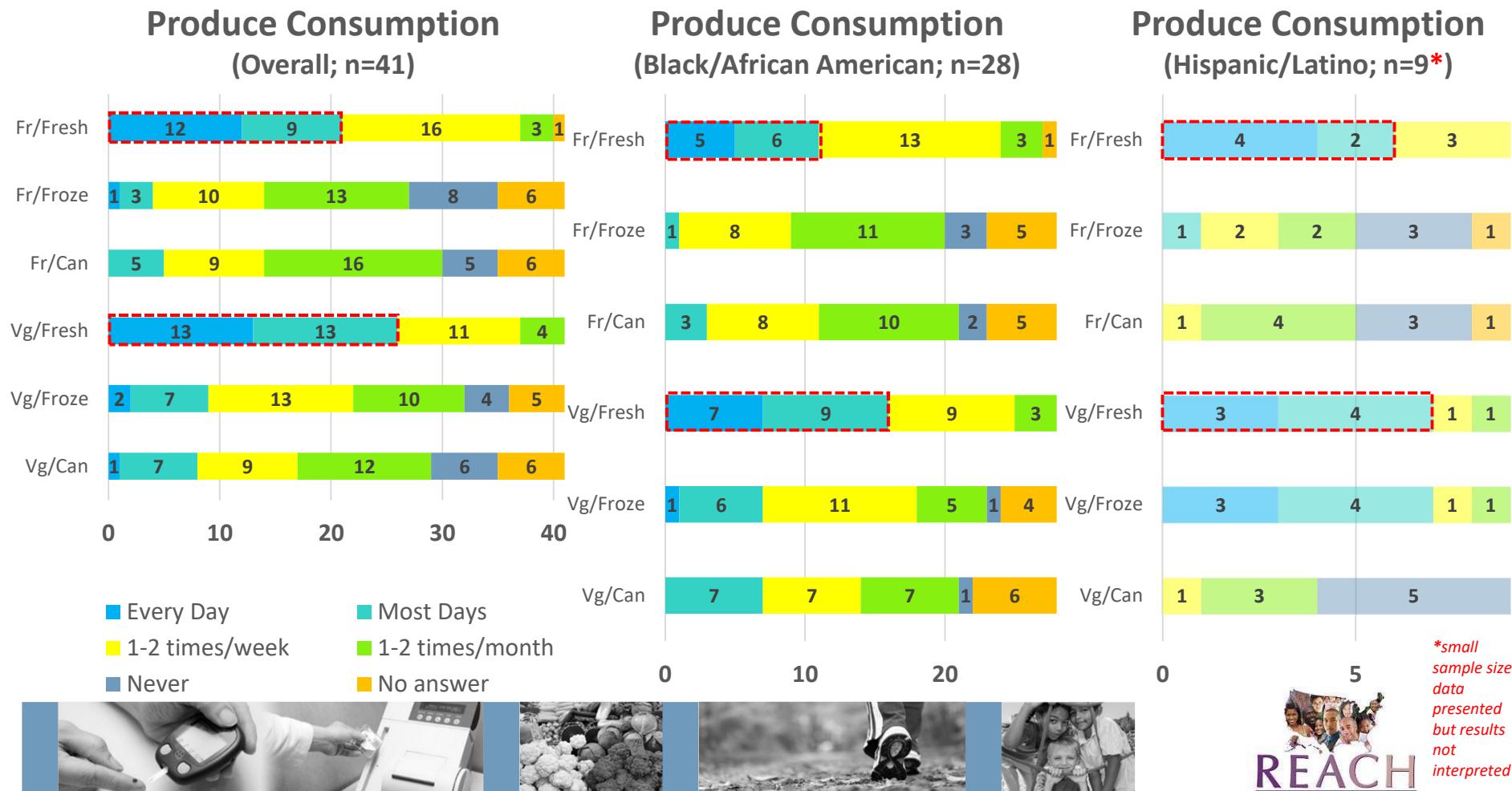
Gaston County Results – Nutrition

- **What was asked?**
 - “How often do you eat: fresh fruit; frozen fruit; canned or dried fruit; fresh vegetables; frozen vegetables; canned or dried vegetables?”
 - “Where do you usually get food?”
- **Why?**
 - Strategy 1.1, Activity 2: “*Assess the cultural food preferences of priority populations via focus groups & surveys for use of culturally appropriate policies addressing food accessibility.*”
 - Strategy 2.2, Activity 2: “*Assess the cultural food preferences of priority populations via focus groups & surveys for use of culturally appropriate policies addressing food accessibility.*”



Gaston County Results – Nutrition

About half of respondents reported eating produce every day or most days. Fresh produce was consumed more frequently than frozen or canned/dried. About half of respondents reported eating fresh fruits every day or most days (51%; 39%) and fresh vegetables every day or most days (63%; 57%).



Gaston County Results – Nutrition

When asked about where they get food, most reported shopping at large grocery stores (88%; 100%). Black/African American were more likely to report shopping at Farmers Markets (43%).

Overall Population (n=41)

Black/African American (n=28)

Hispanic/Latino (n=9*)

1. Large Grocery Stores (ex. Food Lion)

- 36 respondents (88%)

1. Large Grocery Stores (ex. Food Lion)

- 28 respondents (100%)

1. Large Grocery Stores (ex. Food Lion)

- 7 respondents (78%)

2. Mass Merchandisers (ex. Walmart)

- 23 respondents (56%)

2. Mass Merchandisers (ex. Walmart)

- 14 respondents (50%)

2. Mass Merchandisers (ex. Walmart)

- 6 respondents (67%)

3. Club Warehouse Stores (ex. Costco)

- 18 respondents (44%)

3. Farmers Markets / Produce Stands

- 12 respondents (43%)

3. Club Warehouse Stores (ex. Costco)

- 5 respondents (56%)

4. Farmers Markets / Produce Stands

- 13 respondents (32%)

3. Club Warehouse Stores (ex. Costco)

- 12 respondents (43%)

3. Ethnic Food Stores

- 5 respondents (56%)

5. Ethnic Food Stores

- 7 respondents (17%)

4. Food Pantries

- 5 respondents (18%)

4. Specialty Grocery Stores (ex. bakeries)

- 2 respondents (22%)

**small sample size – data presented but results not interpreted*





REACH
Racial and Ethnic Approaches to Community Health



Community Design for Physical Activity



Gaston County Results – CD4PA

- **What was asked?**

- “Does your community have at least one parks and recreation facility?”
- “Are existing parks and recreation facilities maintained, repaired, and/or upgraded regularly?”
- “Are the parks in your community: easy for residents to access by walking or bicycling; connected to existing paths, trails, and/or sidewalks outside the park; have sidewalks in and around the park that are well maintained?”
- “Thinking about sidewalks in your community, are they: wide enough for two people to walk together; continuous; regularly maintained?”
- “Thinking about roads with sidewalks in your community, do they include: routinely repainted crosswalks; a pedestrian signal or audible signal for crosswalks?”

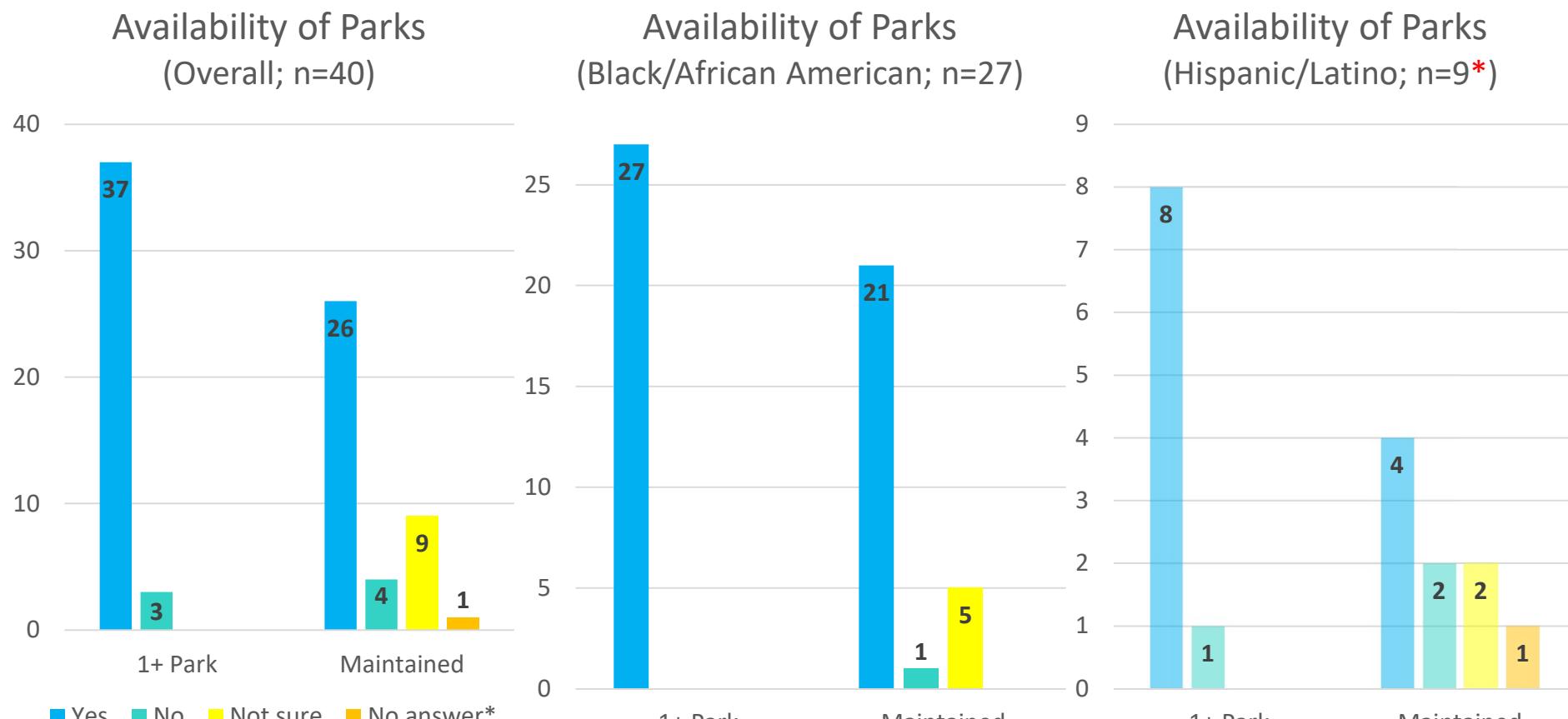
- **Why?**

- Strategy 3.1, Activity 2: *“Collect community feedback via surveys and neighborhood meetings using the Active Communities Tool assessment modules, specifically Module 5 and Module 2.”*



Gaston County Results – CD4PA

Most respondents reported availability of parks, with at least one park in the community (93%; 100%). For those that reported availability of parks, most reported that parks were maintained (70%; 78%).



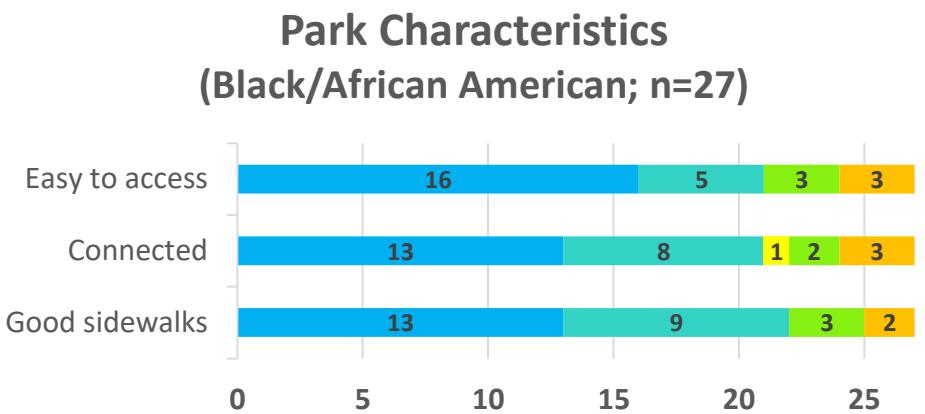
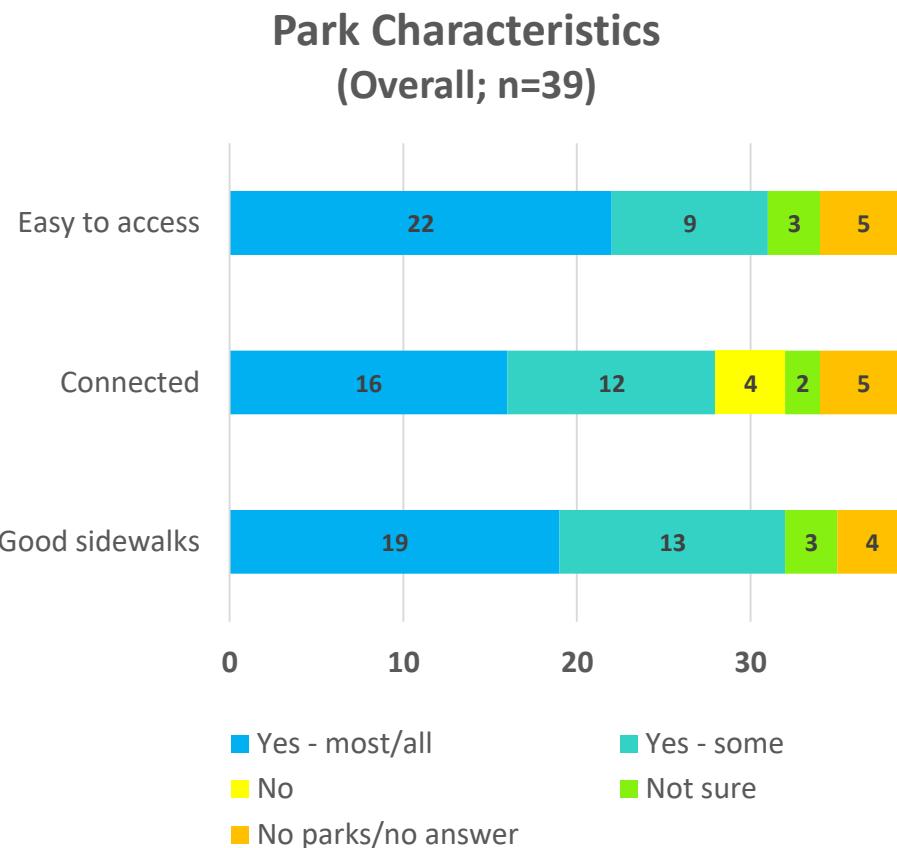
*note: "no", "not sure", or no answer for Q1 (1+ Park) will automatically report no answer for Q2 (maintenance) for online surveys.

*small sample size – data presented but results not interpreted

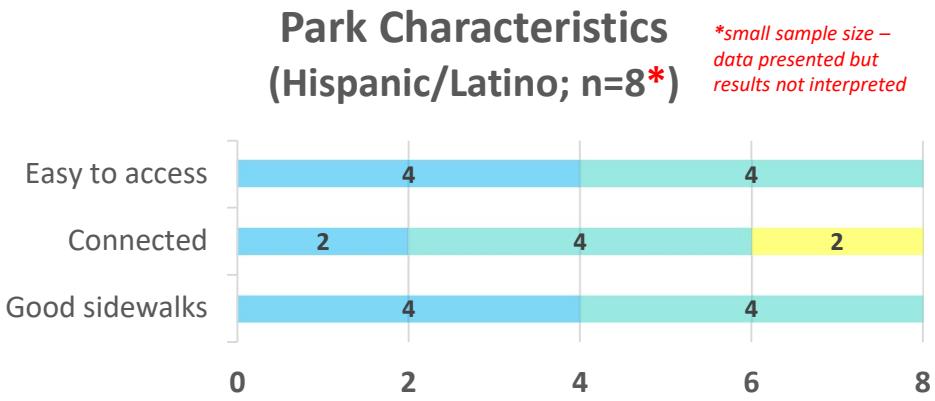


Gaston County Results – CD4PA

Most respondents reported that parks were accessible, with at least some parks are easy to access (79%; 78%), connected to existing sidewalks/paths (72%; 78%), and have sidewalks that are regularly maintained (82%; 81%).



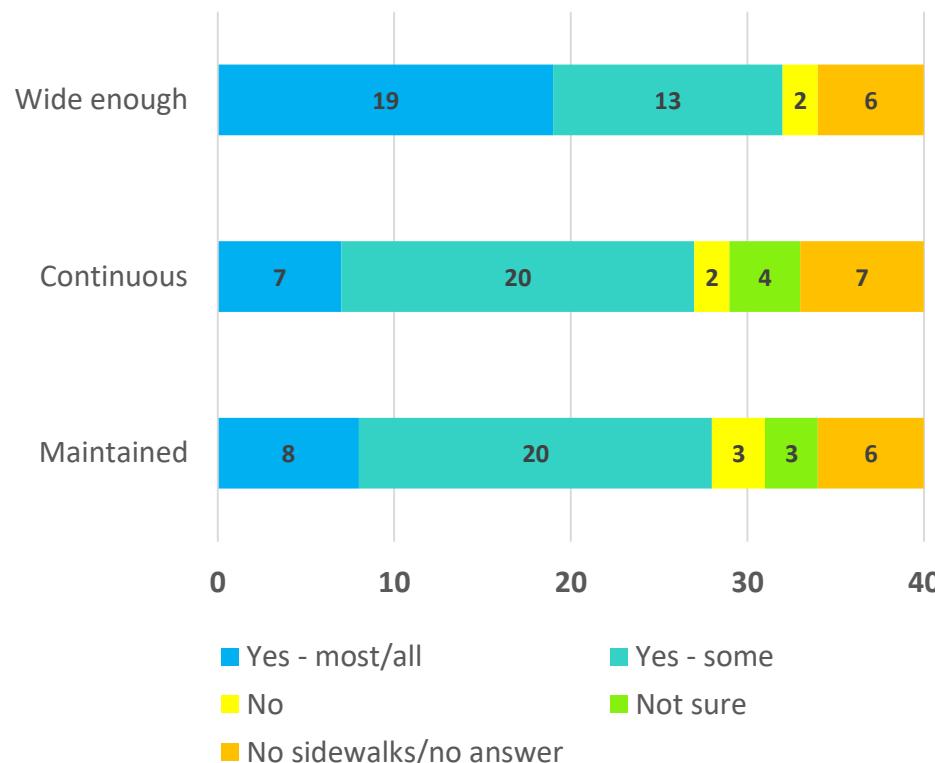
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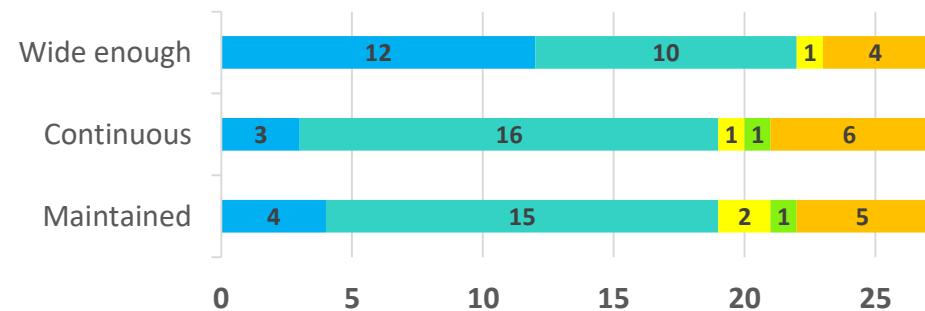
Gaston County Results – CD4PA

Most respondents reported that sidewalks were accessible, with at least some sidewalks are wide enough for two people (80%; 81%), continuous (68%; 70%), and regularly maintained (70%; 70%).

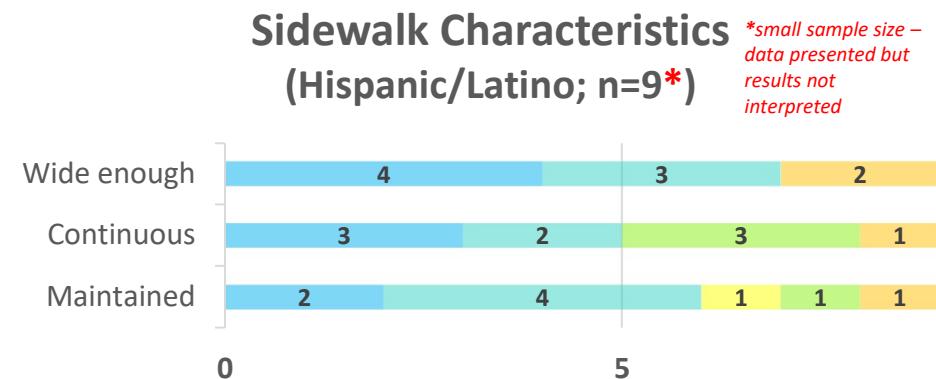
Sidewalk Characteristics
(Overall; n=40)



Sidewalk Characteristics
(Black/African American; n=27)

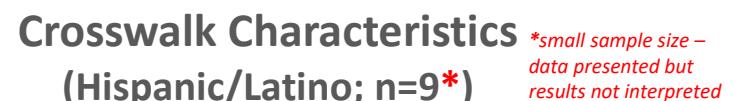
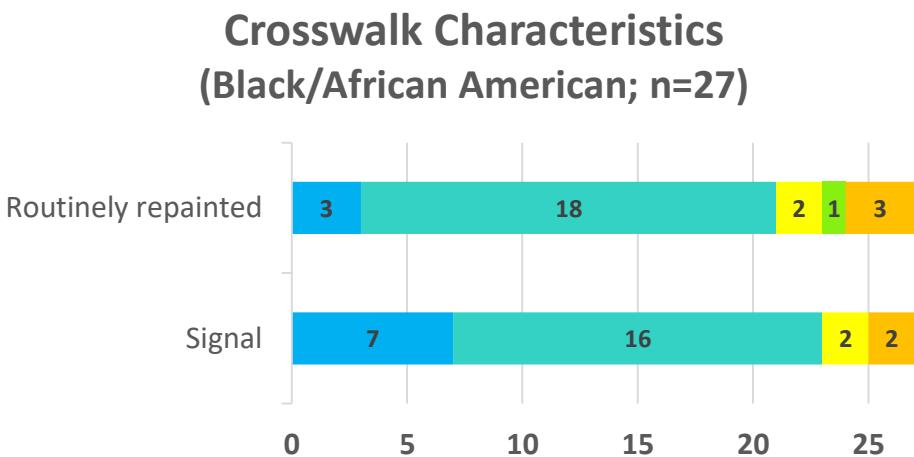
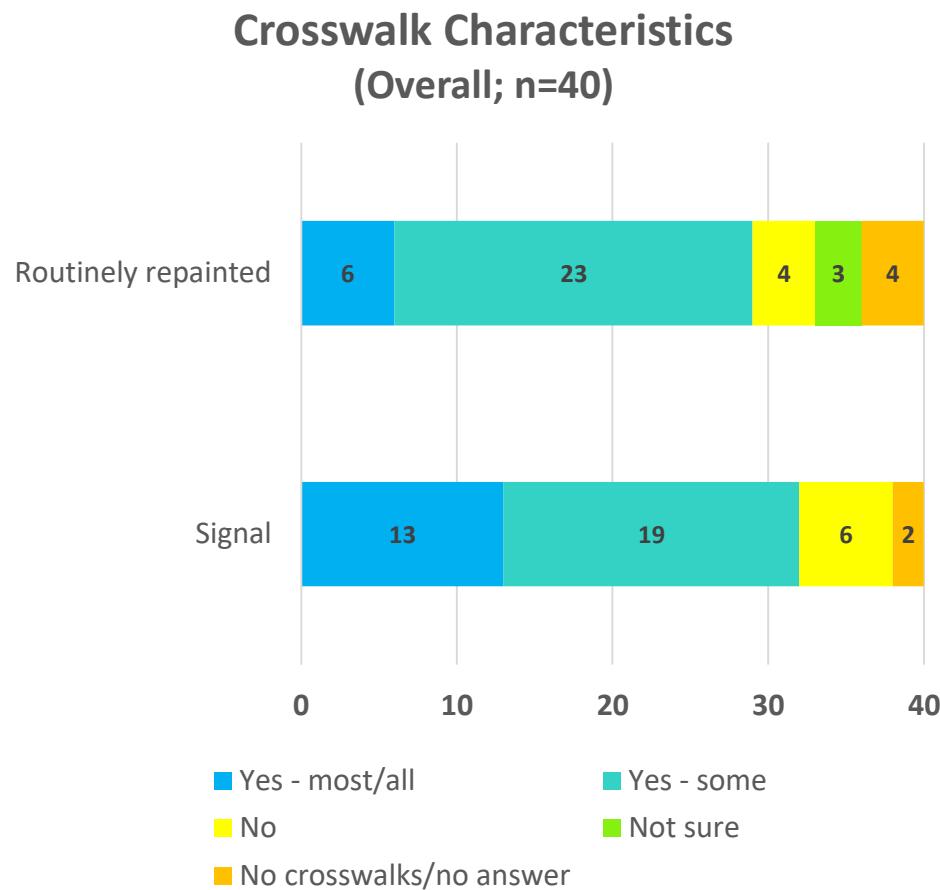


Sidewalk Characteristics
(Hispanic/Latino; n=9*)



Gaston County Results – CD4PA

Most respondents reported that crosswalks were accessible, with at least some crosswalks routinely repainted (73%; 78%) and have signals or audible signals (80%; 85%).



Gaston County Results – CD4PA

- **What was asked?**
 - “Which activities do you prefer for exercise?”
 - “Which of the following would help you exercise more?”
- **Why?**
 - Strategy 3.2, Activity 2: *“Assess the cultural active lifestyle preferences of priority populations via focus groups and surveys.”*



Gaston County Results – CD4PA

When asked which activities respondents prefer for exercise, the majority reported walking (88%; 93%). Black/African American reported a preference for gym-based exercise/weight lifting (59%).

Overall Population (n=40)	Black/African American (n=27)	Hispanic/Latino (n=9*)
1. Walking <ul style="list-style-type: none">• 35 respondents (88%)	1. Walking <ul style="list-style-type: none">• 25 respondents (93%)	1. Walking <ul style="list-style-type: none">• 7 respondents (78%)
2. Gym / lifting weights <ul style="list-style-type: none">• 18 respondents (45%)	2. Gym / lifting weights <ul style="list-style-type: none">• 16 respondents (59%)	2. Racquet sports <ul style="list-style-type: none">• 2 respondents (22%)
3. Jogging / Running <ul style="list-style-type: none">• 9 respondents (23%)	3. Cycling <ul style="list-style-type: none">• 8 respondents (30%)	3. Jogging / Running <ul style="list-style-type: none">• 1 respondent (11%)
3. Aerobics <ul style="list-style-type: none">• 9 respondents (23%)	3. Aerobics <ul style="list-style-type: none">• 8 respondents (30%)	3. Aerobics <ul style="list-style-type: none">• 1 respondent (11%)
3. Cycling <ul style="list-style-type: none">• 9 respondents (23%)	4. Racquet sports <ul style="list-style-type: none">• 6 respondents (22%)	3. Cycling <ul style="list-style-type: none">• 1 respondent (11%)

**small sample size – data presented but results not interpreted*



Gaston County Results – CD4PA

- Additional responses (open-ended) “Which activities do you prefer for exercise?”:
 - Treadmill (*race/ethnicity: Black/African American*)
 - Row machine (*race/ethnicity: Black/African American*)
 - Skating (*race/ethnicity: Hispanic/Latino*)



Gaston County Results – CD4PA

Respondents were asked what resources would help them be more active. Most respondents reported a group of people to exercise with (71%; 76%).

Overall Population (n=38)	Black/African American (n=25)	Hispanic/Latino (n=9*)
1. Group of people to exercise with	1. Group of people to exercise with	1. Group of people to exercise with
• 27 respondents (71%)	• 19 respondents (76%)	• 5 respondents (56%)
2. Advice from Healthcare Professional	2. Advice from Healthcare Professional	1. Advice from Healthcare Professional
• 14 respondents (37%)	• 8 respondents (32%)	• 5 respondents (56%)
3. Better access to places for PA	3. Better access to places for PA	2. Better access to places for PA
• 10 respondents (26%)	• 7 respondents (28%)	• 3 respondents (33%)
4. Online Resources	4. Online Resources	2. Online Resources
• 9 respondents (24%)	• 5 respondents (20%)	• 3 respondents (33%)

**small sample size – data presented but results not interpreted*





Commercial Tobacco Prevention & Control



Gaston County Results – Tobacco

- **What was asked?**
 - “In the past 30 days, have you used any of the following tobacco/nicotine products?”
 - “What tobacco/nicotine products do people in your community often use?”
- **Why?**
 - Strategy 4.1, Activity 1: “*Assess the cultural tobacco preferences of priority populations via focus groups & surveys.*”



Gaston County Results – Tobacco

When asked about tobacco use in the community, the most frequently reported product was cigarettes (40%; 46%). Black/African American were more likely to report cigar use (32%) in the community.

Overall Population (n=40)

1. Cigarettes

- Self: 0 respondents (0%)
- Community/Others: 16 respondents (40%)

2. Cigars

- Self: 1 respondent (3%)
- Community/Others: 9 respondents (23%)

3. E-Cigarettes / Vapes

- Self: 0 respondents (0%)
- Community/Others: 8 respondents (20%)

4. Menthol Cigarettes

- Self: 0 respondents (0%)
- Community/Others: 4 respondents (10%)

5. Chew / dip / snus

- Self: 0 respondents (0%)
- Community/Others: 2 respondents (5%)

Black/African American (n=28)

1. Cigarettes

- Self: 0 respondents (0%)
- Community/Others: 13 respondents (46%)

2. Cigars

- Self: 1 respondent (4%)
- Community/Others: 9 respondents (32%)

3. E-Cigarettes / Vapes

- Self: 0 respondents (0%)
- Community/Others: 7 respondents (25%)

4. Menthol Cigarettes

- Self: 0 respondents (0%)
- Community/Others: 3 respondents (11%)

5. Chew / dip / snus

- Self: 0 respondents (0%)
- Community/Others: 2 respondents (7%)

Hispanic/Latino (n=8*)

1. Cigarettes

- Self: 0 respondents (0%)
- Community/Others: 3 respondents (38%)

2. E-Cigarettes / Vapes

- Self: 0 respondents (0%)
- Community/Others: 1 respondent (13%)

3. Cigars

- Self: 0 respondents (0%)
- Community/Others: 0 respondents (0%)

4. Menthol Cigarettes

- Self: 0 respondents (0%)
- Community/Others: 0 respondents (0%)

5. Chew / dip / snus

- Self: 0 respondents (0%)
- Community/Others: 0 respondents (0%)

*small sample size – data presented but results not interpreted





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Racial and Ethnic Approaches to Community Health



Adult Immunizations



Gaston County Results – Immunizations

- **What was asked?**
 - “What is a trusted source where you receive information about your community?”
- **Why?**
 - Strategy 5.1, Activity 1: *“Identify influential community champions & partners to include local community health workers, peer support specialists, and health champions.”*



Gaston County Results – Immunizations

When asked about trusted sources of information about their community, many respondents reported Healthcare Providers as a trusted source (66%; 74%). Black/African American were more likely to report Church/Faith-Based Community (63%) and neighborhood associations (59%).

Overall Population (n=38)

Black/African American (n=27)

Hispanic/Latino (n=9*)

1. Healthcare Providers <ul style="list-style-type: none">• 25 respondents (66%)	1. Healthcare Providers <ul style="list-style-type: none">• 20 respondents (74%)	1. Healthcare Providers <ul style="list-style-type: none">• 4 respondents (44%)
2. Church Leaders/Faith-Based Community <ul style="list-style-type: none">• 19 respondents (50%)	2. Church Leaders/Faith-Based Community <ul style="list-style-type: none">• 17 respondents (63%)	2. Community-Based Organizations <ul style="list-style-type: none">• 3 respondents (33%)
3. Neighborhood Associations <ul style="list-style-type: none">• 18 respondents (47%)	3. Neighborhood Associations <ul style="list-style-type: none">• 16 respondents (59%)	3. Church Leaders/Faith-Based Community <ul style="list-style-type: none">• 2 respondents (22%)
4. Community-Based Organizations <ul style="list-style-type: none">• 14 respondents (37%)	4. Community-Based Organizations <ul style="list-style-type: none">• 11 respondents (41%)	3. Neighborhood Associations <ul style="list-style-type: none">• 2 respondents (22%)
5. Local News or Local Reporters <ul style="list-style-type: none">• 13 respondents (34%)	4. Local News or Local Reporters <ul style="list-style-type: none">• 11 respondents (41%)	3. Local News or Local Reporters <ul style="list-style-type: none">• 2 respondents (22%)
6. Local Politicians <ul style="list-style-type: none">• 9 respondents (24%)	5. Local Politicians <ul style="list-style-type: none">• 9 respondents (33%)	4. Local Politicians <ul style="list-style-type: none">• 0 respondents (0%)

**small sample size – data presented but results not interpreted*



Gaston County Results – Immunizations

- **Additional responses (open-ended) “What is a trusted source where you receive information about your community?”:**
 - facebook (*race/ethnicity: none reported/blank*)
 - Jobs (*race/ethnicity: Black/African American*)



Gaston County Results – Immunizations

- **What was asked?**

- “Choose your level of agreement with the following statements: vaccines are necessary to protect my health; vaccines are important; vaccines are affordable; vaccines are effective at preventing disease; it is easy to get a vaccine; I trust my healthcare provider; I have difficulty finding reliable information about vaccine; I am concerned about developing an adverse effect related to a vaccine.”
- “Have you received a COVID-19 vaccine in the past year?”
- “Have you received an influenza/flu vaccine in the past year?”
- “To your knowledge, have you ever had a COVID-19 infection?”

- **Why?**

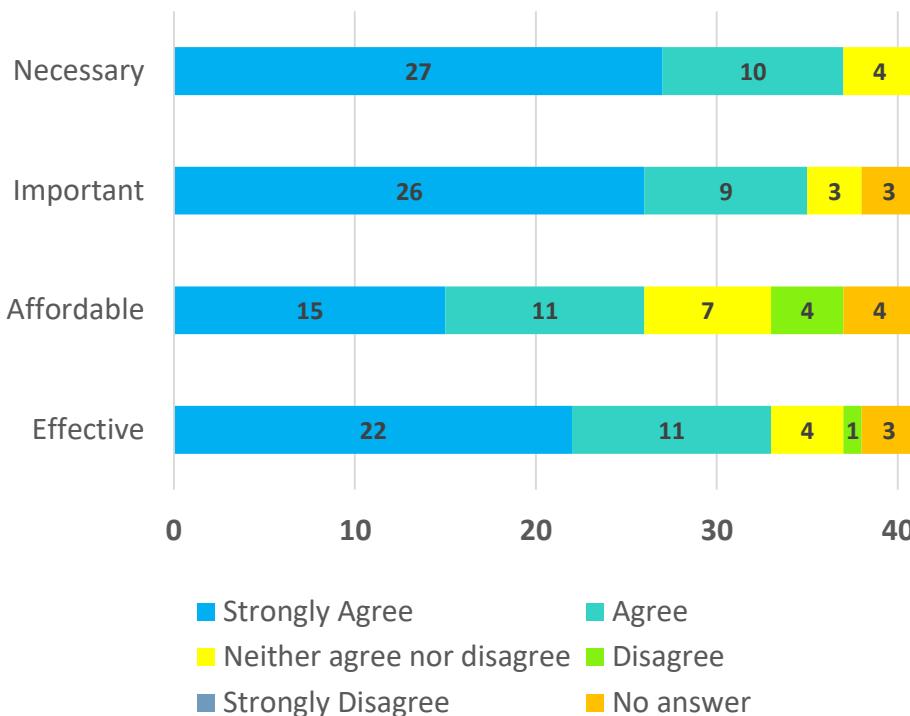
- Strategy 5.1, Activity 3: *“Conduct/update equity needs assessment to detail barriers & culturally appropriate strategies to increase uptake of COVID 19 and Flu vaccines through use of surveys and key informant interviews, survey and interview questions to be created by TBD at this point.”*



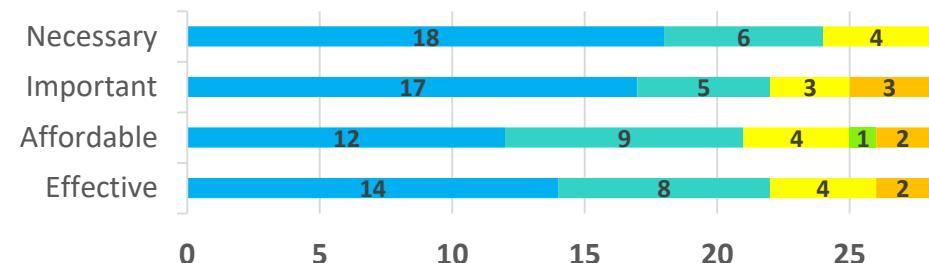
Gaston County Results – Immunizations

Most respondents reported low vaccine hesitancy. Most respondents either strongly agreed or agreed that vaccines were necessary to protect health (90%; 86%), important (85%; 79%), and effective (80%; 79%). Many strongly agreed or agreed that vaccines are affordable (63%; 75%).

Vaccine Hesitancy
(Overall; n=41)



Vaccine Hesitancy
(Black/African American; n=28)



Vaccine Hesitancy
(Hispanic/Latino; n=9*)

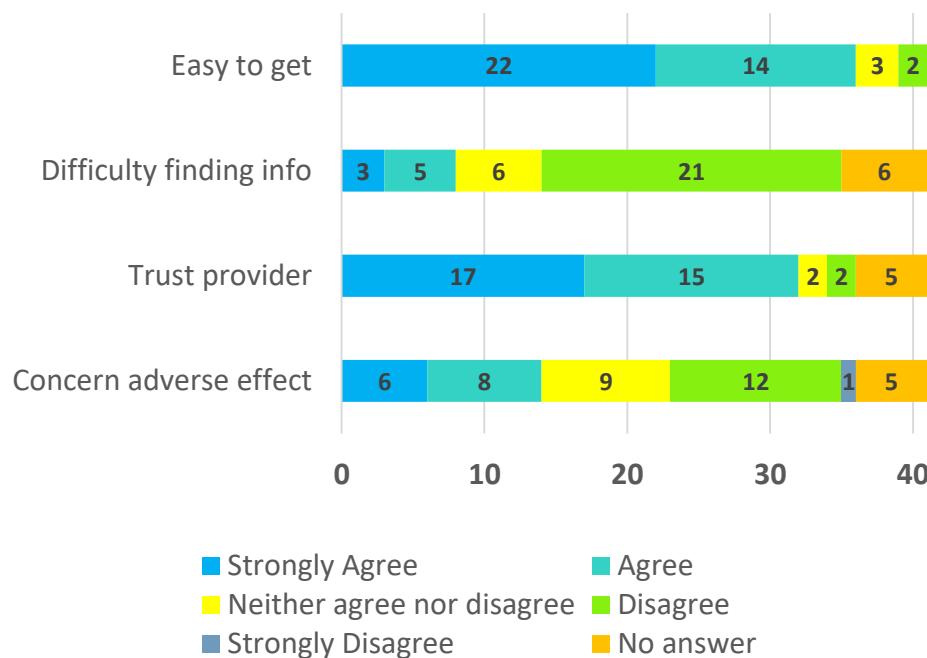
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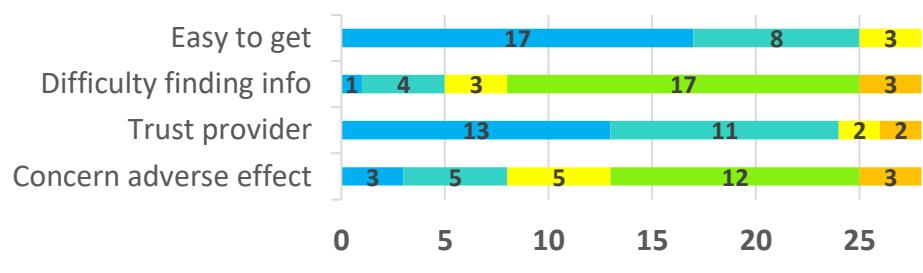
Gaston County Results – Immunizations

Respondents reported few barriers to vaccination. Most strongly agreed or agreed that it was easy to get a vaccine (88%; 89%) and they trust their healthcare provider (78%; 86%). Some respondents strongly agreed/agreed that they had difficulty finding reliable information about vaccines (20%; 18%) and were concerned about adverse effects (34%; 29%).

Vaccine Barriers
(Overall; n=41)



Vaccine Barriers
(Black/African American; n=28)



*small sample size –
data presented but
results not interpreted

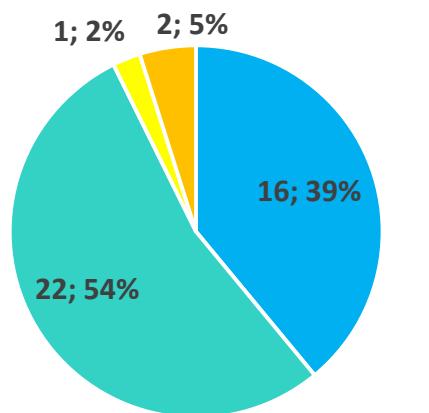
Vaccine Barriers
(Hispanic/Latino; n=9*)



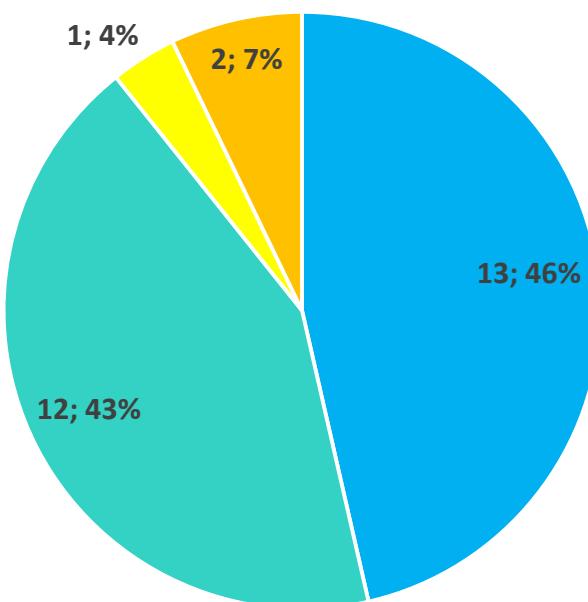
Gaston County Results – Immunizations

In previous research, having a COVID-19 infection in the past is associated with getting a COVID-19 vaccine. Less than half of respondents reported that they had a COVID-19 infection in the past (39%; 46%).

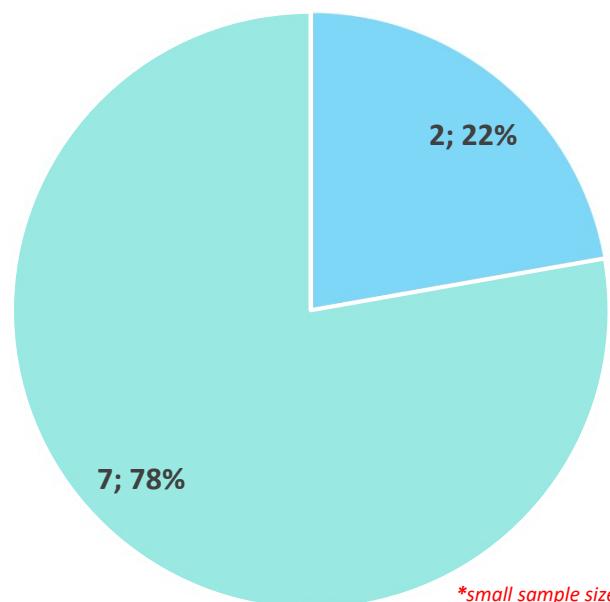
Prior COVID-19 Infection
(Overall; n=41)



Prior COVID-19 Infection
(Black/African American; n=28)



Prior COVID-19 Infection
(Hispanic/Latino; n=9*)



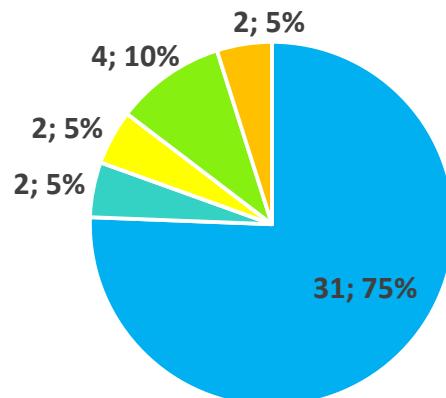
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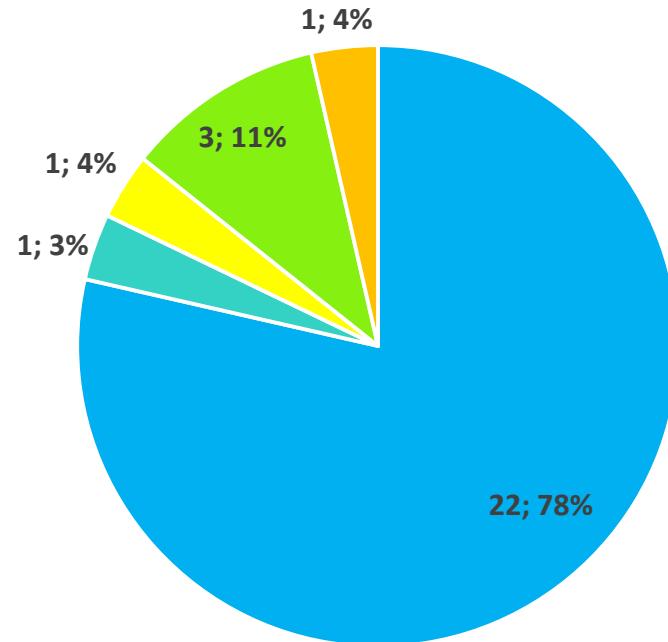
Gaston County Results – Immunizations

Most respondents self-reported they are already received a COVID-19 vaccine in the past year (75%; 78%).

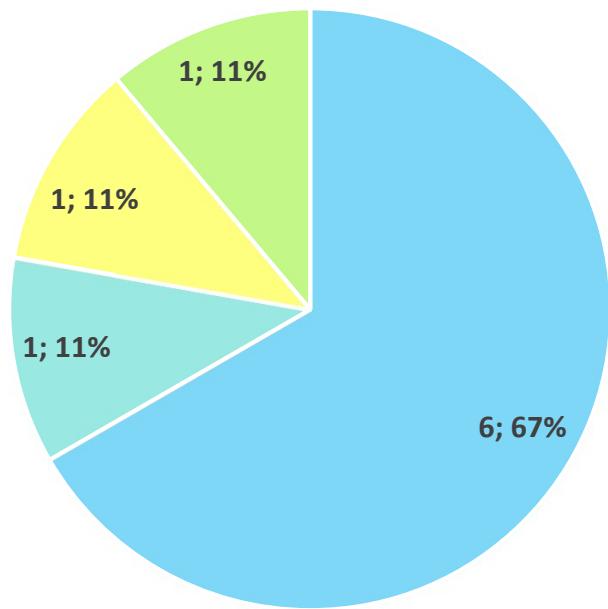
COVID-19 Vaccination
(Overall; n=41)



COVID-19 Vaccination
(Black/African American; n=28)



COVID-19 Vaccination
(Hispanic/Latino; n=9*)



- Yes, already vaccinated
- No, but definitely will
- No, but might
- No, and will not
- Prefer not to answer/no answer

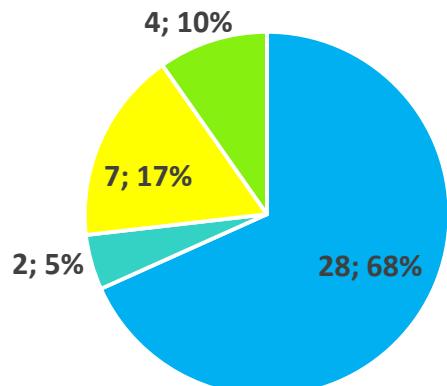
*small sample size – data presented but results not interpreted



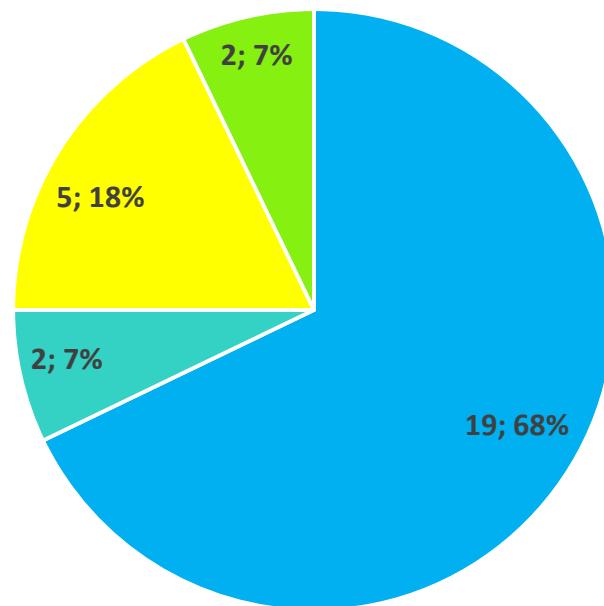
Gaston County Results – Immunizations

Most respondents self-reported they are already received an influenza vaccine in the past year (68%; 68%).

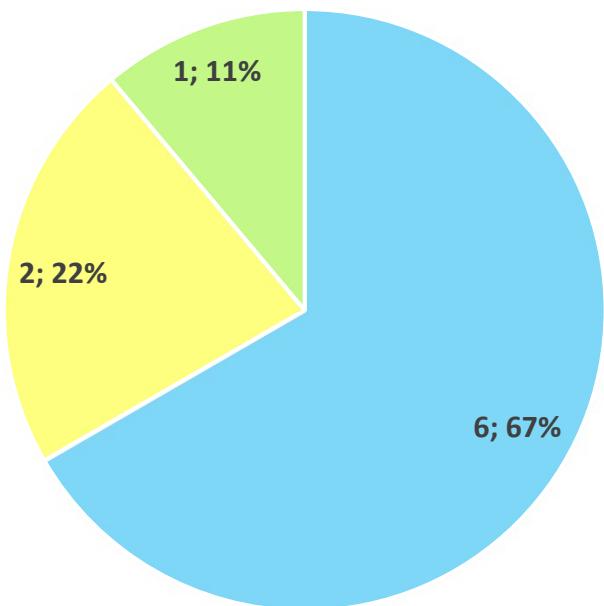
Influenza Vaccination
(Overall; n=41)



Influenza Vaccination
(Black/African American; n=28)



Influenza Vaccination
(Hispanic/Latino; n=9*)



- Yes, already vaccinated
- No, but definitely will
- No, but might
- No, and will not
- Prefer not to answer/no answer

*small sample size – data presented but results not interpreted

