

Perceptions of Public Health in North Carolina

Survey Findings

PIO Meeting Presentation

June 6, 2024



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

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Survey Methodology



Interviews conducted from February 19 to March 4, 2024



Online survey
Median survey length: 12.2 minutes



799 North Carolina
adult residents (age 18+)

North Carolina Sub-Population	Completed Surveys (Unweighted)
Urban County Residents*	n=527
Rural County Residents	n=272
Blacks/African Americans	n=230
Hispanics/LatinX	n=98
American Indians	n=45

- * Based on 2019 Federal OMB definition https://files.nc.gov/ncdhhs/RuralUrban_2019.pdf
- Results are weighted by gender and age within race/ethnicity to reflect actual population distributions. A complete demographic profile is provided in the appendix of this report.

Note on subgroup comparisons:

Only statistically significant (95% confidence level) differences between groups are noted. Further detail by subgroup is included in the appendix for selected questions and additional analysis is available by request.



Key findings

Awareness of Public Health

When they know you, they trust you.

- Higher familiarity with public health and the work of NCDHHS is tied to more positive perceptions of public health efforts in North Carolina and higher trust in NCDHHS.

Assessment of Public Health

Intentional outreach is effective.

- Overall performance ratings for NCDHHS are on par with those of local health departments and national public health agencies.
- Higher ratings for NCDHHS by priority HMP audiences are proof that intentional outreach works.

Trust in Public Health

NCDHHS has a positive perception, and there are opportunities for improvement.

- NCDHHS has a high level of overall trust but the level of intensity or conviction on trust measures could be higher.



Strategic Implications

Continue to raise awareness and tell your story

- The more familiar North Carolinians are with NCDHHS, the more favorable their perceptions.

Cultivate existing and new community relationships and identify the missing

- Several priority HMP audiences (Black, American Indian) show high awareness and favorability, others are more neutral (Hispanic/Latinx).
- Age 55+ and White non-Hispanics rate lower on familiarity and trust.
- There are also regional differences that point to areas of opportunity.

Build key drivers of trust into department communications goals and tactics

- Key drivers of trust in state public health authorities in North Carolina include ensuring the public is protected against diseases, having confidence in their recommendations for the public, responsiveness and being quick to help the public with health problems, and resource efficiency.

Lean into younger North Carolinians' positive perceptions of NCDHHS to grow the talent pipeline

- Those under age 35 report higher ratings of awareness and familiarity, perception, and trust of public health. Nearly half (49%) consider it a primary or main responsibility of public health to build a healthier workforce which could be good news for the future of the public health workforce.





DETAILED FINDINGS

Awareness of Public Health

Summary Observations:

Awareness of Public Health

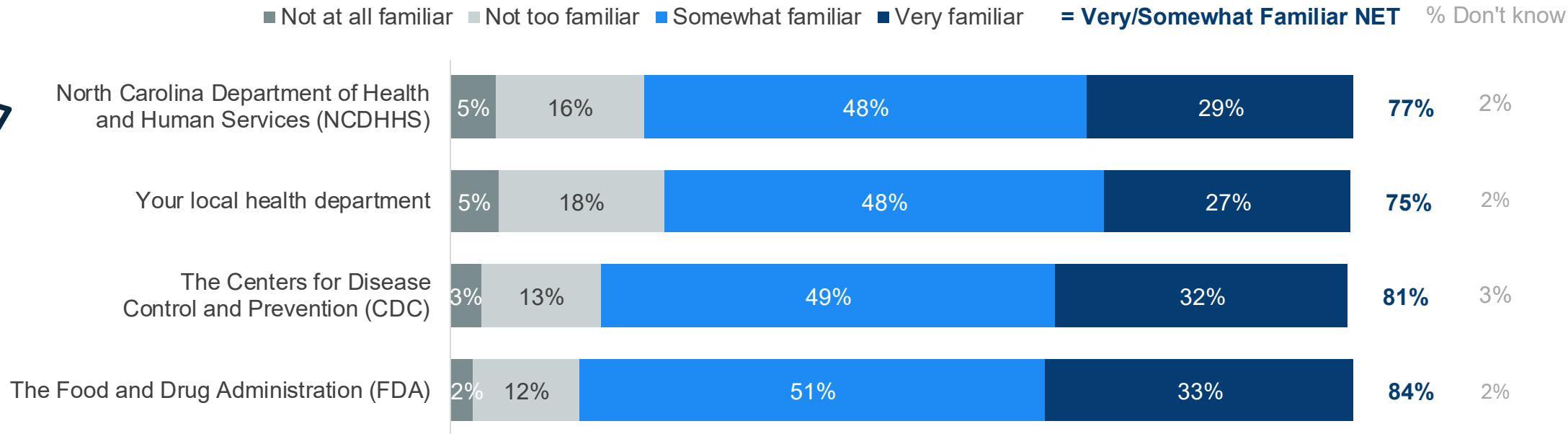
- **The domain of “public health” is familiar:** Most North Carolinians feel they understand what is meant by “public health”.
 - Top-of-mind associations with public health in North Carolina range from the health and healthcare of North Carolinians broadly to more specific issues related to access and equity. Mentions of COVID-19 and vaccines are common but not dominant.
- **Most are familiar with NCDHHS:** Three in four North Carolinians are at least somewhat familiar with the work and services of NCDHHS with over a quarter very familiar.
- **Broad recall of NC Public Health communications:** Four in 10 North Carolinians say they recall hearing, reading something from NC public health officials within the past year and when prompted whether they recall anything in four specific topic areas, three in four say they do.
- Importantly, **familiarity with public health and the work of NCDHHS** is tied to **more positive perceptions** of public health efforts in North Carolina as well as **high trust** in NCDHHS.
- **The scope of perceived responsibility is broad:** From a list of 25 potential areas of responsibility, there is majority consensus that it should include vaccines, infectious diseases, access to health services, and public protection from unsafe/unsanitary food/restaurants, lead, asbestos, pools.



Familiarity with Work of State, Local and National Public Health Authorities

Three in four North Carolinians say they are at least somewhat familiar with the work and services of NCDHHS and their local health department. Slightly more say they are familiar with the work and services of the CDC and the FDA.

Familiarity with the Work and Services of Public Health Agencies



Base: Total Respondents n=799
 Q7r: How familiar are you with the work and services of each of the following...?

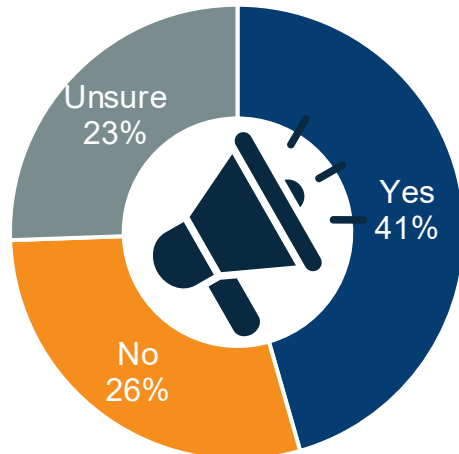


Awareness of N.C. Public Health Communications

Four in 10 North Carolinians recall hearing, reading, or seeing something from North Carolina public health officials within the past year. When asked about specific topics, 74% recall hearing something about flu cases, food recalls, water advisories or environmental hazards. One in three incorrectly claim they heard from public health officials about school closings.

Recall of Communications from North Carolina Public Health Officials in the Past Year

Recall Hearing, Reading or Seeing Anything from NC Public Health Officials



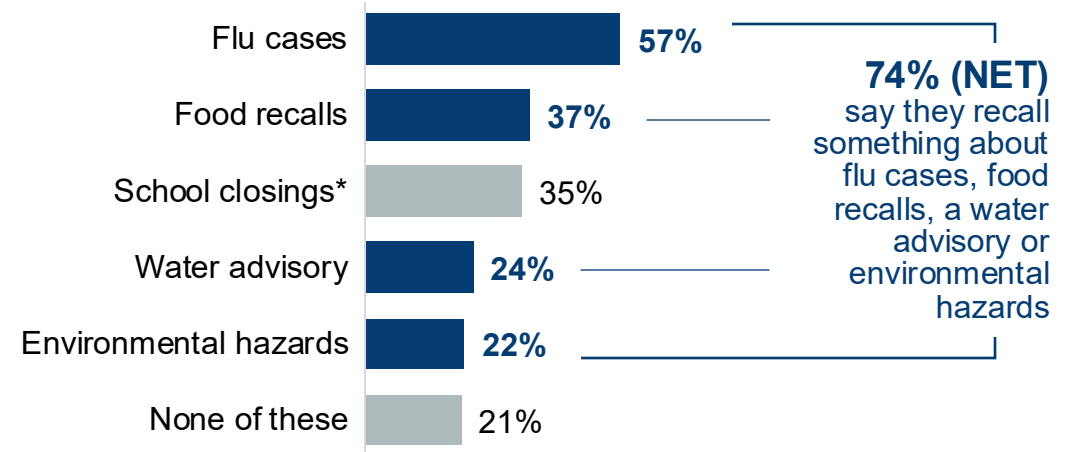
Base: Total Respondents n=799
 Q3: In the past year, do you recall hearing, reading, or seeing anything from public health officials in North Carolina?
 Q5: In the past year, do you recall hearing, reading, or seeing anything from public health officials in North Carolina about any of the following topics?
 Base: Those that recall hearing, reading or seeing something n=335
 Q4: What do you recall hearing, reading or seeing? (coded from open ends)

Recall Is Related to...(Open End)

- Detailed findings in Appendix
- COVID-19 (39%)
 - Vaccination (15%)
 - Statistics, demographics, data/information (15%)
 - Flu (14%)
 - Medicaid/expansion, funding, benefits (10%)
 - Disease/illness, other than COVID/Flu/RSV (9%)
 - Prevention, other than vaccination (8%)
 - Affordability/cost factors (6%)

Recall Hearing, Reading or Seeing Specific Topics (Aided) from NC Public Health Officials

Multiple Responses Accepted



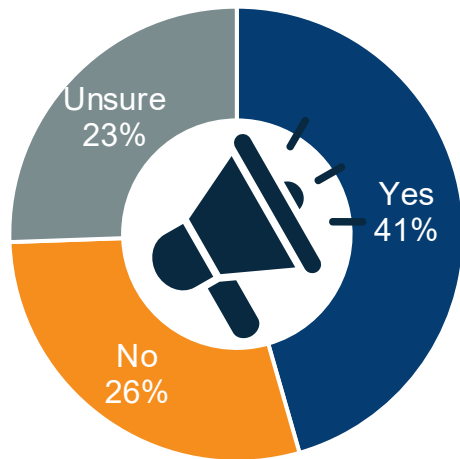
74% (NET) say they recall something about flu cases, food recalls, a water advisory or environmental hazards

*Note: Included to gauge level of incorrect attribution



Profile – Aware of N.C. Public Health Communications

Recall Hearing, Reading or Seeing Anything from NC Public Health Officials (n=335)



The 41% that recall seeing, reading or hearing anything are more likely than those who do not to:

- *Feel they understand public health very well*
- *Feel the work of NCDHHS is extremely important to the health of North Carolinians*
- *Be very familiar with NCDHHS*
- *Rate the NC Public health system “excellent”*
- *Place a great amount of trust in NCDHHS*
- *Trust NCDHHS health recommendations a great deal*
- *Be under age 35*
- *Have household income of \$50K or higher*

They are less likely to be:

- *White-Non-Hispanic*
- *Age 55+*

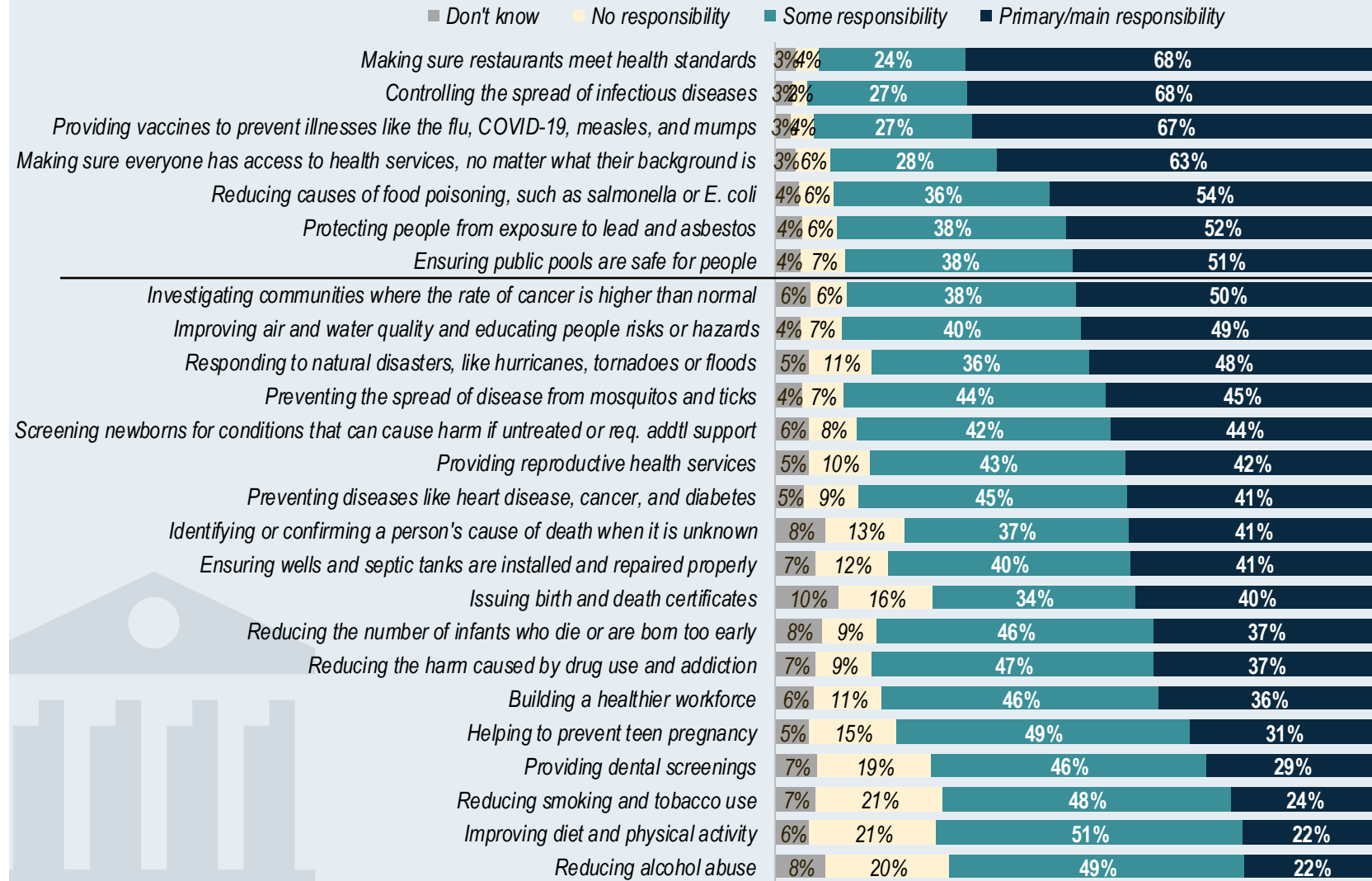


PUBLIC HEALTH UNDERSTANDING

Scope of Responsibility

- Most believe public health agencies in North Carolina have **at least some** responsibility for all issues explored.
- Two-thirds of North Carolinians identified the following as **primary/main responsibilities** for public health agencies: restaurant health standard enforcement, controlling spread of infectious diseases, and providing vaccines.
- A majority also view ensuring access to health services, reduction of food poisoning, protection from lead and asbestos, and ensuring public pools are safe as primary responsibilities.
- Fewer view smoking, diet, physical activity and alcohol use as primary responsibilities.

% Level of Perceived Responsibility for Public Health Agencies in NC



Base: Total Respondents n=799
 Q10. To what extent do you consider each of the following to be a responsibility for public health agencies in North Carolina...?

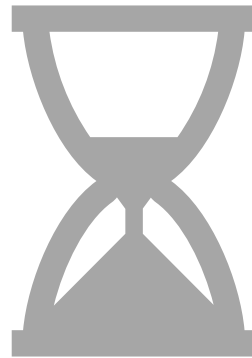


Perceptions of Responsibility Varies by Age

Detailed findings in Appendix

Younger North Carolinians are more likely than older to emphasize:

- Reproductive health
- Teen pregnancy
- Disease prevention
- Reduction in harm from addiction
- Building a healthy workforce
- Reducing alcohol abuse
- Reducing smoking and tobacco use
- Improving diet and physical activity
- Providing dental screenings



Older North Carolinians are more likely than younger to emphasize:

- Restaurant health standards
- Controlling spread of infectious diseases
- Providing vaccines to prevent illness
- Ensuring safety of public pools,
- Improving air and water quality



Base: Total Respondents n=799
Q10. To what extent do you consider each of the following to be a responsibility for public health agencies in North Carolina...?



Perceptions of Responsibility Varies by Race and Ethnicity

Detailed findings in Appendix

Black/African American, Hispanic, and American Indian North Carolinians are more likely than others to emphasize:

- Building a healthier workforce
- Dental screenings
- Disease prevention
- Reducing harm from drug use/addiction
- Reproductive health services
- Screening newborns/reducing infant mortality

Black/African American North Carolinians are more likely than others to emphasize:

- Confirming cause of death
- Septic/Well safety
- Preventing teen pregnancy



American Indian North Carolinians are more likely than others to emphasize:

- Public pool safety
- Septic/well safety
- Reducing alcohol abuse

Base: Total Respondents n=799
Q10. To what extent do you consider each of the following to be a responsibility for public health agencies in North Carolina...?



Perceptions of Responsibility Varies by Location Type

Detailed findings in Appendix



Urban North Carolinians are more likely than those living in rural areas to emphasize:

- Issuing birth and death certificates
- Investigating communities where rate of cancer is higher than normal
- Preventing the spread of disease from mosquitoes and ticks
- Ensuring wells/septic tanks installed and repaired properly




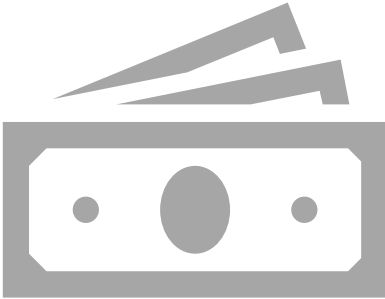

Base: Total Respondents n=799

Q10. To what extent do you consider each of the following to be a responsibility for public health agencies in North Carolina...?



Perceptions of Responsibility Varies by Income

Detailed findings in Appendix



Lower income North Carolinians are more likely than higher to emphasize:

- Screening newborns for harmful conditions
- Reproductive health services
- Helping to prevent teen pregnancy

Higher income North Carolinians are more likely than lower to emphasize:

- Ensuring the safety of public pools

Base: Total Respondents n=799
Q10. To what extent do you consider each of the following to be a responsibility for public health agencies in North Carolina...?



A group of people are gathered in a meeting room. In the foreground, several individuals are seated, looking towards the back of the room. In the background, a woman in a white lab coat is presenting to a group of people. A large screen displays a presentation with various charts and images. To the right, a poster titled "THE HEART" is visible, featuring anatomical diagrams of the heart and text. The room is dimly lit, with a blue tint.

DETAILED FINDINGS

Assessment of Public Health

Summary Observations:

Assessment of Public Health

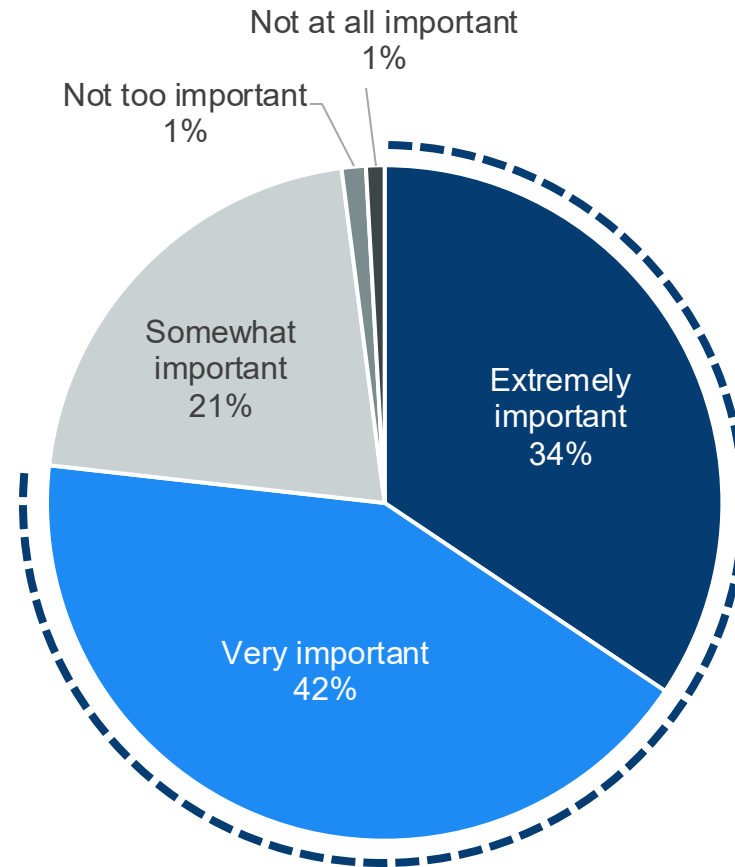
- **North Carolinians view the work of NCDHHS as highly important:** Over three in four North Carolinians feel the work and services of NCDHHS are very or extremely important for improving the health of North Carolinians.
- **North Carolinians give NCDHHS a positive overall performance review but few rate it “excellent”:** Over six in 10 North Carolinians rate NCDHHS, their local health department and national agencies (CDC and FDA) performance as good or excellent. Fewer than two in 10 feel NCDHHS, local or national agencies are doing an excellent job.
 - Those who rate NCDHHS excellent have higher awareness, familiarity, and trust in NCDHHS/public health and are more likely to receive Medicaid or Medicare
- **The majority of North Carolinians believe the state public health system does a good job of protecting the public:** nearly six in 10 (59%) feel the NC public health system does a good or excellent job of protecting the public from health threats and preventing illness. The US public health system is rated just slightly lower.



Importance of the Work and Services of NCDHHS

Over three in four North Carolinians feel the work and services of the NCDHHS are very or extremely important for improving the health of North Carolinians.

Importance of the Work and Services of the NCDHHS for Improving the Health of North Carolinians



The 34% who feel the work of the NCDHHS is extremely important are more likely to be:

- Age 35-54
- Black or American Indian
- Female

77%
Extremely
or very
important

Base: Total Respondents n=799
Q9: How important do you think the work and services of the (NCDHHS) are for improving the health of North Carolinians?

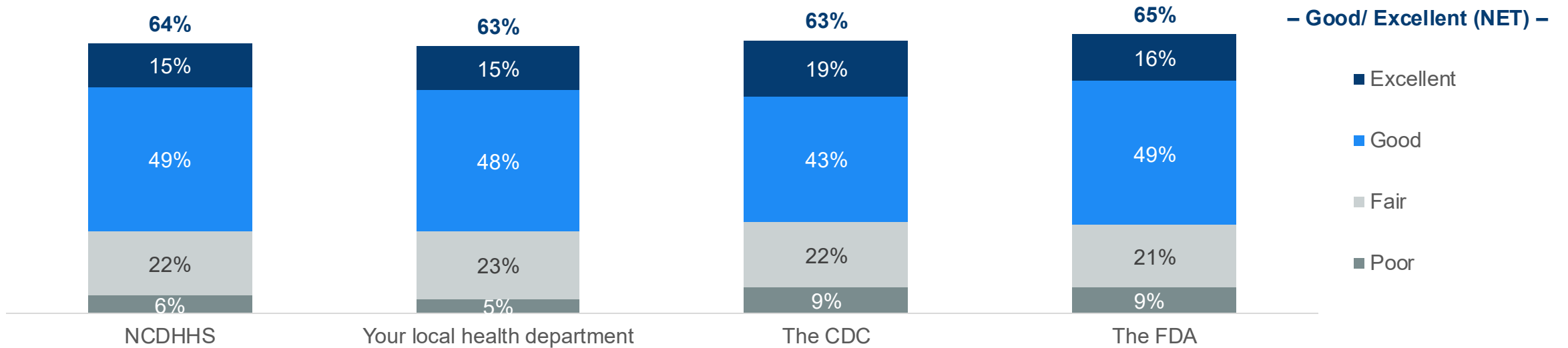


Overall Performance of Public Health Agencies



Over six in 10 North Carolinians rate NCDHHS, their local health department and national public health agencies (CDC and FDA) as good or excellent.

Overall Performance of Public Health Agencies



Note: Don't know/refused responses not shown

Base: Total Respondents n=799

Q8: For each organization, please indicate how good of a job you think it is doing, overall, based on what you have experienced, heard or read...



PERCEPTIONS OF PUBLIC HEALTH

Protecting the Public from Health Threats

Nearly six in 10 North Carolinians feel that their state Public Health system is good or excellent at protecting the public from health threats and preventing illness. Ratings of the national public health system are similarly positive although fewer rate it “excellent”.



Assessment of Systems for Protecting the Public from Health Threats and Preventing Illness

■ Poor ■ Fair ■ Good ■ Excellent = Excellent/Good (NET)



(2024) North Carolina Public Health



(2024) United States Public Health



Note: Don't know/refused responses not shown

Base: Total Respondents n=799

Q6r: When it comes to protecting the public from health threats and preventing illness overall, how would you rate each of the following systems





DETAILED FINDINGS

Trust in Public Health

Summary Observations:

Trust in Public Health

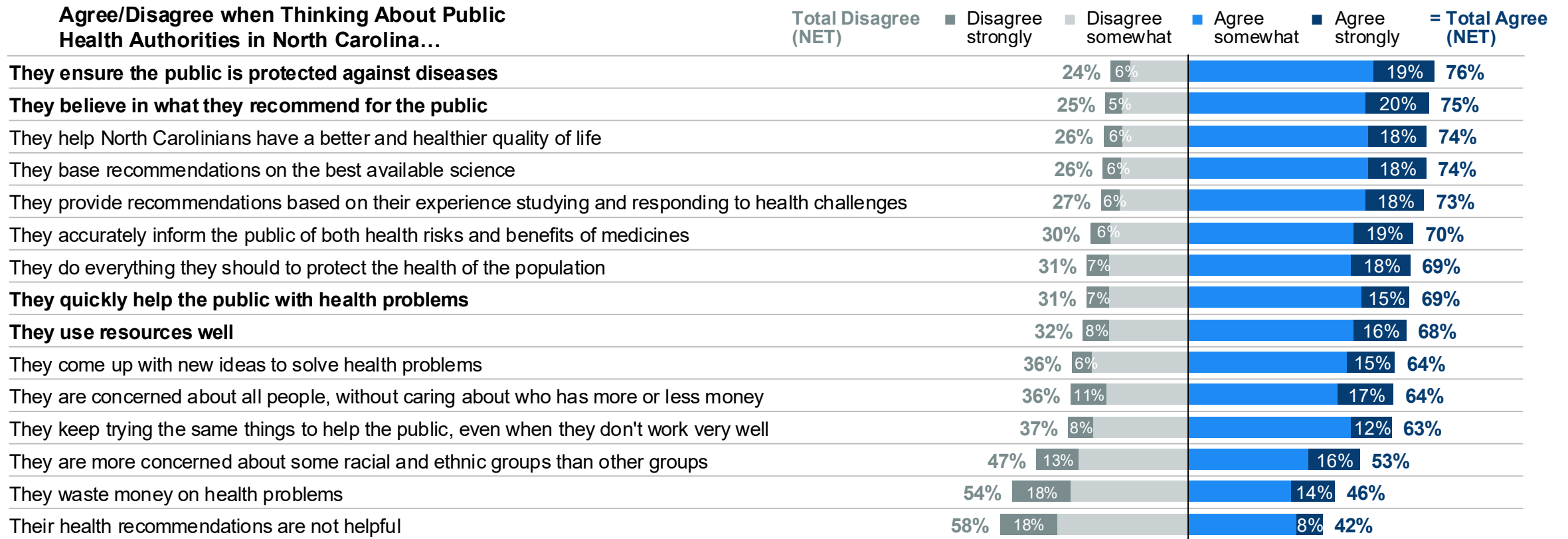


- **State public health authorities are regarded positively across measures of trust but could be stronger:** Perceptions of public health authorities in North Carolina are broadly positive but at the “somewhat” level indicating a lower level of conviction. Top positive perceptions indicate confidence in terms of public protection against diseases and solid recommendations based on science and experience.
 - Three in four agree that public health authorities help improve quality of life for North Carolinians.
- **North Carolinians trust NCDHHS but there is room to improve:** While North Carolinians place at least a **moderate amount of trust** in NCDHHS, overall and in the four specific areas of institutional trust, two in 10 or fewer have a great amount of trust in NCDHHS.
- **NCDHHS can strengthen perceptions of trust in recommendations for health and safety:** North Carolinians place most trust in medical professionals and friends or family when it comes to recommendations to improve their health and safety. While nearly half trust recommendations from NCDHHS overall, only two in 10 have a great deal of trust.
- **NCDHHS is viewed as “caring:** One in three North Carolinians view the NCDHHS as caring toward North Carolinians. Over a quarter rate NCDHHS highly on the other four leadership dimensions: reputation, effectiveness, believability, and innovation.
 - The CDC scores highest when it comes to reputation, effectiveness, believability, and innovation; state government scores lowest across all dimensions



View of State Public Authorities in North Carolina

- Overall agreement with positive statements measuring foundations of trust in North Carolina public health authorities is high but few agree strongly. Four measures were most closely correlated to having high trust.



Base: Total Respondents n=799

Q14: Below are several statements about public health authorities.

Thinking about state public health authorities in North Carolina, please indicate whether you agree or disagree with each statement.

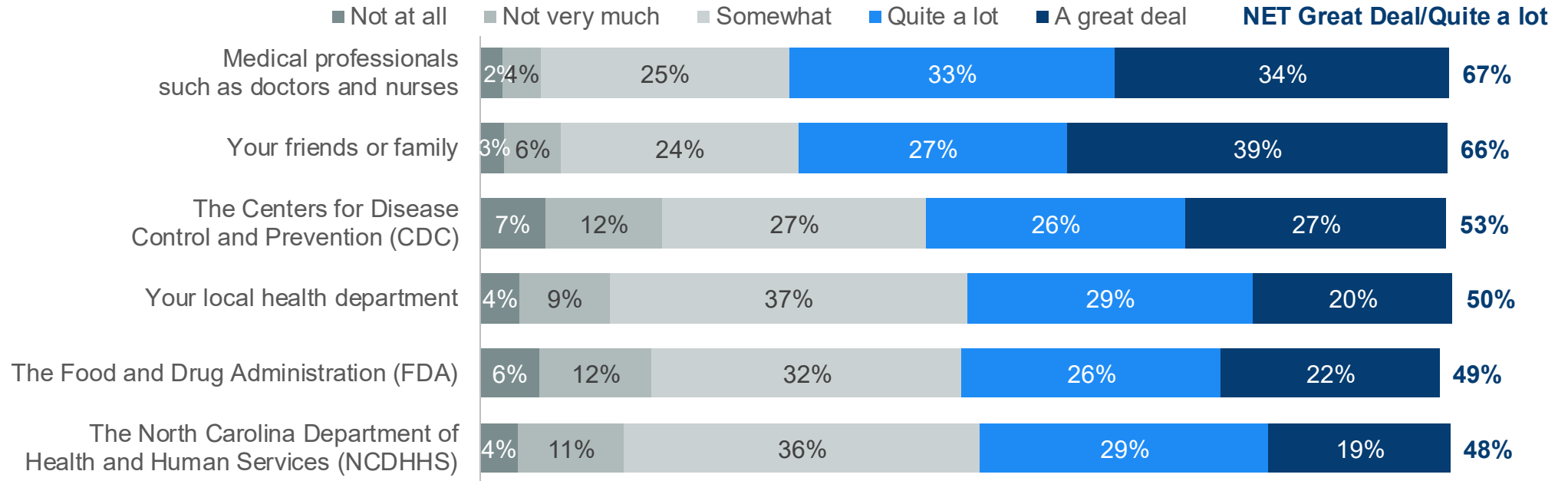
Statements in **bold** are the most important drivers of trust in NCDHHS



Trusted Sources for Recommendations to Improve Health and Safety

While most North Carolinians trust recommendations from government agencies at least somewhat, fewer place a *great deal of trust* in them as compared to medical professionals and friends or family. The CDC has somewhat higher levels of trust compared to other public health agencies when it comes to recommendations to improve health and safety.

Level of Trust in Recommendations to Improve Health and Safety



Note: Don't know/refused responses not shown
 Base: Total Respondents n=799
 Q13: In terms of recommendations made to improve health and safety, how much do you trust each of the following?

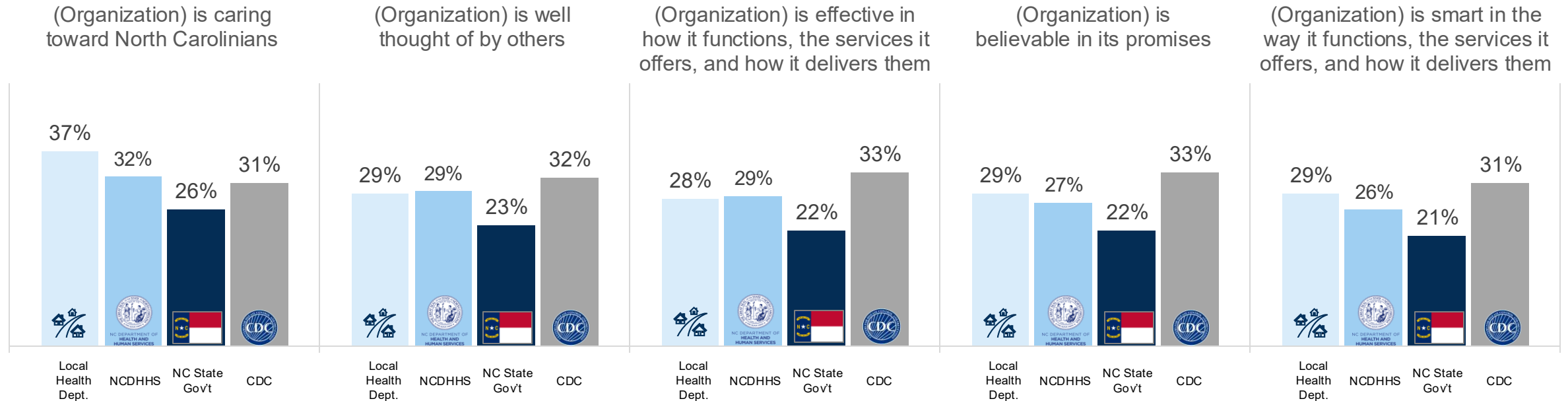


PUBLIC HEALTH TRUST

Leadership Dimensions

One in three North Carolinians view NCDHHS as caring toward North Carolinians, and over a third rate their local health department as caring. Over a quarter rate them highly on the other four leadership dimensions: reputation, effectiveness, believability, and innovation. The CDC scores somewhat higher on these elements while state government scores lower on all.

Characteristic Describes Institution Well (6/7 out of 7)



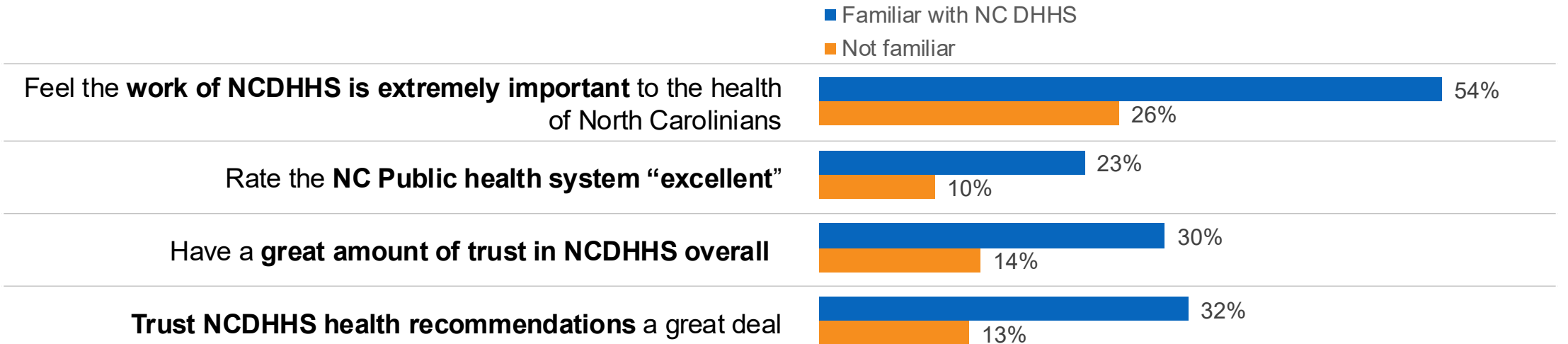
Base: Total Respondents n=799

Q11. In the next series of questions, you will rate several different organizations on a series of characteristics based on your experience or what you have heard. Please rate each characteristic using a scale of 1 to 7, where 1 means that characteristic does not describe that organization, its products, services or people at all and 7 means it describes that organization perfectly.

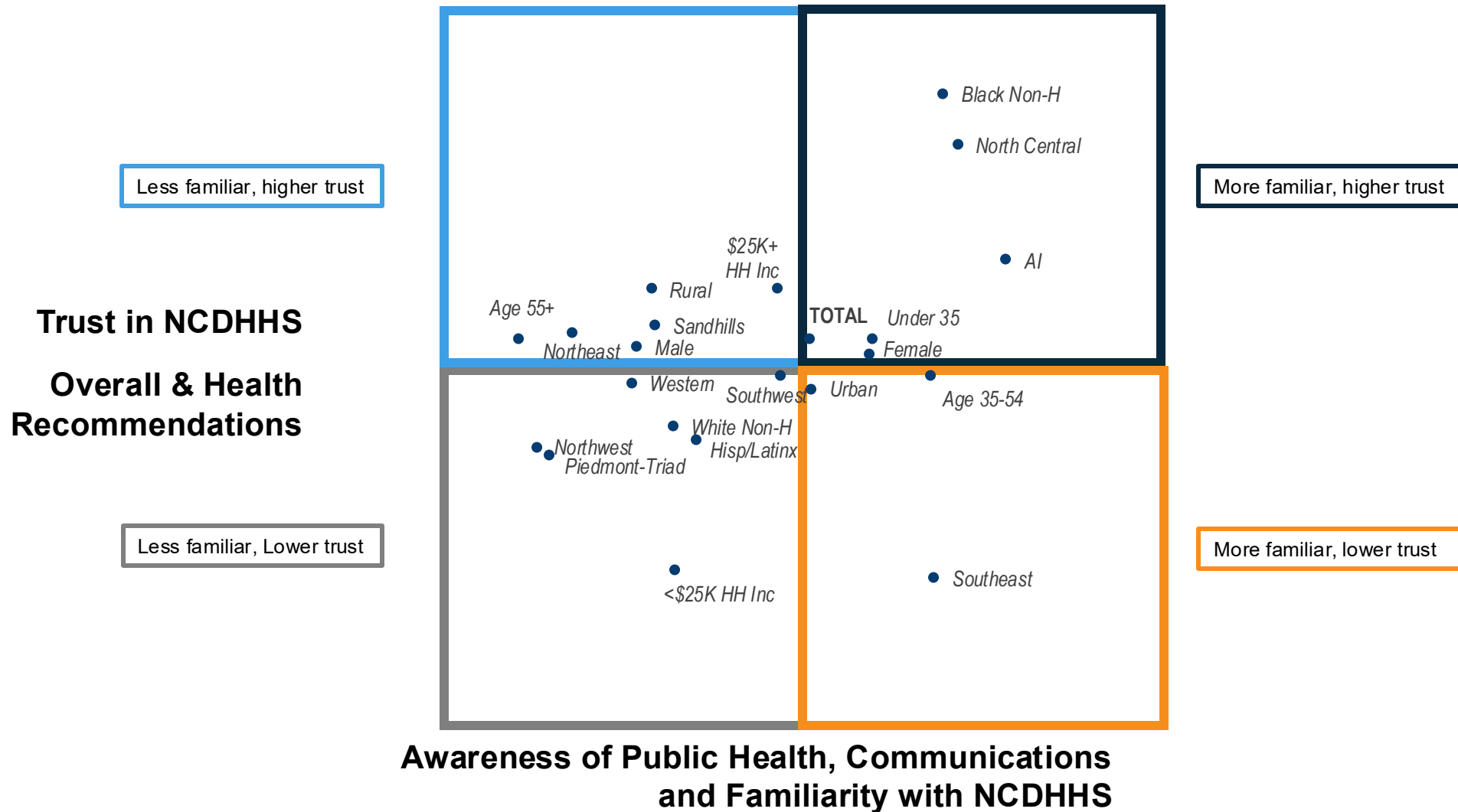


When they know you, they trust you.

Those who recall seeing something from officials are more likely to be familiar with work and services of NCDHHS



Index of Awareness and Familiarity by Demographic Group



APPENDIX

Respondent Profile



Respondent Profile



Gender

Male	48%
Female	51%
Gender variant/Non-binary	<1%
Transgender MTF	<1%
Transgender FTM	<1%
Prefer not to answer	<1%

Age

18-24	12%
25-34	18%
35-44	16%
45-54	16%
55-64	16%
65+	23%

Hispanic/LatinX

Race (Multiple Responses Accepted)

White/Caucasian	71%
Black/African American	23%
Asian/Asian American	2%
American Indian or Alaska Native	6%
Native Hawaiian or Pacific Islander	1%
Some other race	3%

Rural, Urban (Federal Definition)

Rural	36%
Urban	64%

(NC Rural Center Definition)

Rural	37%
Suburban	30%
Urban	32%

Education

High School or Less	30%
Some College no Degree	40%
College Grad or Higher	29%
Prefer Not to Say	<1%

Region

North Central	24%
Northeast	5%
Northwest	6%
Piedmont-Triad	16%
Southeast	11%
Sandhills	9%
Southwest	23%
Western	7%

North Carolina Local Health Department (LHD) Regions

LHD Region 1	2%
LHD Region 2	7%
LHD Region 3	9%
LHD Region 4	24%
LHD Region 6	13%
LHD Region 7	9%
LHD Region 8	16%
LHD Region 9	8%
LHD Region 10	3%



Respondent Profile (continued)



Employment

Employed full-time	34%
Employed part-time	11%
Gig worker/or pick up various jobs	3%
Retired	24%
Looking for employment	8%
Do not work outside of home	4%
Full-time Student	4%
Other	2%

Work for/in Health-related Organization	16%
--	-----

Household Income

Less than \$25,000	23%
\$25,000 to \$49,999	30%
\$50,000 to \$74,999	21%
\$75,000 to \$99,999	10%
\$100,000 to \$149,999	8%
\$150,000 to \$199,999	3%
\$200,000 or more	2%
Prefer not to say	3%
Don't know	1%

Children in Household

Children under age 5	11%
Children ages 5 to 11	17%
Children ages 12 to 15	12%
Children ages 16 to 17	9%
Children ages 18 or older	13%
No children living in the household	55%

Qualifying Long-Lasting Physical, Mental, Emotional Disability

Yes	29%
No	63%
Don't know	6%
Prefer not to answer	2%

Have Child w/ Qualifying Long-Lasting Physical, Mental, Emotional Disability (among those with children)

Yes	18%
No	77%
Don't know	4%
Prefer not to answer	1%

Primary Health Insurance Coverage (Multiple Responses Accepted)

Health insurance coverage through an employer, spouse's employer or parent	29%
Private insurance through the ACA health exchange (or marketplace)	6%
Other private insurance	8%
Medicare	32%
Medicaid or CHIP	27%
Indian Health Services (HIS) or EBCI Tribal Option	<1%
Don't have health insurance	7%
Don't know	2%





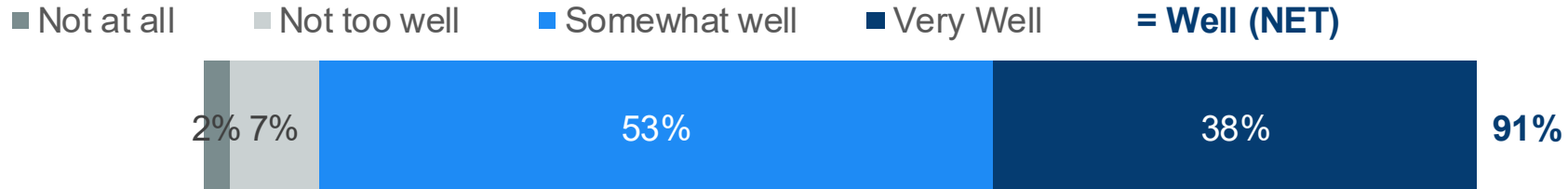
APPENDIX

Additional Detailed Charts

General Understanding

Nine in 10 (91%) North Carolinians feel they understand what is meant by the words "public health," 38% understand very well and 53% understand at least somewhat well.

Understanding of the Meaning of the Words "Public Health"



The 38% who feel they understand very well are a cross section of North Carolinians with just a couple of demographic differences:

- They are more likely to be age 35-54 and less likely to be age 55+
- They are less likely to be white-Non-Hispanic
- This group stands out in their awareness/familiarity/perceptions of public health: they are more likely to:
 - Be aware of communications from state public health officials
 - Be familiar with the NCDHHS
 - Feel the work of NCDHHS is important to the health of North Carolinians
 - Trust NCDHHS

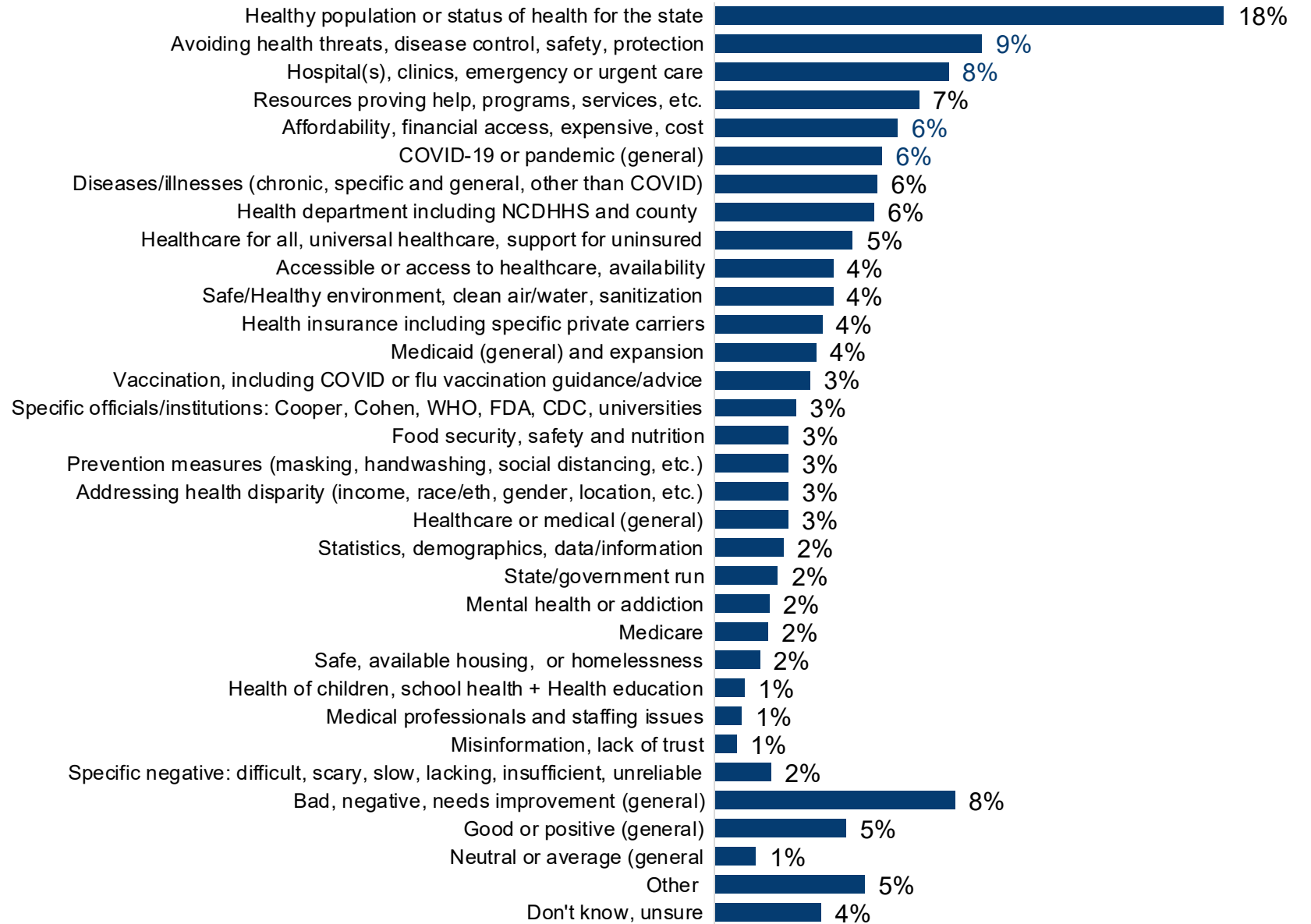
Base: Total Respondents n=799

Q1: If you read or hear somebody talking about public health, how well do you understand what they mean by the words "publichealth"?



PUBLIC HEALTH AWARENESS

Top of Mind Associations with “Public Health” in North Carolina Coded from Open-End Responses



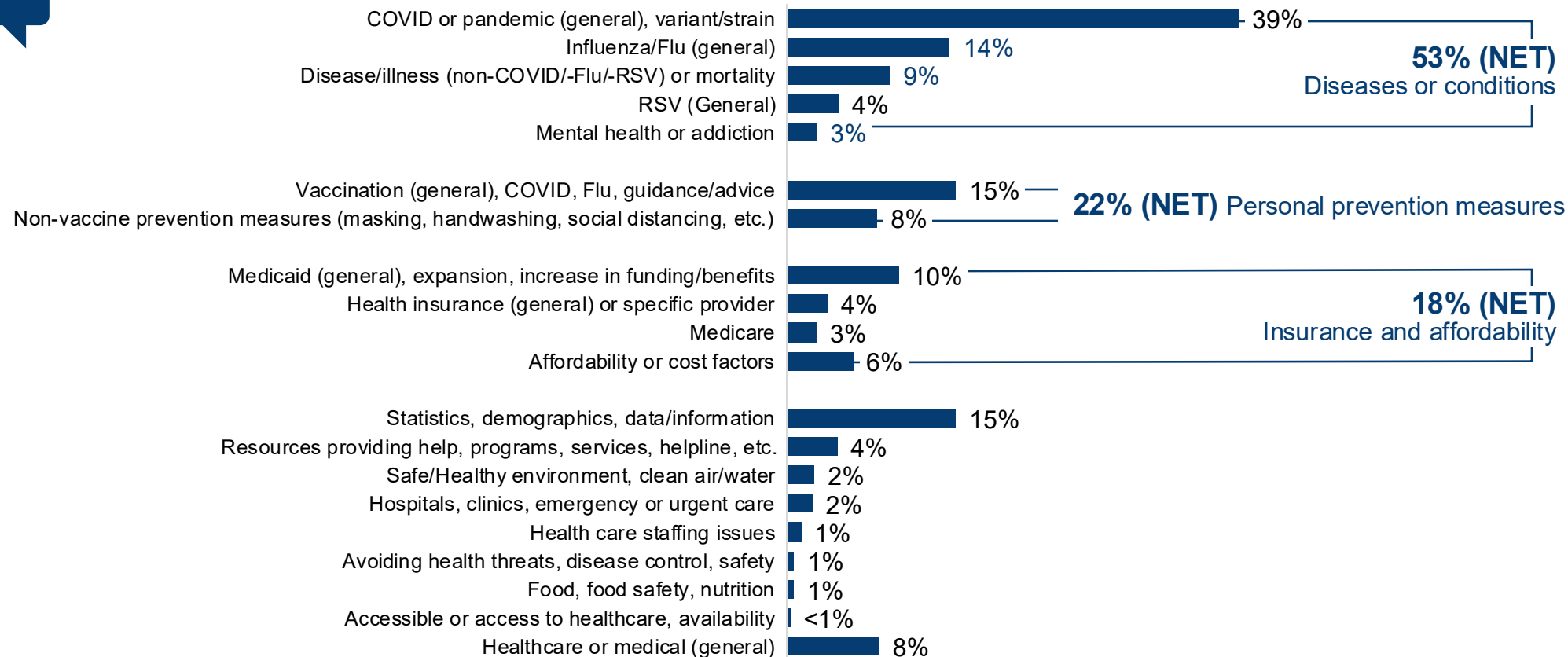
Base: Total Respondents n=799

Q2: What first comes to mind when you think about public health in North Carolina?





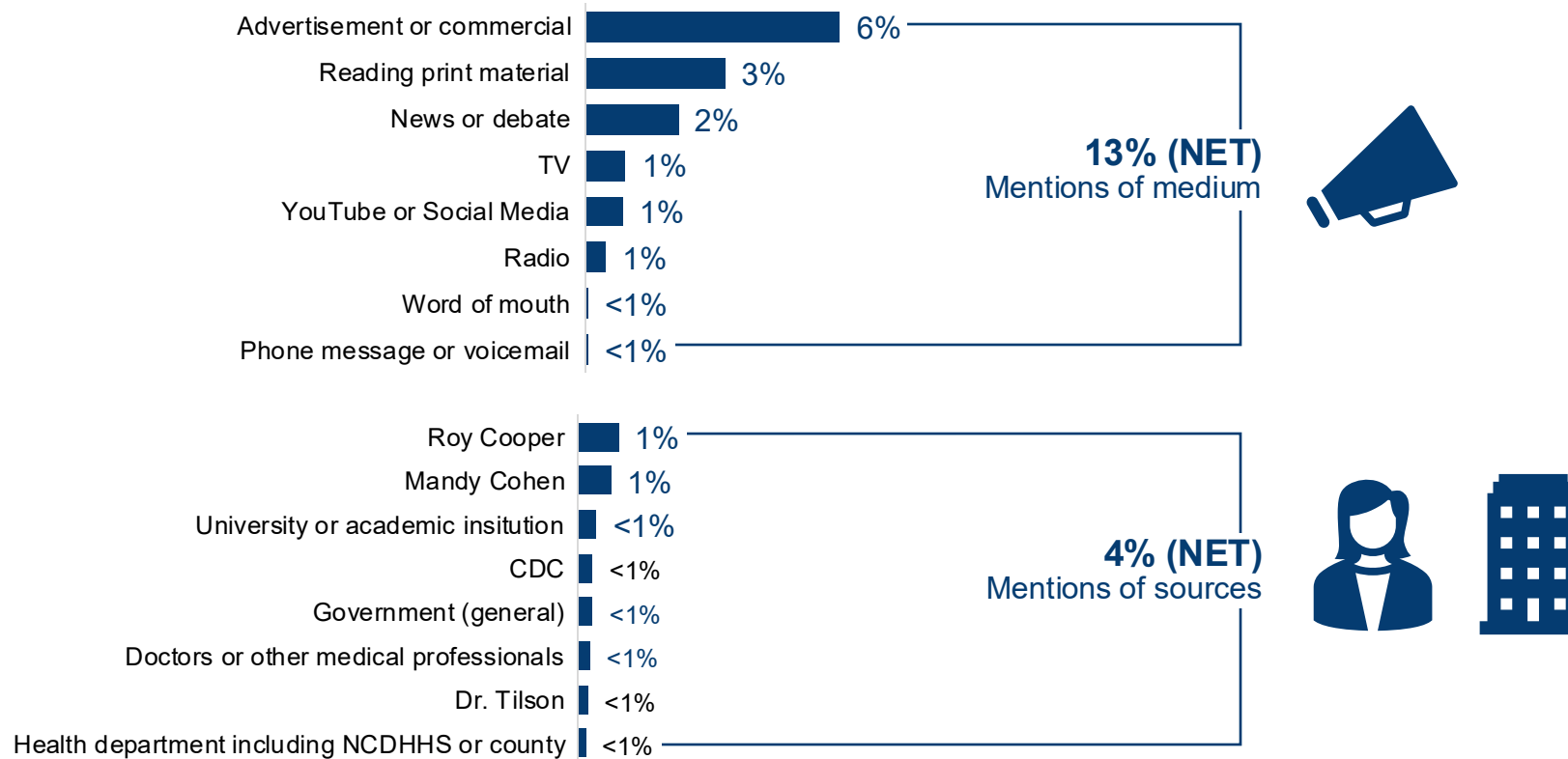
Topics North Carolinians Recall Hearing, Reading or Seeing from State Public Health Officials *among those who recall something, coded from open-end responses*



Base: Those who recall hearing, reading or seeing anything from public health officials in North Carolina n=335
 Q4: What do you recall hearing, reading or seeing?



Medium and Sources North Carolinians Recall Hearing, Reading or Seeing from State Public Health Officials
among those who recall something, coded from open-end responses



Base: Those who recall hearing, reading or seeing anything from public health officials in North Carolina n=335
 Q4: What do you recall hearing, reading or seeing?

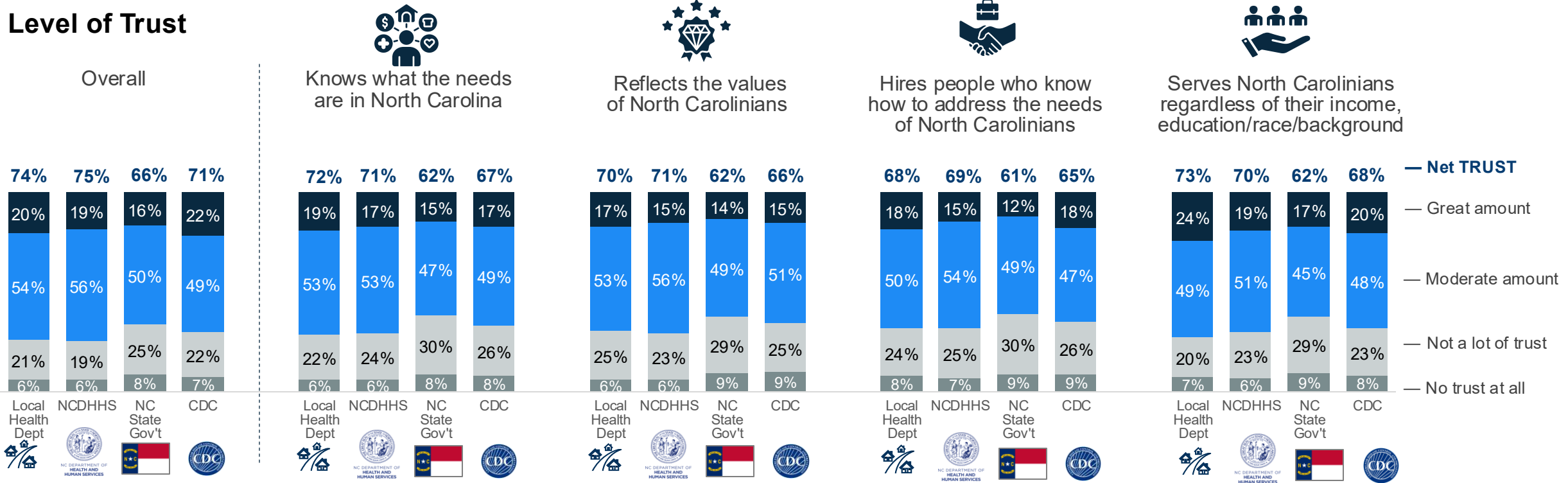


PUBLIC HEALTH TRUST

Four Levels of Institutional Trust

Seven in 10 or more North Carolinians trust NCDHHS overall and across the four dimensions of institutional trust. Trust in local health departments is similar. Local health departments are trusted most when it comes to serving all residents, regardless of background. Trust in the CDC is just slightly lower and lowest for the NC government.

Level of Trust



Base: Total Respondents n=799

Q12: Now, please indicate the degree to which each of the following statements reflect the level of trust you have in each of those organizations.



Profile – Very Familiar with NCDHHS

Very Familiar with the Work and Services of NCDHHS (n=240)



29%



The 29% who have a high familiarity with the work and services of NCDHHS are more likely to:

- *Recall reading/hearing/seeing something from public health officials in the past year*
- *Feel they understand public health very well*
- *Feel the work of NCDHHS is extremely important to the health of North Carolinians*
- *Rate the NC Public health system “excellent”*
- *Have a great amount of trust in NCDHHS overall*
- *Trust NCDHHS health recommendations a great deal*

And are more likely to be:

- *Female*
- *Black*
- *Under age 35*

They are less likely to be:

- *White-Non-Hispanic*
- *Age 55+*



Profile –NCDHHS Doing an Excellent Job



NCDHHS Doing an Excellent Job Overall (n=127)

15%



The 15% who feel NCDHHS is doing an excellent job overall are more likely to:

- *recall reading/hearing/seeing something from public health officials in the past year*
- *be very familiar with NCDHHS and have someone in the household who receives Medicaid or Medicare*
- *feel they understand public health very well*
- *feel the work of NCDHHS is extremely important to the health of North Carolinians*
- *rate the NC Public health system “excellent”*
- *have a great amount of trust in NCDHHS overall*
- *trust NCDHHS health recommendations a great deal*
- *be Black*

They are less likely to be

- *white-Non-Hispanic*
- *Age 55+*



Profile – Trust NCDHHS Recommendations a Great Deal

Trust NCDHHS
recommendations a great deal
(n=151)

19%



The 19% who have a great deal of trust in NCDHHS' recommendations to improve health and safety are more likely to:

- Recall reading/hearing/seeing something from public health officials in the past year
- Feel they understand public health very well
- Feel the work of NCDHHS is extremely important to the health of North Carolinians
- Rate the NC Public health system "excellent"
- Place a great amount of trust in NCDHHS overall

They are more likely to be:

- Black
- American Indian

They are less likely to be:

- White-Non-Hispanic





APPENDIX

Detailed Charts by Subgroup

Perceived Public Health Responsibilities by Age Cohort

Perceptions of responsibility vary by age cohort:

Younger North Carolinians are more likely than older to emphasize:

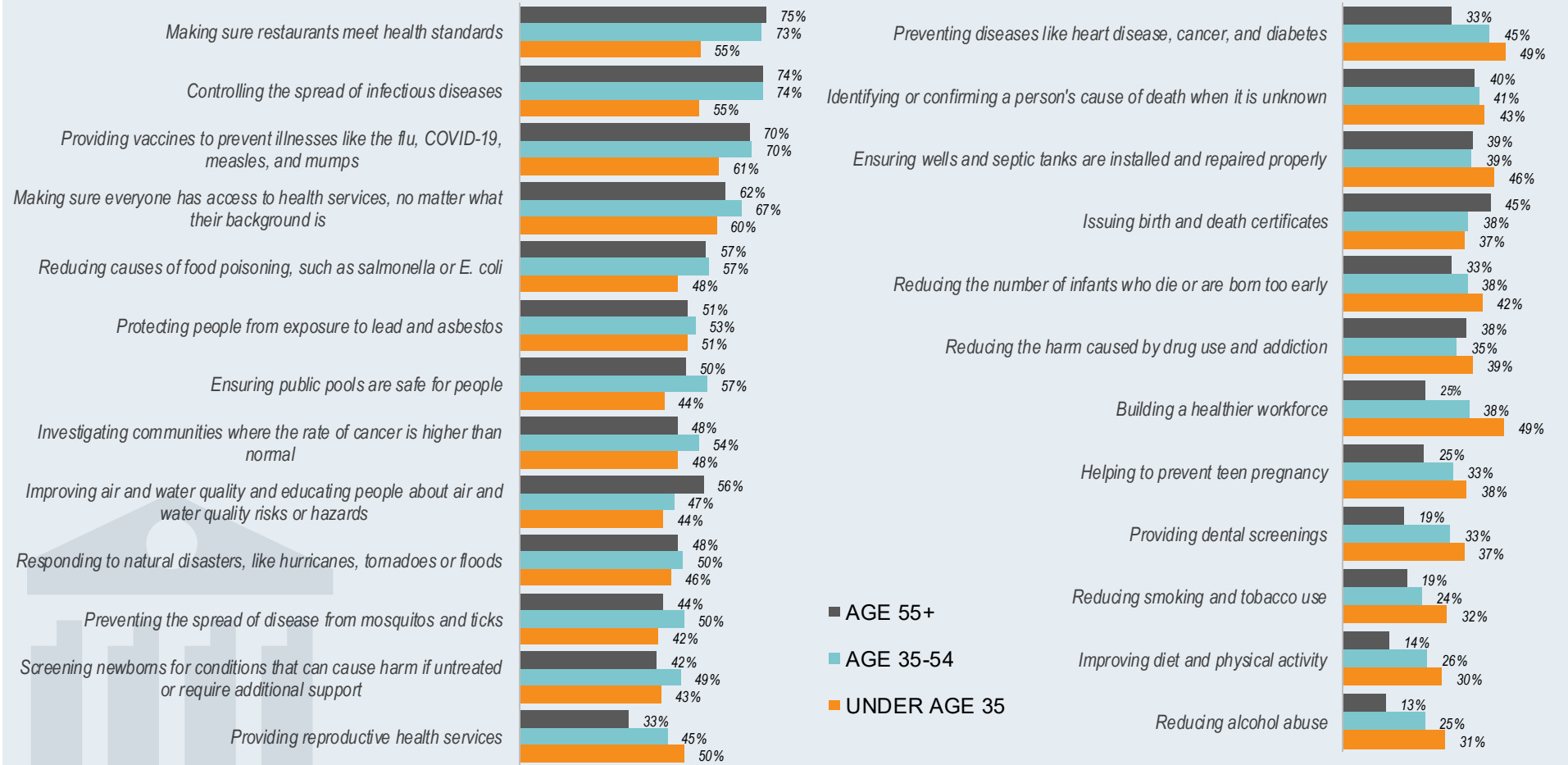
- Reproductive health
- Teen pregnancy
- Disease prevention
- Reduction in harm from addiction
- Building a healthy workforce
- Reducing alcohol abuse
- Reducing smoking and tobacco use
- Improving diet and physical activity
- Providing dental screenings

Older are more likely to emphasize:

- Restaurant health standards
- Controlling spread of infectious diseases
- Providing vaccines to prevent illness
- Ensuring safety of public pools
- Improving air and water quality

Base: Total Respondents n=799; Under age 35 n=212; Age 35-54 n=288; Age 55+ n=299 Q10. To what extent do you consider each of the following to be a responsibility for public health agencies in North Carolina...?

% Who Consider Primary/Main Responsibility for Public Health Agencies by Age



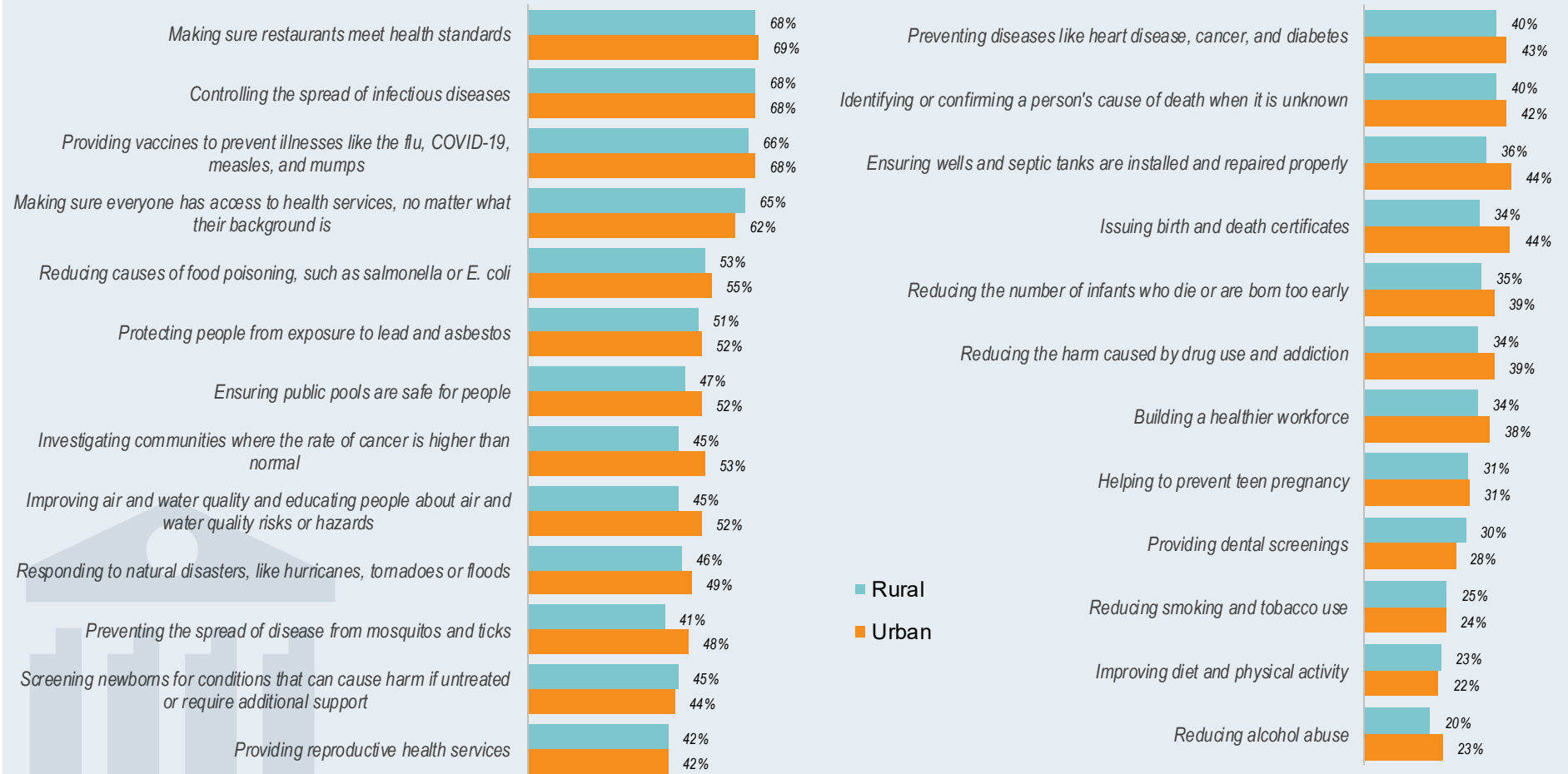
Perceived Public Health Responsibilities by Urban/Rural

Perceptions of responsibility are relatively consistent by urban vs. rural with the following exceptions:

Urban more emphasis than rural on:

- Issuing birth and death certificates
- Investigating communities where rate of cancer is higher than normal
- Preventing the spread of disease from mosquitoes and ticks
- Ensuring wells/septic tanks installed and repaired properly

% Who Consider Primary/Main Responsibility for Public Health Agencies by Urban/Rural



Base: Total Respondents n=799; Rural n=272; Urban n=527
 Q10. To what extent do you consider each of the following to be a responsibility for public health agencies in North Carolina...?



Perceived Public Health Responsibilities by Urban/Rural/Suburban

Perceptions of responsibility differ as follows:

Urban more emphasis on:

- Ensuring public pools are safe
- Improving air/water quality (vs. rural)
- Reducing the harm caused by drug use and addiction
- Screening newborns (vs. suburban)

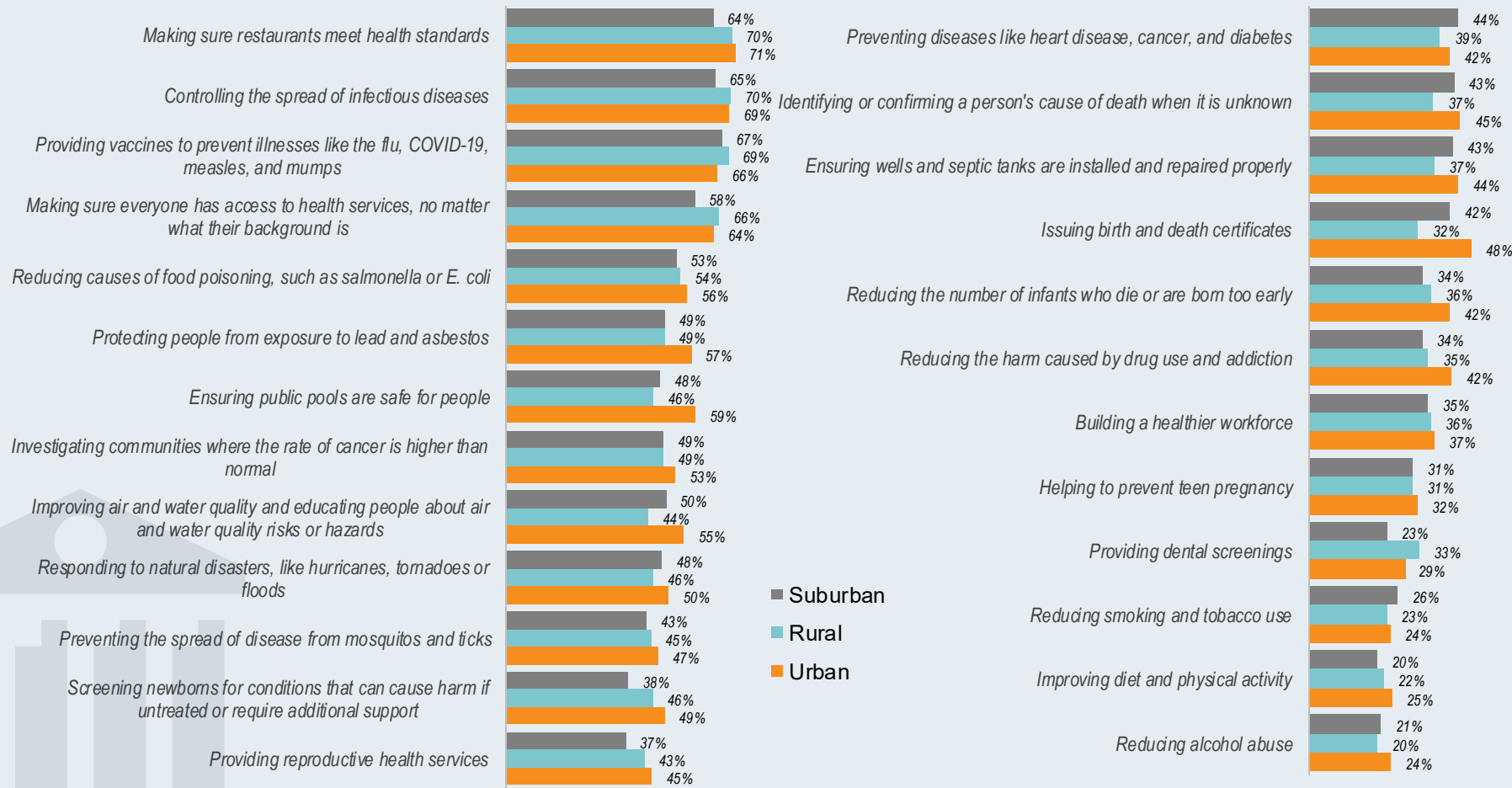
Rural more emphasis than suburban on:

- Dental screenings

Urban/Suburban more emphasis on:

- Issuing birth and death certificates

% Who Consider Primary/Main Responsibility for Public Health Agencies by Urban/Rural/Suburban



Base: Total Respondents n=799; Suburban n=236; Rural n=297; Urban n=266
 Q10. To what extent do you consider each of the following to be a responsibility for public health agencies in North Carolina...?



Perceived Public Health Responsibilities by Income

Perceptions of responsibility vary by household income:

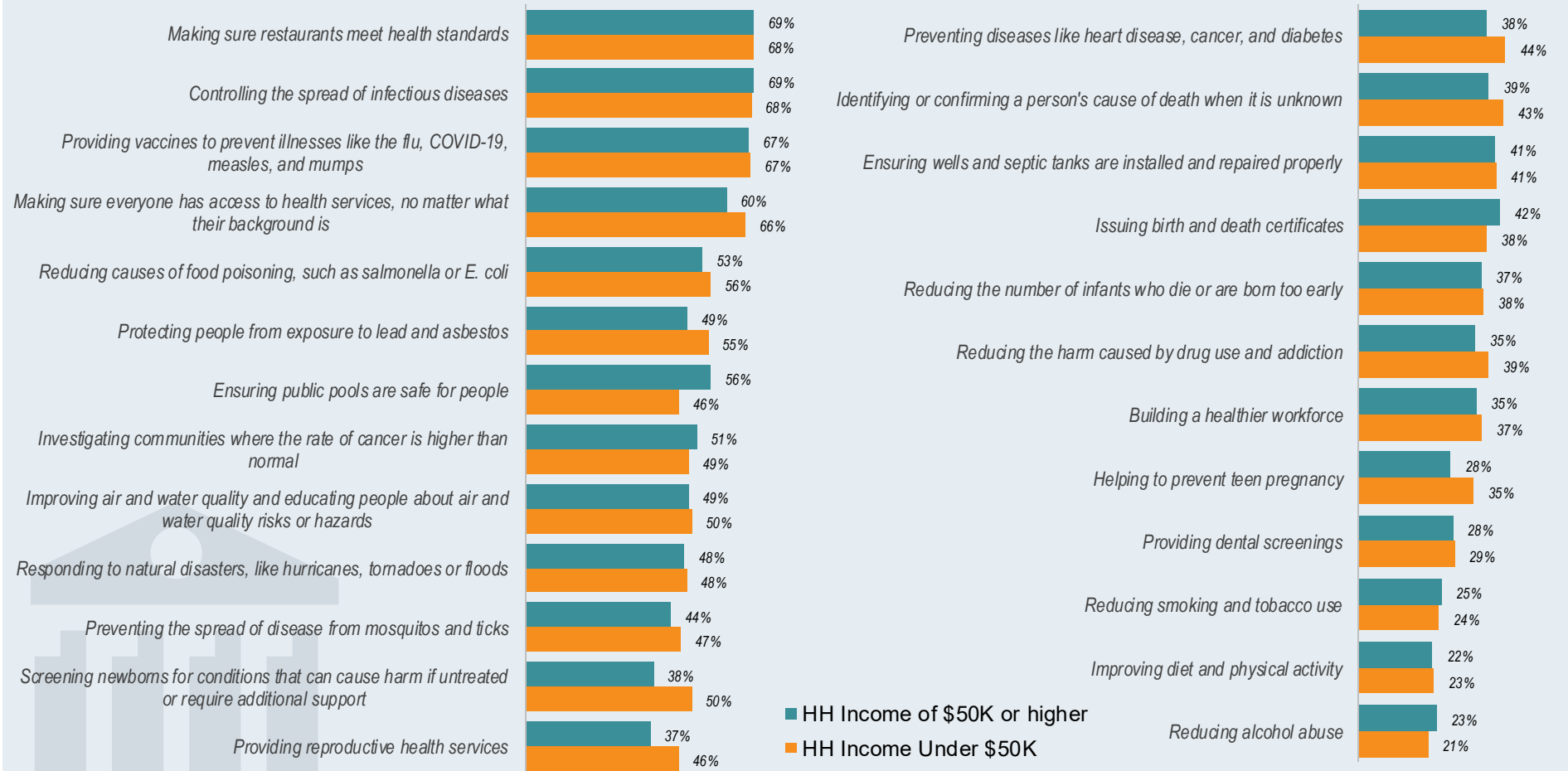
Household income of \$50K or higher:

- Ensuring the safety of public pools

Household income under \$50K:

- Screening newborns for harmful conditions
- Reproductive health services
- Helping to prevent teen pregnancy

% Who Consider Primary/Main Responsibility for Public Health Agencies by Race/Ethnicity



Base: Total Respondents n=799; Household income under \$50K n=432, Household income \$50K or higher n=367
 Q10. To what extent do you consider each of the following to be a responsibility for public health agencies in North Carolina...?



Perceived Public Health Responsibilities by Race/Ethnicity

Perceptions of responsibility vary by race/ethnicity, including greater emphasis among:

Black, Hispanic, and AI:

- Building a healthier workforce
- Dental screenings
- Disease prevention
- Reproductive health services
- Screening newborns/reducing infant mortality
- Reducing harm from drug use/addiction

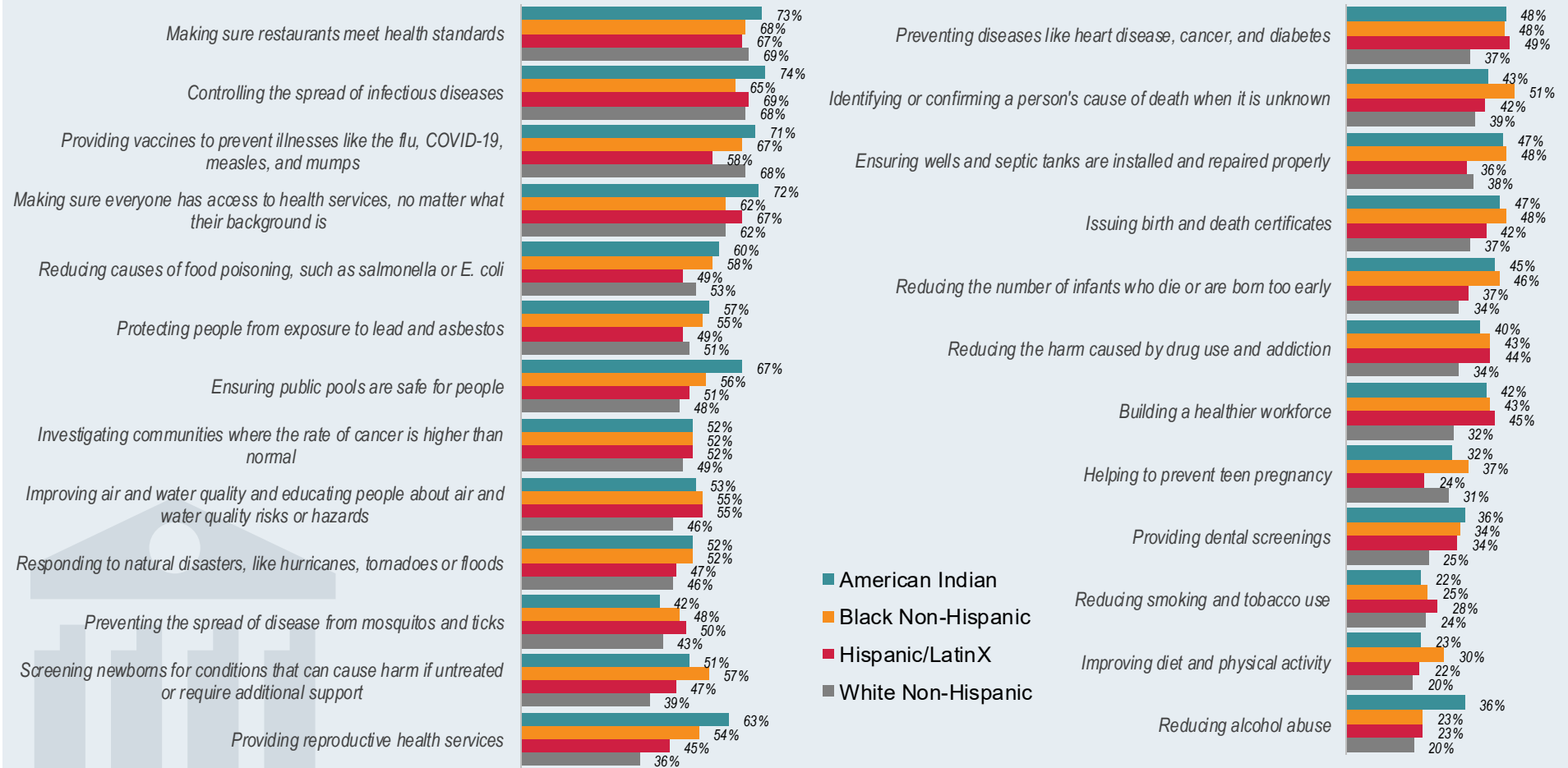
Black/African American

- Confirming cause of death
- Septic/well safety
- Preventing teen pregnancy

American Indian

- Public pool safety
- Septic/well safety
- Reducing alcohol abuse

% Who Consider Primary/Main Responsibility for Public Health Agencies by Race/Ethnicity



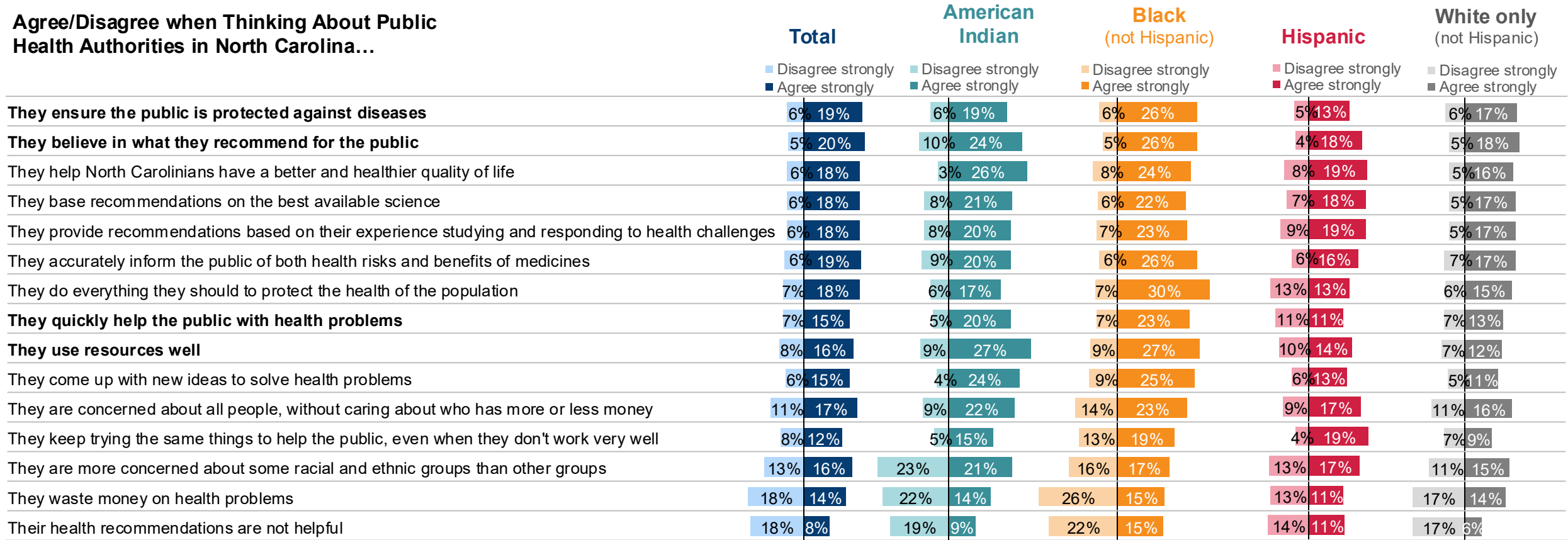
Base: Total Respondents n=799; American Indian (any) n=57, Black not Hispanic n=223; Hispanic (not A.I.) n=86; White only, not Hispanic n=413
 Q10. To what extent do you consider each of the following to be a responsibility for public health agencies in North Carolina...?



View of State Public Authorities in North Carolina by Race/Ethnicity

- Overall agreement with positive statements measuring foundations of trust in North Carolina public health authorities is high but few agree strongly. Four measures were most closely correlated to having high trust.

Agree/Disagree when Thinking About Public Health Authorities in North Carolina...



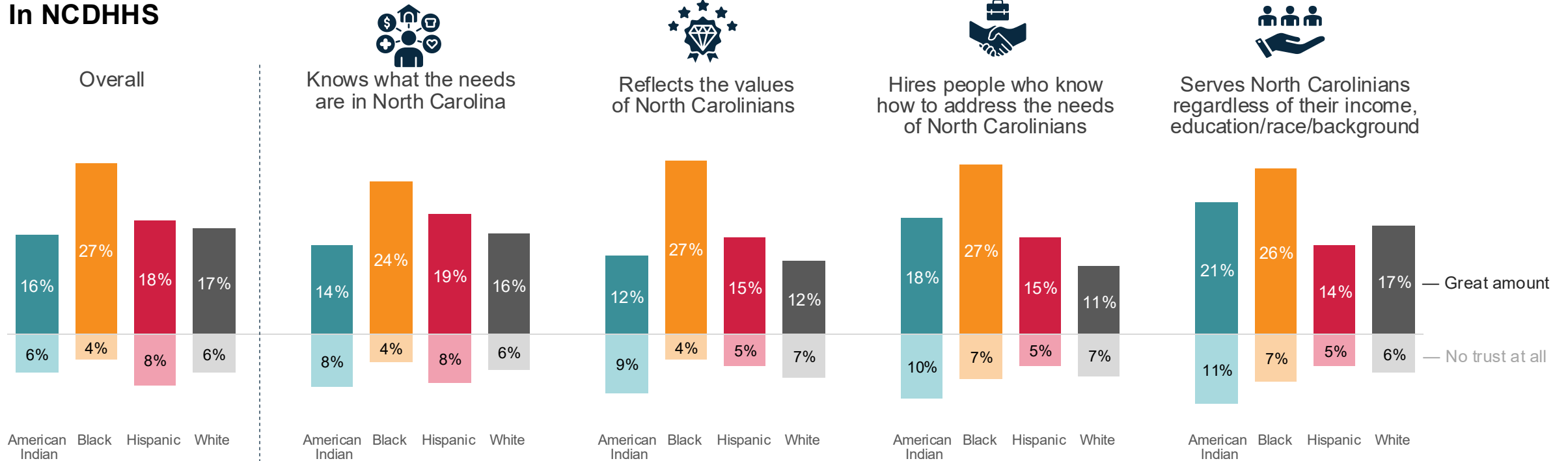
Base: Total Respondents n=799; American Indian (any) n=57; Black not Hispanic n=223; Hispanic (not A.I.) n=86; White only, not Hispanic n=413
 Q14: Below are several statements about public health authorities. Thinking about state public health authorities in North Carolina, please indicate whether you agree or disagree with each statement.

Statements in **bold** are the strongest drivers of trust in NCDHHS

Four Levels of Institutional Trust by Race/Ethnicity

Black North Carolinians are more likely than other race/ethnicity groups to trust NCDHHS overall and across the four dimensions of institutional trust with about a quarter saying they have great trust and fewer than one in 10 with no trust at all.

Level of Trust In NCDHHS



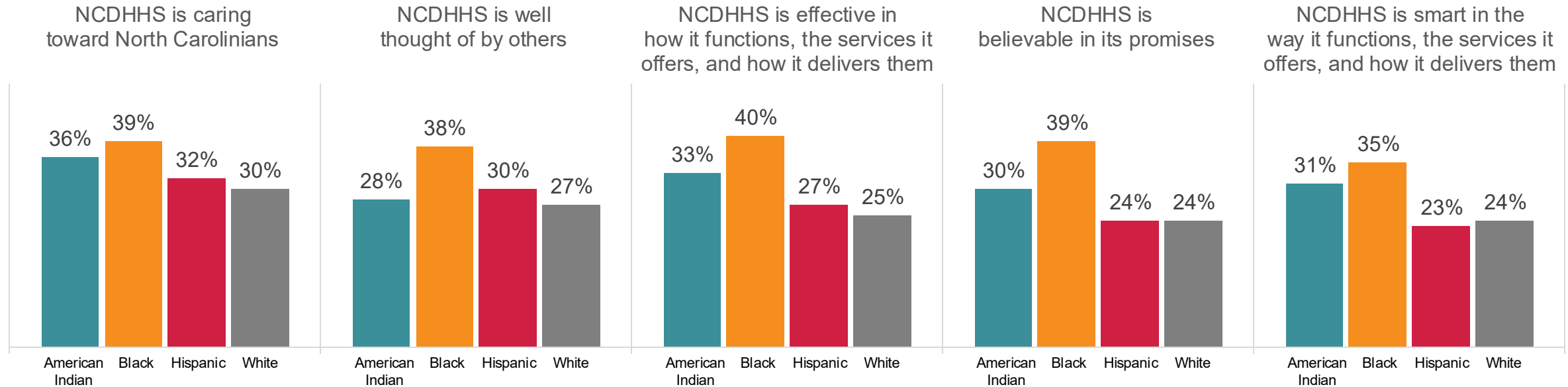
Base: Total Respondents n=799; American Indian (any) n=57, Black not Hispanic n=223; Hispanic n=86; White only, not Hispanic=413
 Q12: Now, please indicate the degree to which each of the following statements reflect the level of trust you have in each of those organizations.



Leadership Dimensions by Race/Ethnicity

More than a third of Black North Carolinians rate NCDHHS highly across all dimensions of leadership, higher than all others. American Indian, Hispanic and White/non-Hispanic North Carolinians rate NCDHHS highest in being caring toward the state population. White and Hispanic North Carolinians tend to rate NCDHHS somewhat lower than others on most aspects of leadership.

Characteristic Describes NCDHHS Well (6/7 out of 7)



Base: Total Respondents n=799; American Indian (any) n=57, Black not Hispanic n=223; Hispanic n=86; White only, not Hispanic n=413

Q11. In the next series of questions, you will rate several different organizations on a series of characteristics based on your experience or what you have heard. Please rate each characteristic using a scale of 1 to 7, where 1 means that characteristic does not describe that organization, its products, services or people at all and 7 means it describes that organization perfectly.

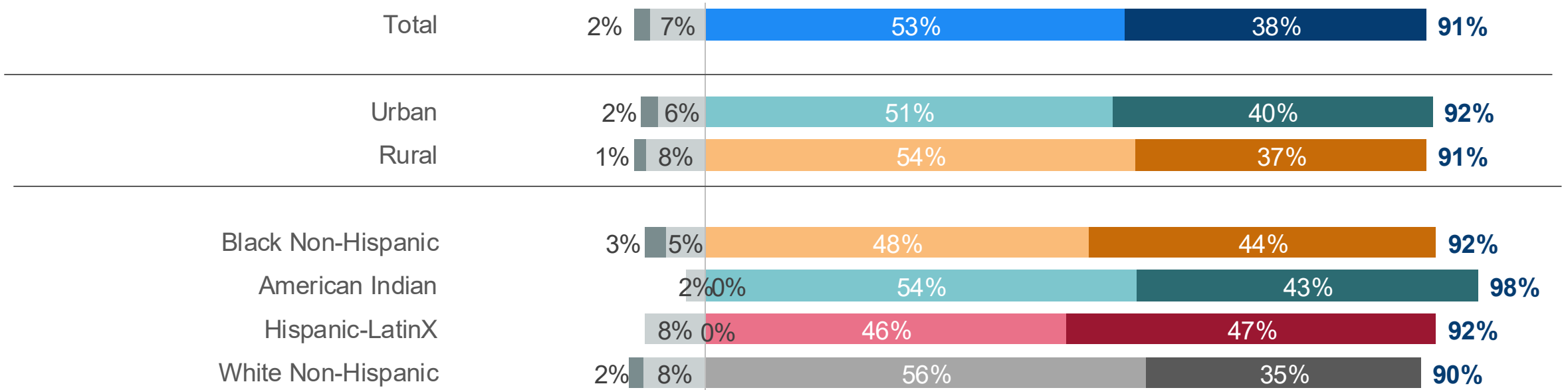


General Understanding

Nine in 10 (91%) North Carolinians feel they understand what is meant by the words "public health" to some degree: 38% say they understand very well and 53% say they understand at least somewhat well. Understanding is similar across rural, urban and HMP groups.

Understanding of the Meaning of the Words "Public Health"

■ Not at all ■ Not too well ■ Somewhat well ■ Very Well = Well (NET)



Base: Total Respondents n=799, Rural n=272, Urban n=527, Black n=230, American Indian or Alaska Native n=45, Hispanic n=98, White Non-Hispanic n=413

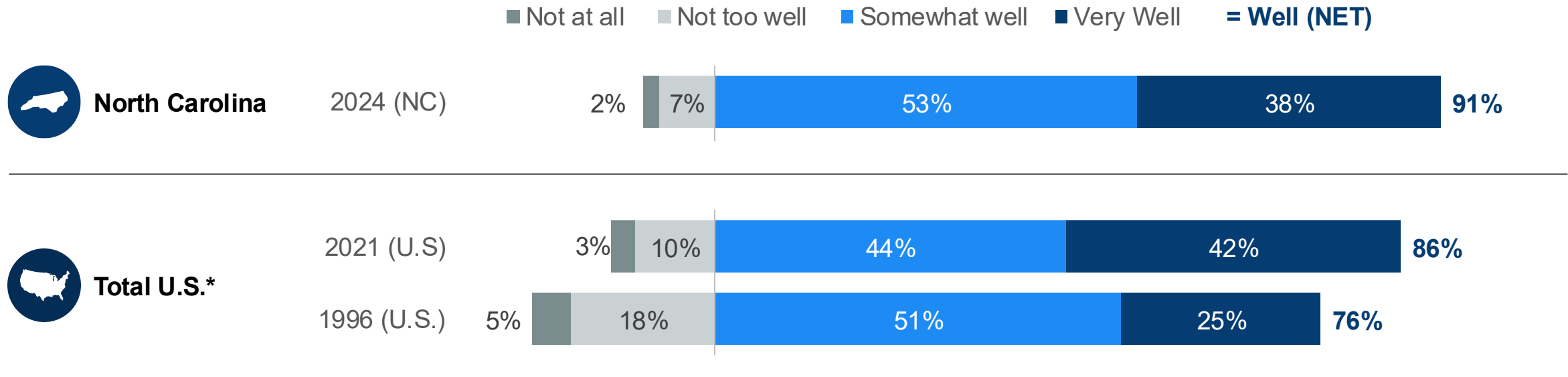
Q1: If you read or hear somebody talking about public health, how well do you understand what they mean by the words "publichealth"?



General Understanding: 2024, 2021 and 1996

Nine in 10 North Carolinians feel they understand the meaning of the words “public health” well. A similar level of U.S. adults felt they understood the meaning in 2021, based on a national poll.* Understanding of public health rose nationally between 1996 and 2021.

Understanding of the Meaning of the Words “Public Health”



*Sources: Robert Wood Johnson Foundation/Harvard T. H. Chan School of Public Health, The Public’s Perspective on the United States Public Health System, 2/11/21-3/15/21 N=1,305; Source: Harris Poll, 12/12-16, 1996 n=1004

Base: Total Respondents n=799

Q1: If you read or hear somebody talking about public health, how well do you understand what they mean by the words “publichealth”?



Familiarity with Public Health Authorities: 2024 and 2021

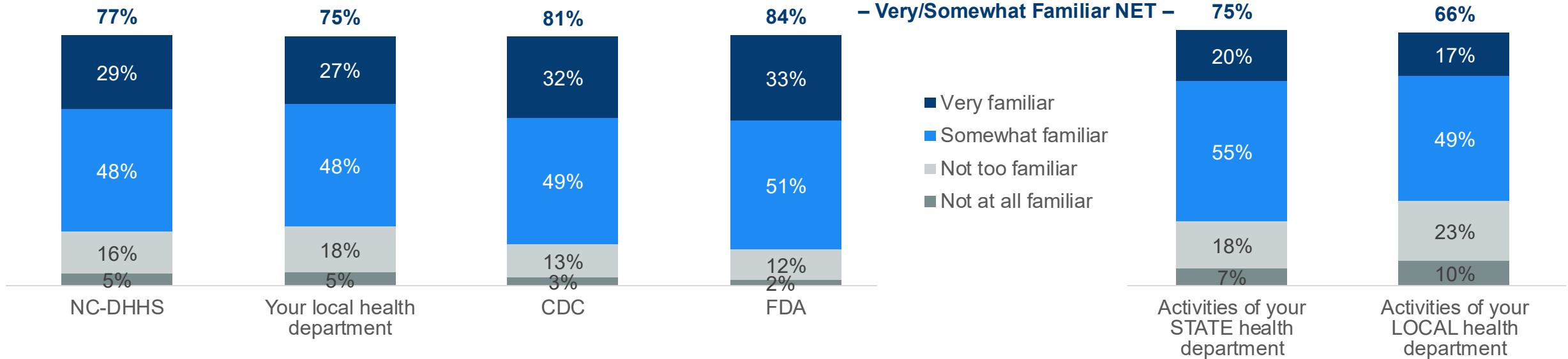


More North Carolinians are very familiar with NCDHHS and local health departments in comparison to 2021 nationwide results for state and local health departments.

Familiarity with Public Health Agencies



2021 Familiarity with State/Local (Among Total U.S.)



How familiar are you with the activities of your STATE/LOCAL health department? Sources: Robert Wood Johnson Foundation/Harvard T. H. Chan School of Public Health, The Public's Perspective on the United States Public Health System, 2/11/21-3/15/21 State (n=650) and local (n=655) health department questions were asked of randomized half-samples of adults
 Base: Total Respondents n=799
 Q7r: How familiar are you with the work and services of each of the following...?
 Note: Don't know/refused responses not shown



Protecting the Public from Health Threats: 2024 and 2021

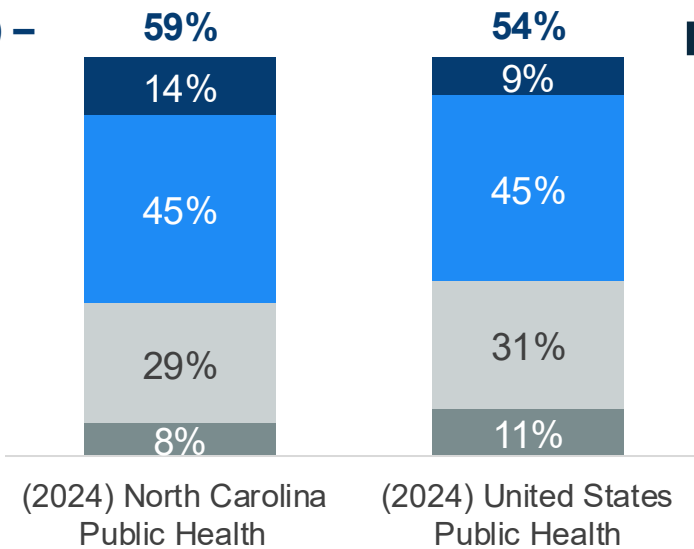
Nearly six in 10 North Carolinians feel that their state Public Health system is good or excellent at protecting the public from health threats and preventing illness.



Assessment of Systems for Protecting the Public from Health Threats and Preventing Illness

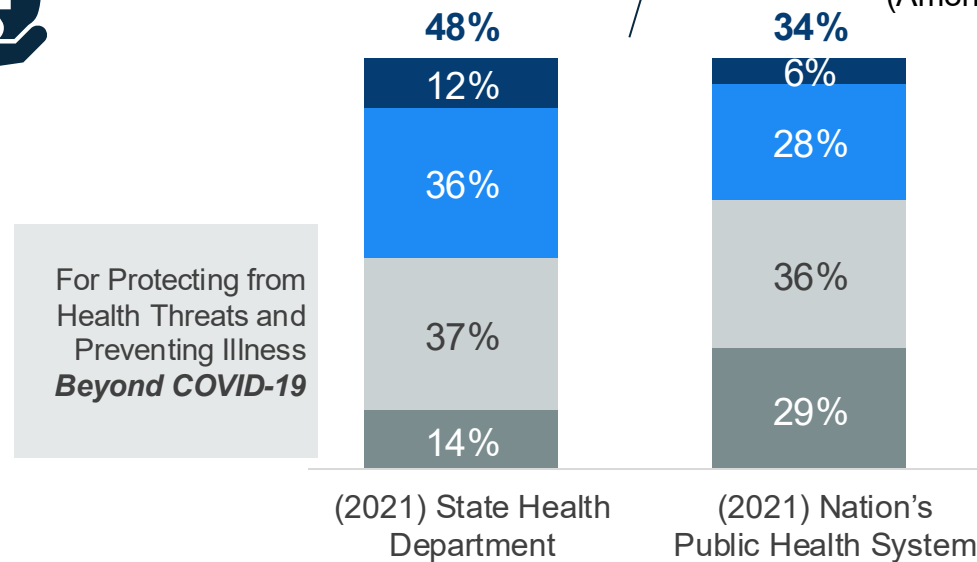
Excellent/Good (NET) –

- Excellent
- Good
- Fair
- Poor



Nationally, nearly half rated their state and one third rated the national public health system positively in '21

(Among Total U.S.)



For Protecting from Health Threats and Preventing Illness **Beyond COVID-19**

Base: Total Respondents n=799

Q6: When it comes to protecting the public from health threats and preventing illness overall, how would you rate each of the following systems

Sources: Robert Wood Johnson Foundation/Harvard T. H. Chan School of Public Health, The Public's Perspective on the United States Public Health System, 2/11/21-3/15/21 N=1,305.

State (n=650) and local (n=655) health department questions were asked of randomized halvesamples of adults



Overall Performance of Public Health Agencies: 2024 and 2021



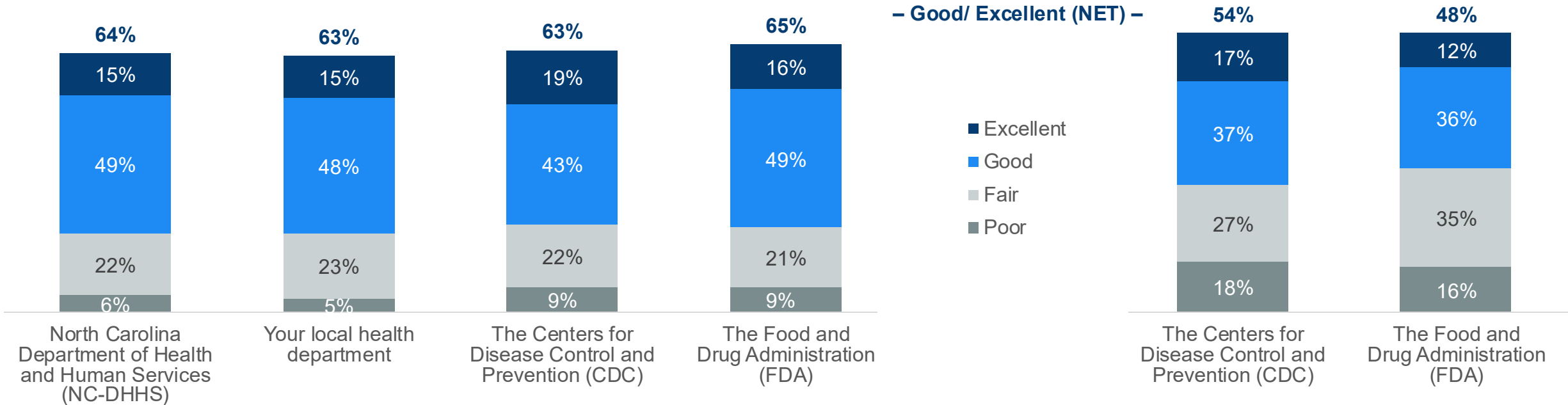
Over six in 10 North Carolinians rate the NCDHHS, local health department and national agencies (CDC and FDA) as good or excellent. Comparable ratings for the CDC and FDA were less favorable in 2021



Overall Performance of Public Health Agencies



2021 Agency Performance Ratings (Among Total U.S.)



Now I'm going to read you a list of agencies in the FEDERAL government. For each one, please tell me how good a job you think it is doing. How about (INSERT ITEM)? Do you think it is doing an excellent, good, fair, or poor job?

Sources: Robert Wood Johnson Foundation/Harvard T. H. Chan School of Public Health, The Public's Perspective on the United States Public Health System, 2/11/21-3/15/21

Base: Total Respondents n=799

Q8r: X- For each organization, please indicate how good of a job you think it is doing, overall, based on what you have experienced, heard or read




View of Public Authorities: 2024 and 2021

- When comparing agreement on the thirteen items on the “Trust in Public Health Authorities” (TiPHA) scale* to the levels reported in 2021 among a national sample, the overall agreement is lower for the positive statements and higher for the **negative** statements (shown in red).

When Thinking About...

2024 NC  **Public Health Authorities in North Carolina...**
% Agree Somewhat or Strongly

2021 U.S.  **Public health authorities such as local and state health departments, the CDC, and the FDA**

They ensure the public is protected against diseases	76%	86%
They believe in what they recommend for the public	75%	86%
They base recommendations on the best available science	74%	87%
They accurately inform the public of both health risks and benefits of medicines	70%	82%
They do everything they should to protect the health of the population	69%	86%
They quickly help the public with health problems	69%	80%
They use resources well	68%	82%
They come up with new ideas to solve health problems	64%	87%
They are concerned about all people, without caring about who has more or less money	64%	77%
They keep trying the same things to help the public, even when they don't work very well	63%	49%
They are more concerned about some racial and ethnic groups than other groups	53%	39%
They waste money on health problems	46%	30%
Their health recommendations are not helpful	42%	34%

* Holroyd TA, Limaye RJ, Gerber JE, Rimal RN, Musci RJ, Brewer J, Sutherland A, Blunt M, Geller G, Salmon DA. **Development of a Scale to Measure Trust in Public Health Authorities: Prevalence of Trust and Association with Vaccination**. J Health Commun. 2021 Apr 3;26(4):272-280. doi: 10.1080/10810730.2021.1927259. Epub 2021 May 16. PMID: 33998402; PMCID: PMC8225577
 Base: Total Respondents n=799
 Q14: Below are several statements about public health authorities. Thinking about state public health authorities in North Carolina, please indicate whether you agree or disagree with each statement.



Trusted Sources for Recommendations: 2024 and 2021

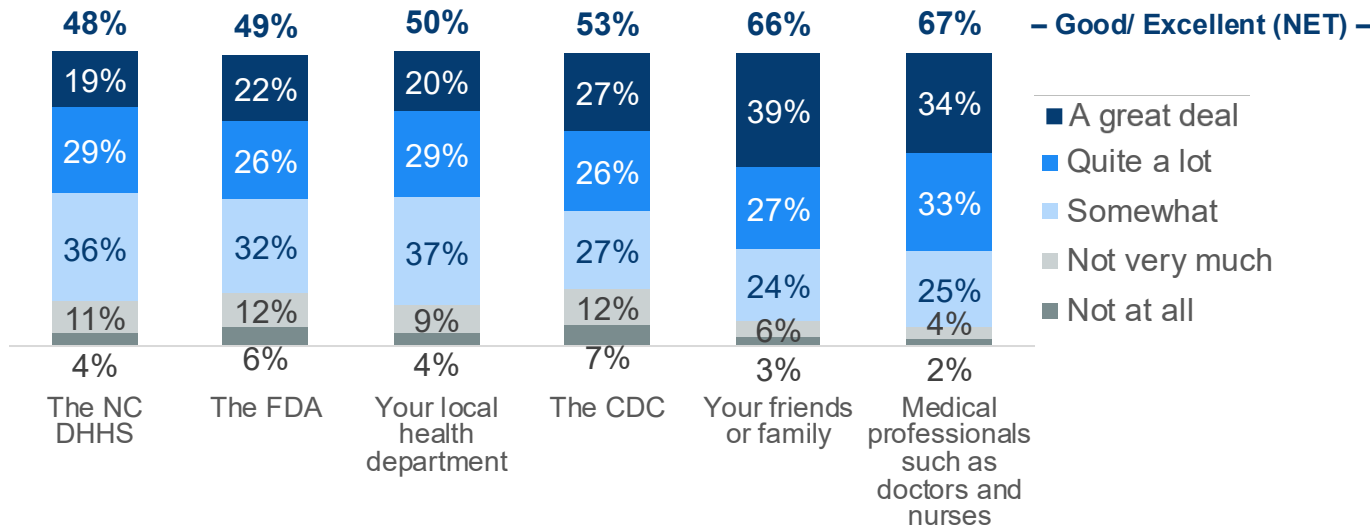


North Carolinians most trust recommendations to improve health and safety from medical professionals and friends or family. North Carolina current trust in state and local health departments as well as the FDA is higher than 2021 levels of trust nationally.

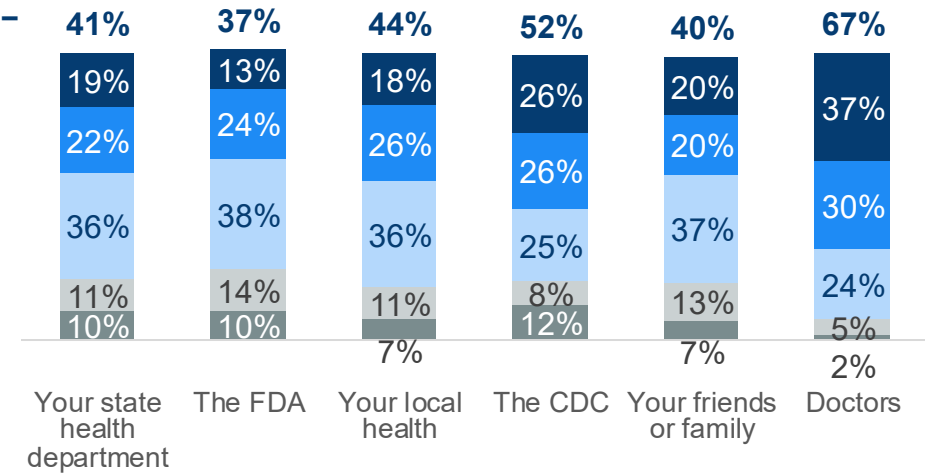
Trust in Recommendations to Improve Health and Safety



Level of Trust
(Among North Carolinians)



2021 Level of Trust
(Among Total U.S.)



Base: Total Respondents n=799

Q13: In terms of recommendations made to improve health and safety, how much do you trust each of the following?

Q5: In terms of recommendations made to improve health, how much do you trust the recommendations of each of the following groups? Do you trust them a great deal, quite a lot, somewhat, not very much, or not at all for recommendations they make to improve health? is doing. How about (INSERT ITEM)? Do you think it is doing an excellent, good, fair, or poor job?

Source: Robert Wood Johnson Foundation/Harvard T. H. Chan School of Public Health, The Public's Perspective on the United States Public Health System, 2/11/21-3/15/21; Questions asked of randomized half-samples of adults ages 18+ (n=655 and n=650)

