



PUBLIC OPINION
STRATEGIES

turning questions into answers

Public Opinion On Health Equity & Social Determinants of Health (SDOH)

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Research Overview

Overview

We completed a review of research that our firm has conducted over the past five years on the issues of social determinants of health and health equity. The data from these surveys have been made publicly available. Additionally, we have incorporated other publicly available data.

Below is the list of national surveys used in this slide deck.

<u>Description</u>	<u>Date</u>	<u>Sponsor</u>	<u>Research Firm</u>
National Survey of 1,000 Adults	September 9-17, 2017	Health Leads	Public Opinion Strategies
National Survey of 1,002 Registered Voters	September 9-17, 2019	AAMC	Public Opinion Strategies
National Survey of 1,769 Adults	August 20 – September 14, 2020	Kaiser Family Foundation / <i>The Undeclared</i>	Kaiser Family Foundation
National Survey of 998 Adults	October 16-27, 2020	The Root Cause Coalition	Dynata
National Survey of 800 Adults	December 1-6, 2021	Jarrard Phillips Cate & Hancock	Public Opinion Strategies
National Survey of 1,502 Physicians	February 3-11, 2022	The Physicians Foundation	Medscape

1

A large majority of Americans believe health equity should be a priority and can be achieved.

2

There are clear differences in views about our health care system and self-reported health care experiences by ethnicity.

3

Despite a lack of familiarity with social determinants of health, Americans are supportive of the goals addressing them. A large majority of Americans recognize healthy food, shelter, heat, electricity, clothing and transportation are essential health needs.

Key Takeaways

4

After presented with a few snippets of information (the “70% statistic” (more than 70% of health outcomes are tied to social and environmental conditions and the behaviors influenced by them) and several health care spending/outcomes charts), Americans believe we should focus spending on essential health needs rather than more medical spending.

5

More than three-quarters of Americans favor spending tax dollars on programs designed to address SDOH.

6

Americans believe social workers, community health workers/centers, local health officials and hospitals should be responsible for connecting patients with services to improve their social and environmental conditions.

Health Equity

A large majority of Americans believe health equity should be a priority and can be achieved.

93%

of Americans agree with the goal of health equity when they are presented with it

71%

of Americans think achieving health equity should be a top or high priority for the U.S.

61%

of Americans believe that health equity can be achieved in the U.S.

Americans are less trusting of the overall health care system than their local hospital and doctors. Black Americans are the least trusting racial group.

How much of the time do you think you can trust the health care system/doctors/local hospitals to do what is right for you or your community?

<i>%Almost All/Most of the Time</i>	All Adults	White	Black	Hispanic
Trust Doctors	74%	78%	59%	72%
Trust Local Hospitals	66%	70%	56%	62%
Trust Health Care System	52%	55%	44%	50%

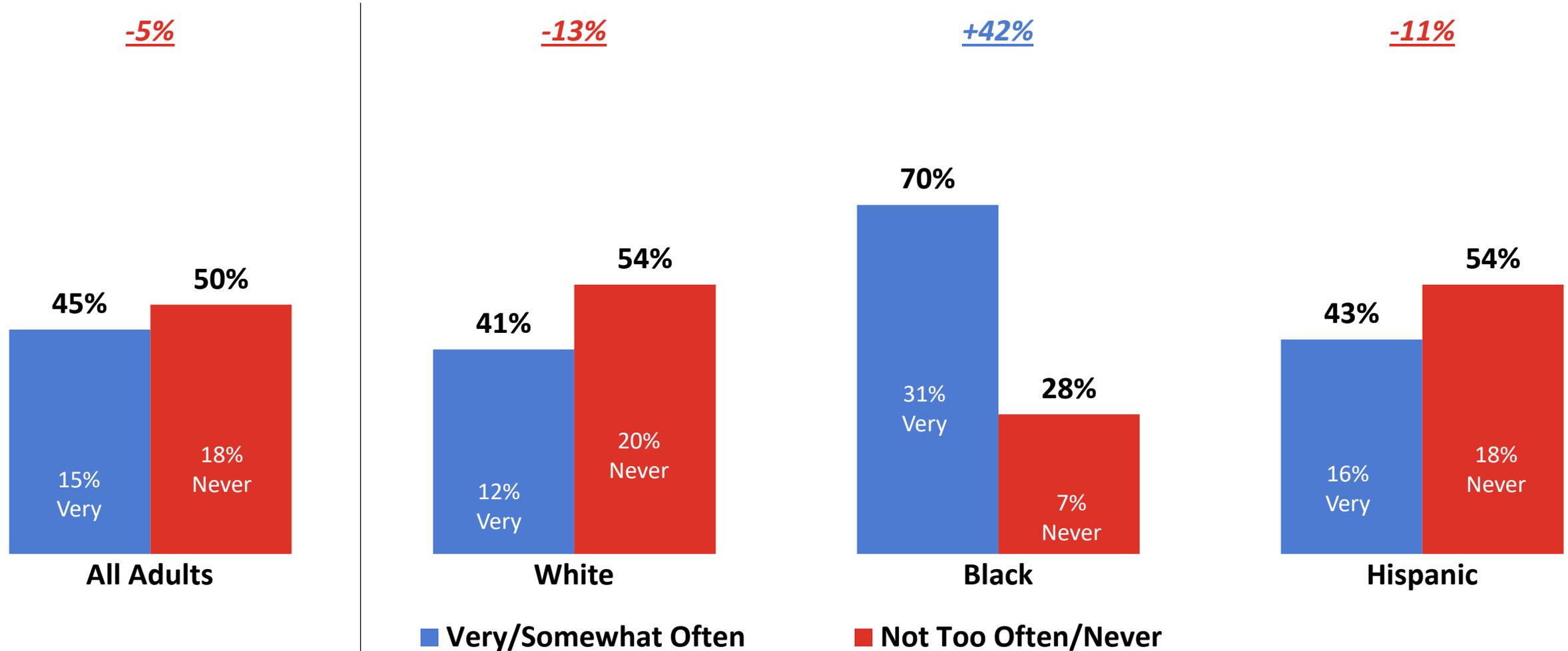
A large majority of all adults say it is easy to find respectful doctors and accessible health care. Affordability and doctors with a similar background are harder to find, especially for minorities.

Thinking about your experiences getting health care for yourself and your family, how easy or difficult is it to find a doctor who treats you with dignity and respect/a doctor who shares the same background and experience as you/health care at a location that is easy for you to get to/health care that you can afford?

<i>%Total Easy</i>	All Adults	White	Black	Hispanic
A doctor who treats you with dignity and respect	81%	86%	78%	75%
Health care at a location that is easy for you to get to	78%	82%	75%	67%
Health care that you can afford	55%	59%	52%	45%
A doctor who shares the same background and experience as you	47%	53%	32%	40%

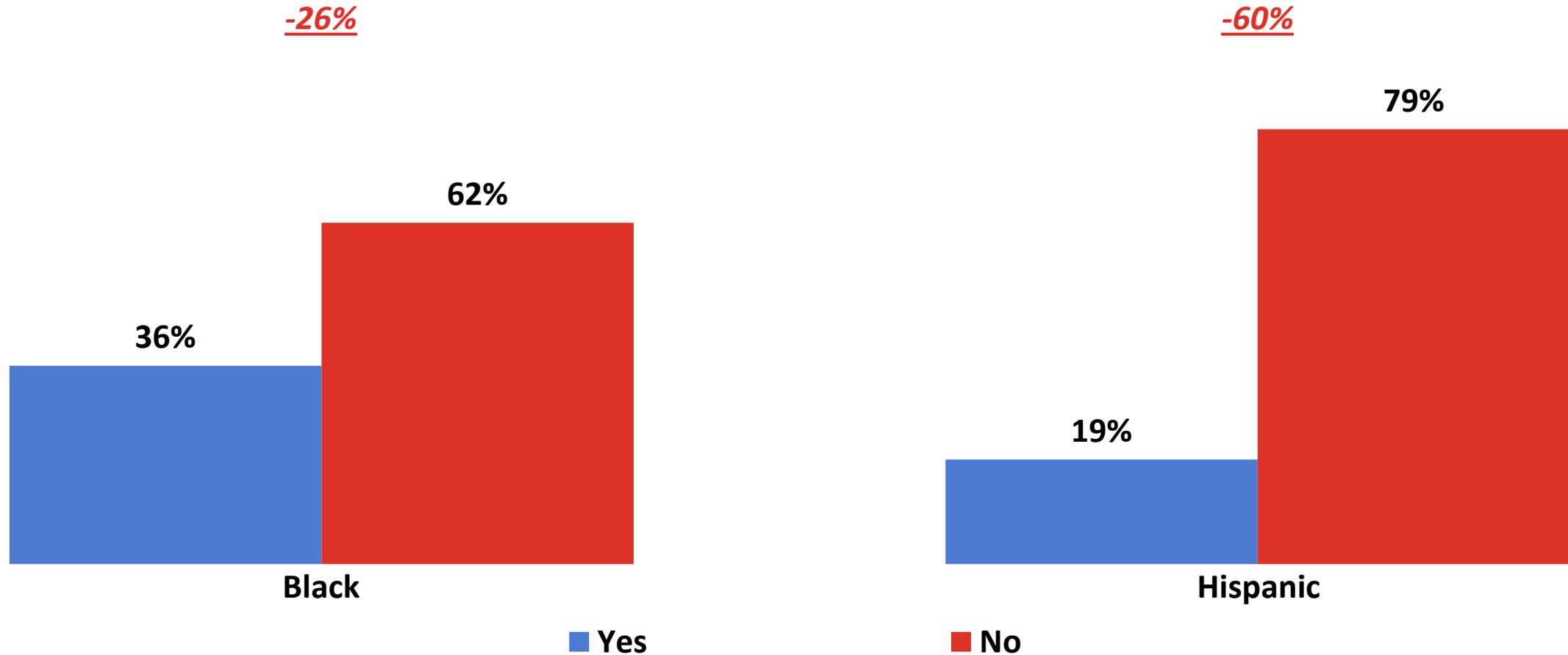
Americans are divided about whether the health care system treats people unfairly because of their race. 7-in-10 Black Americans believe the system treats people unfairly.

Generally speaking, how often do you think our health care system treats people unfairly based on their race or ethnic background?



More than one-third of Black Americans believe they would have gotten better medical care in the past few years if they belonged to a different race or ethnic group.

Was there ever a time in the last few years when you think you would have gotten better medical care if you had belonged to a different race or ethnic group, or not?



Note: This question was only asked of Black and Hispanic respondents

Black and Hispanic Americans are less likely than White Americans to believe hospitals deliver care equitably to patients regardless of their race or ethnic background.

Please indicate if you agree or disagree with each of the following statements using a scale from 1-10 where 1 means that you STRONGLY DISAGREE and 10 means you STRONGLY AGREE. Of course, you may use any number between 1-10 depending on how you feel. If you are unsure, please select that option.

People can get the care they need at my preferred hospital, regardless of race, ethnicity or socioeconomic status.

	All Adults	White	Black	Hispanic
8-10	51%	56%	41%	36%
4-7	21%	20%	15%	29%
1-3	7%	6%	11%	13%
Unsure	20%	18%	34%	21%

A majority of Americans believe pollution, lack of coverage and differences in how physicians treat Black & White patients have led to subpar outcomes for Black Americans.

On average, Black people in the U.S. have worse health outcomes compared to White people. Do you think each of the following is a major reason, minor reason, or not a reason for this difference?

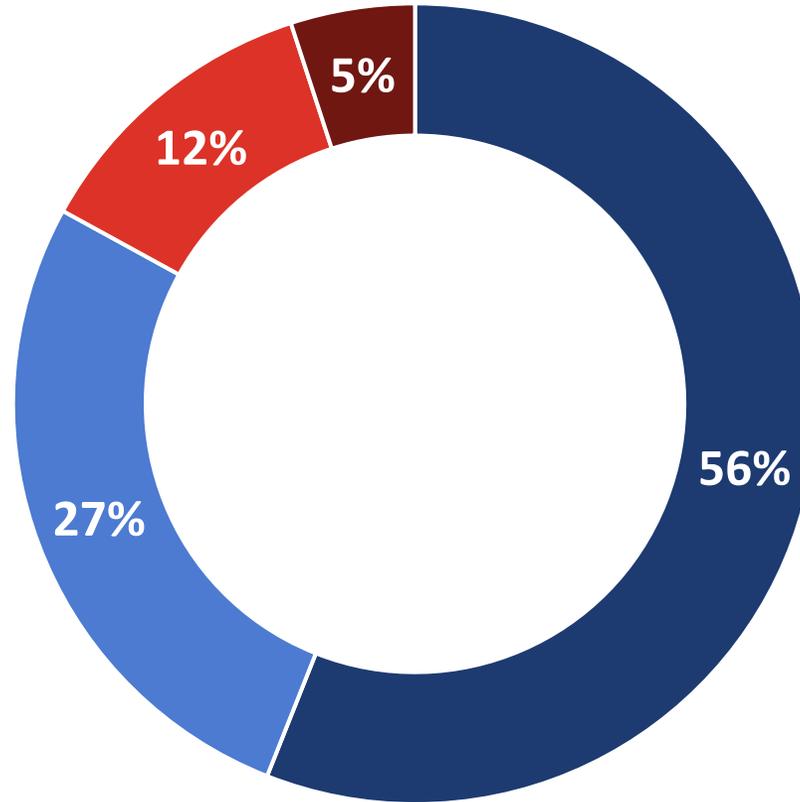
<i>%A Reason</i>	All Adults	White	Black	Hispanic
Black people are more likely to be exposed to pollution and environmental toxins in the places where they live	74%	73%	89%	71%
Black people are less likely to have access to health care and insurance	74%	70%	88%	83%
Doctors do not provide the same level of care to Black people as they do to White people	59%	53%	83%	70%

Social Determinants Of Health

A large majority of Americans agree that our health care system is unsuccessful in making people healthier despite spending large sums of money every year.

Do you agree or disagree with the following statement...

*The United States is spending billions of dollars on health care each year, but they are not succeeding in making people healthier.
(Sample B)*



Total Agree	83%
Total Disagree	17%

■ Strongly Agree

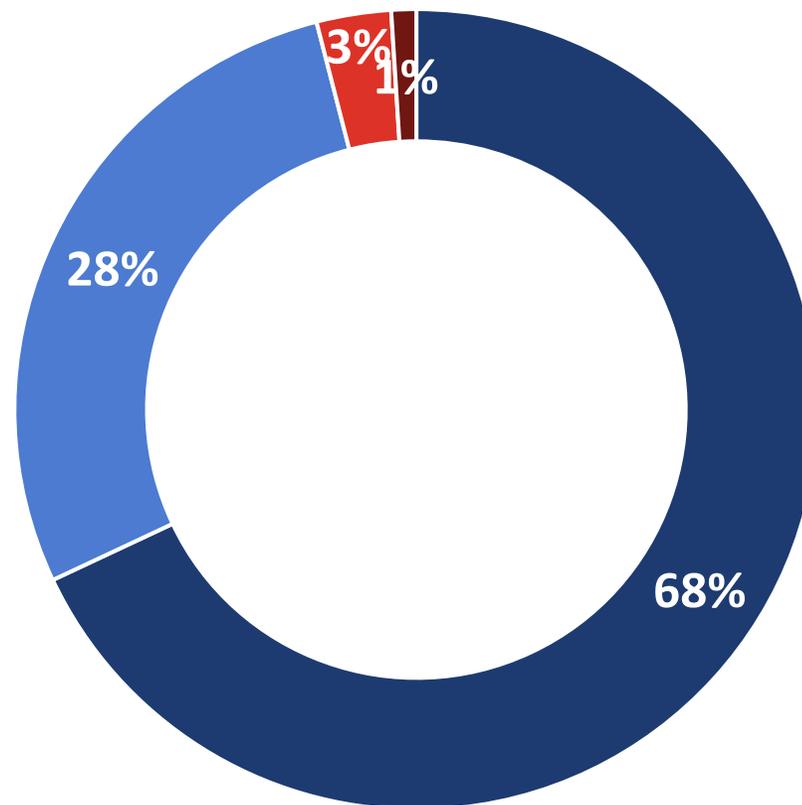
■ Somewhat Agree

■ Somewhat Disagree

■ Strongly Disagree

More than 95% of Americans agree that a health care system that address patients' essential needs is critical to quality care.

*Do you agree or disagree with the following statement...
A health care system that addresses patients' essential needs is critical to quality care.
(Sample A)*



Total Agree	96%
Total Disagree	4%

■ Strongly Agree

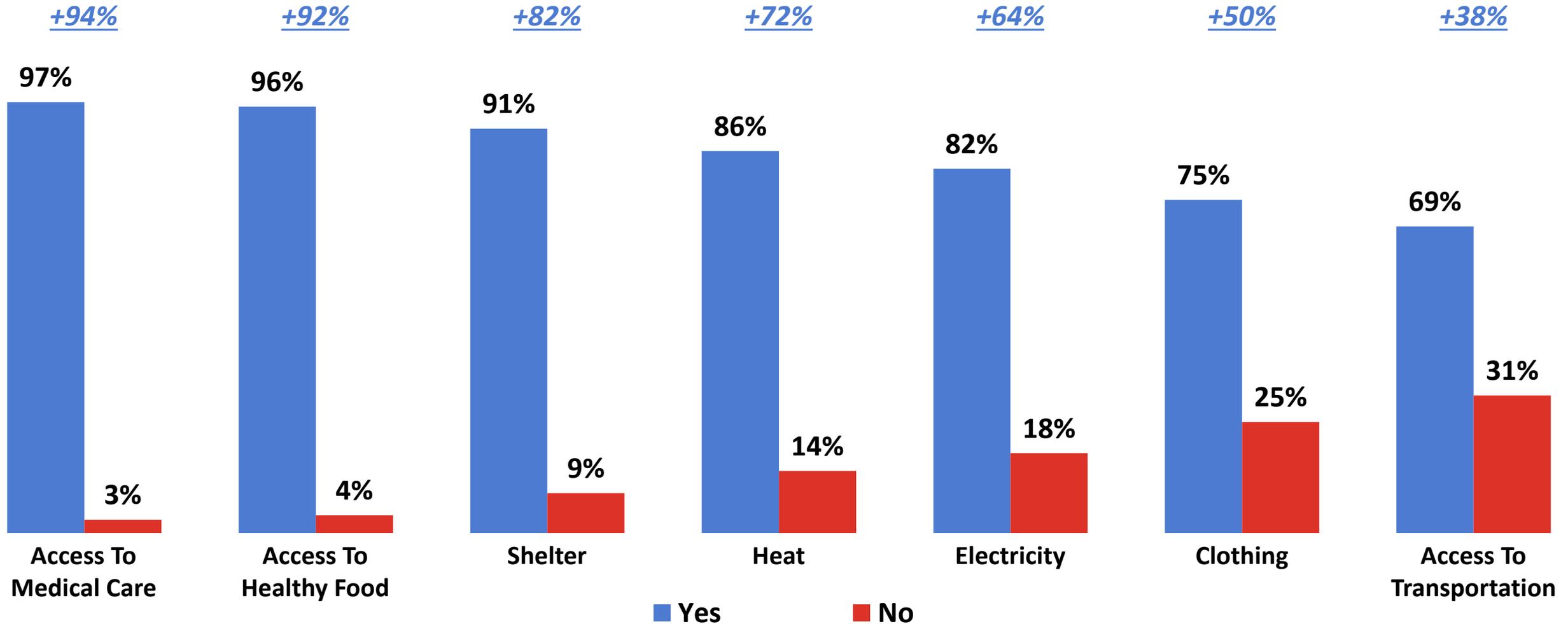
■ Somewhat Agree

■ Somewhat Disagree

■ Strongly Disagree

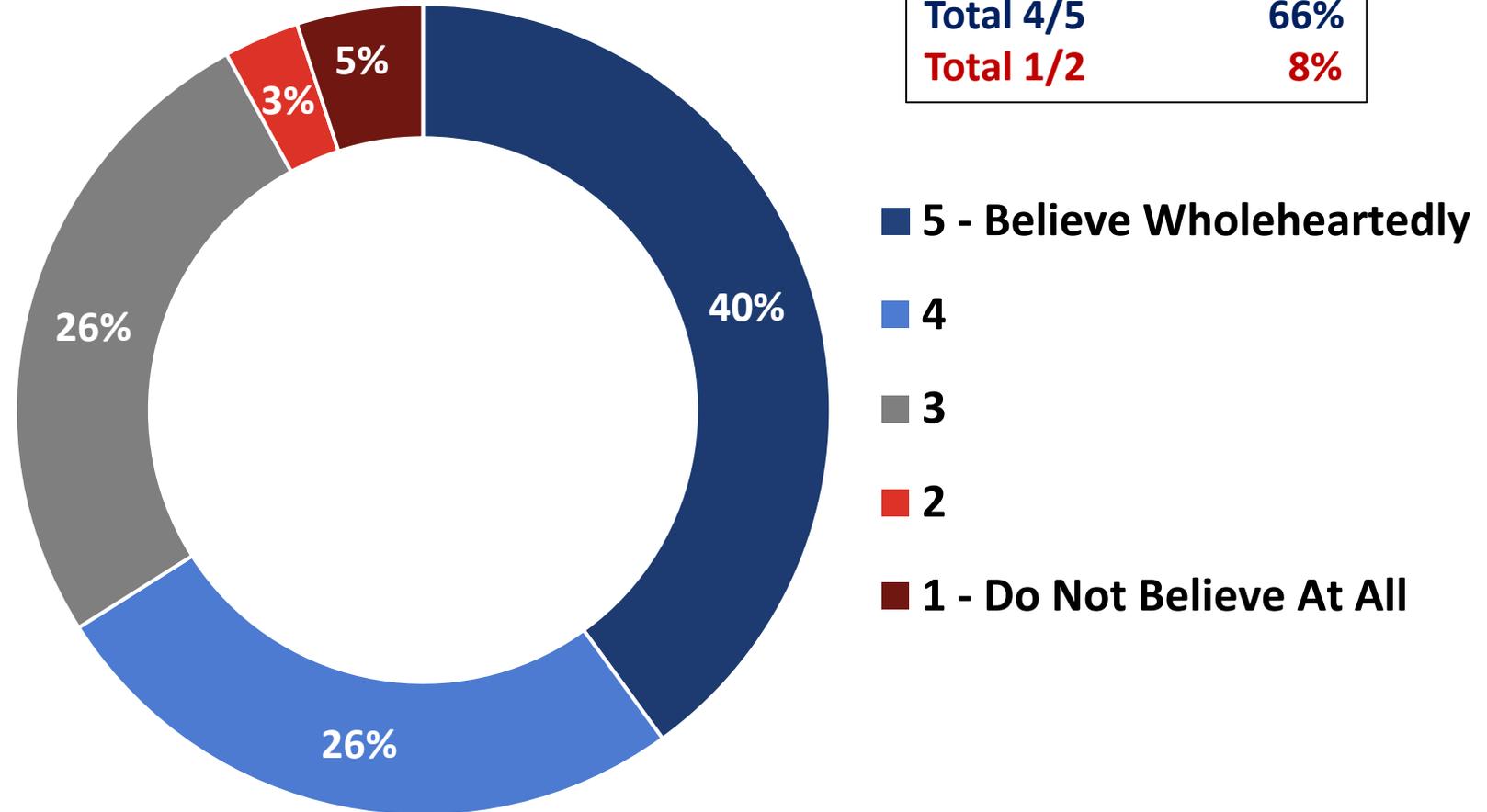
A strong majority of Americans recognize healthy food, shelter, heat, electricity, clothing and transportation are essential health needs.

Please indicate if you would consider each of the following to be to be an essential need when it comes to being healthy...



Two-thirds of Americans believe that the conditions in which people are born, live, work, play, worship and age have an impact on a person's health, functioning and quality-of-life.

How much do you believe that the conditions in which people are born, live, learn, work, play, worship, and age have an impact on a person's health, functioning and quality-of-life?



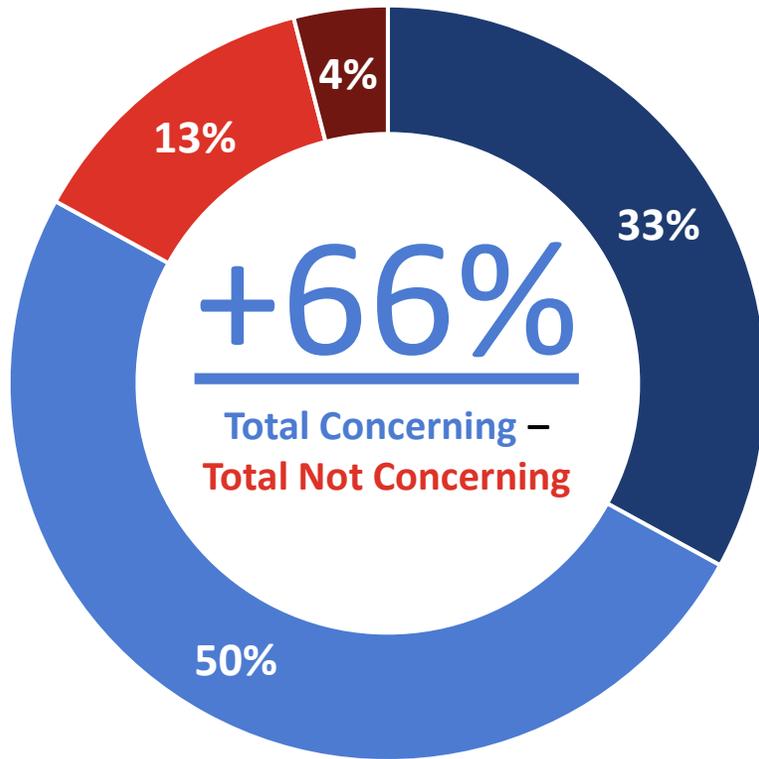
Research shows that only 10% of health outcomes are attributable to medical care – the treatments a patient receives at the hospital or clinic. More than 70% of outcomes are tied to social and environmental conditions and the behaviors influenced by them – that is, everything that happens in people's lives for that vast majority of the time when they are NOT at the hospital or clinic. The remaining 20% are from non-attributable factors such as genes.

A large majority of Americans agree that the 70% statistic is concerning and believable – nearly half are unsurprised at the statistic, however.

How [...] is the 70% statistic to you? Is it...

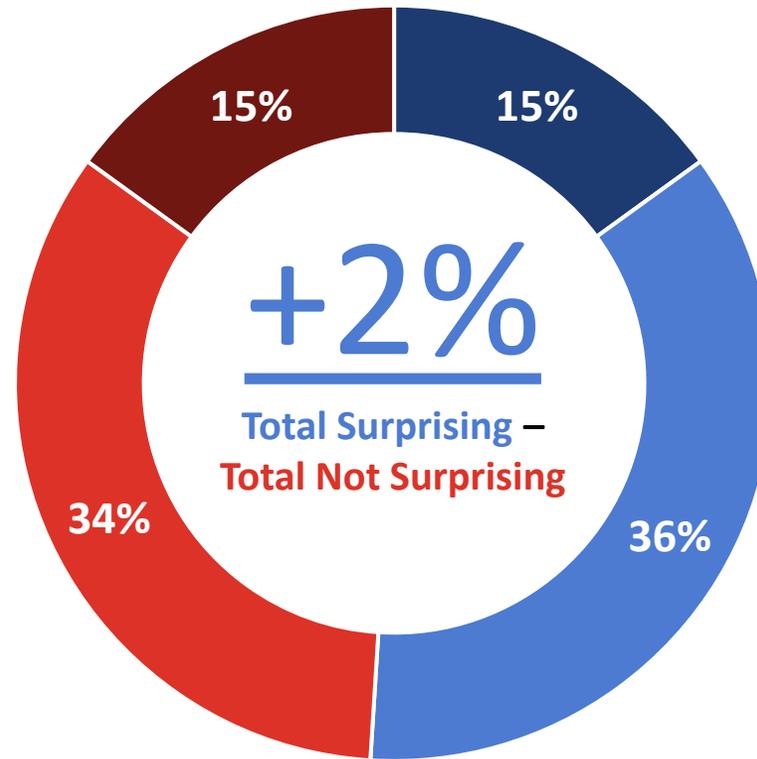
Concerning

Total Concerning	83%
Total Not Concerning	17%



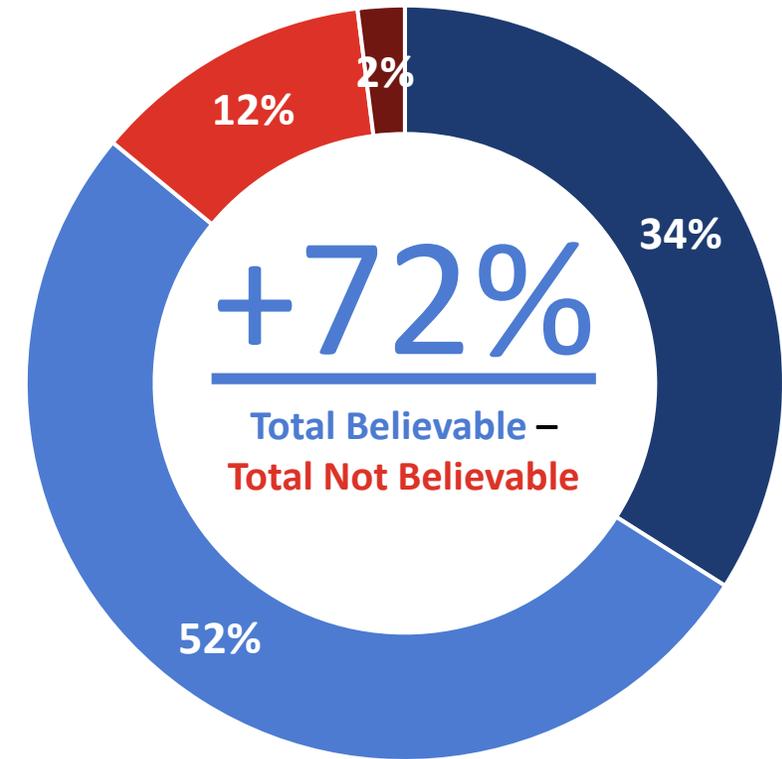
Surprising

Total Surprising	51%
Total Not Surprising	49%



Believable

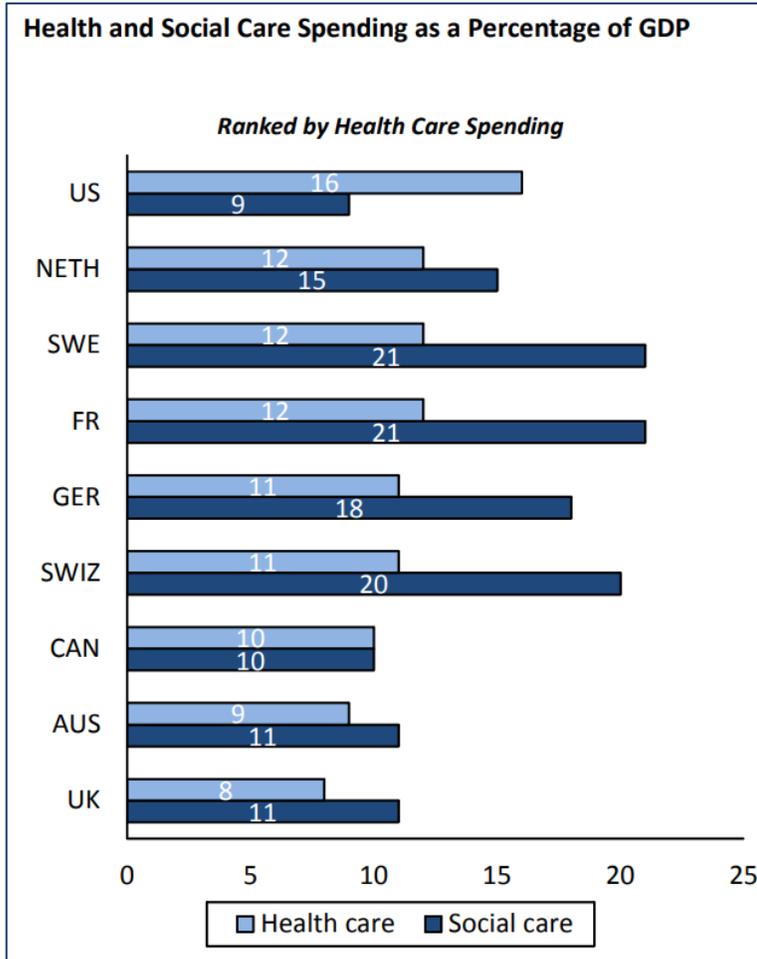
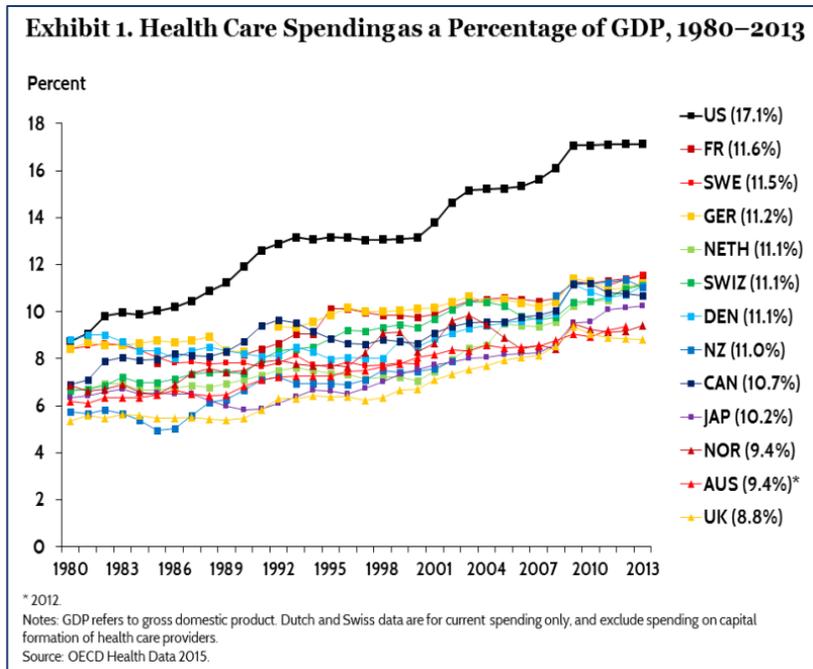
Total Believable	86%
Total Not Believable	14%



■ Very ■ Somewhat ■ Not Very ■ Not At All

U.S. Health Care Spending & Health Outcomes Charts

Now, please look at three charts. Please view each chart carefully, as you will then answer some questions about the charts.



Population Health Outcomes

Ranked by Life Expectancy

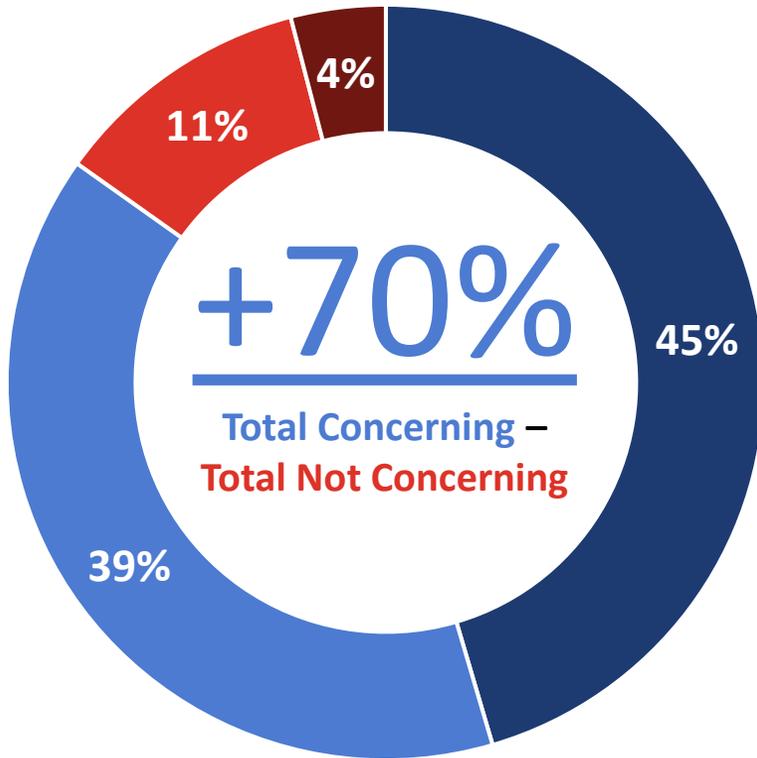
	Life Expectancy at Birth, 2013	Infant Mortality, per 1,000 Live Births, 2013
Japan	83.4	2.1
Switzerland	82.9	3.9
Germany	80.9	3.3
Australia	82.2	3.6
Sweden	82.0	2.7
Norway	81.8	2.4
Canada	81.5	4.8
Netherlands	81.4	3.8
New Zealand	81.4	5.2
United Kingdom	81.1	3.8
Germany	80.9	3.3
Denmark	80.4	3.5
United States	78.8	6.1
OECD median	81.2	3.5

Americans believe these health care charts and express concern over them – a slight majority are surprised about them.

How [...] are these charts to you? Are they...

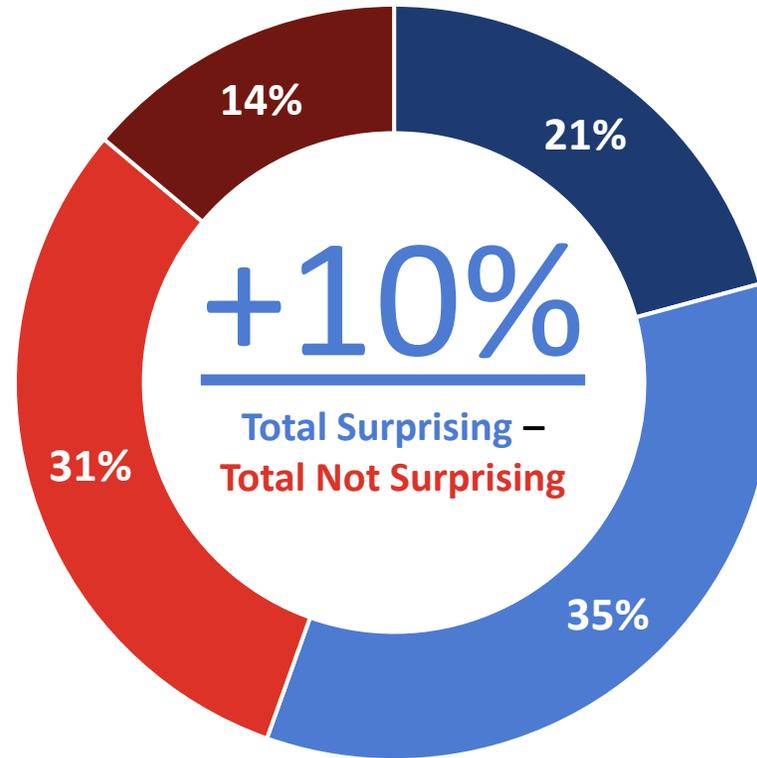
Concerning

Total Concerning	85%
Total Not Concerning	15%



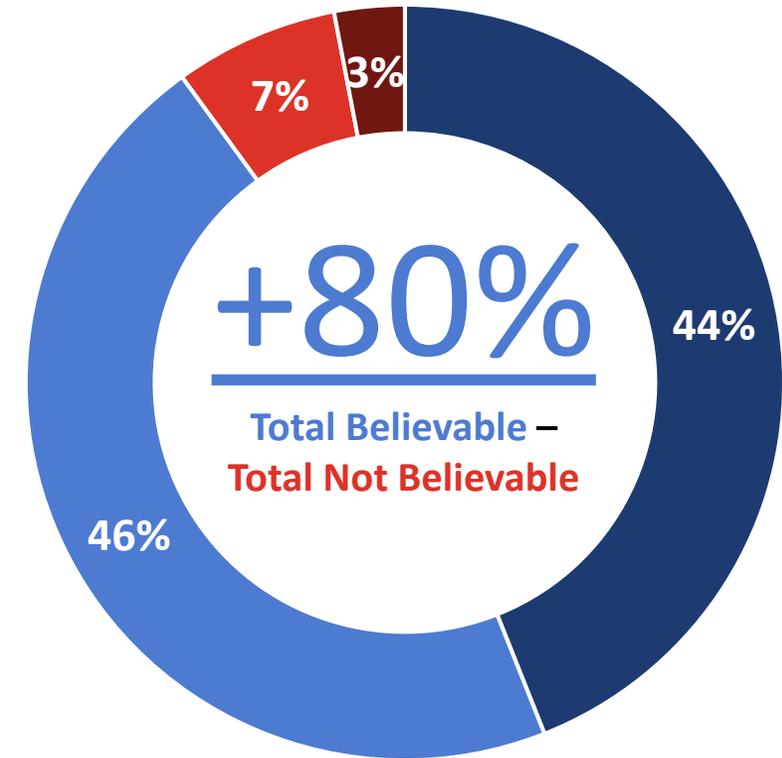
Surprising

Total Surprising	55%
Total Not Surprising	45%



Believable

Total Believable	90%
Total Not Believable	10%



■ Very ■ Somewhat ■ Not Very ■ Not At All

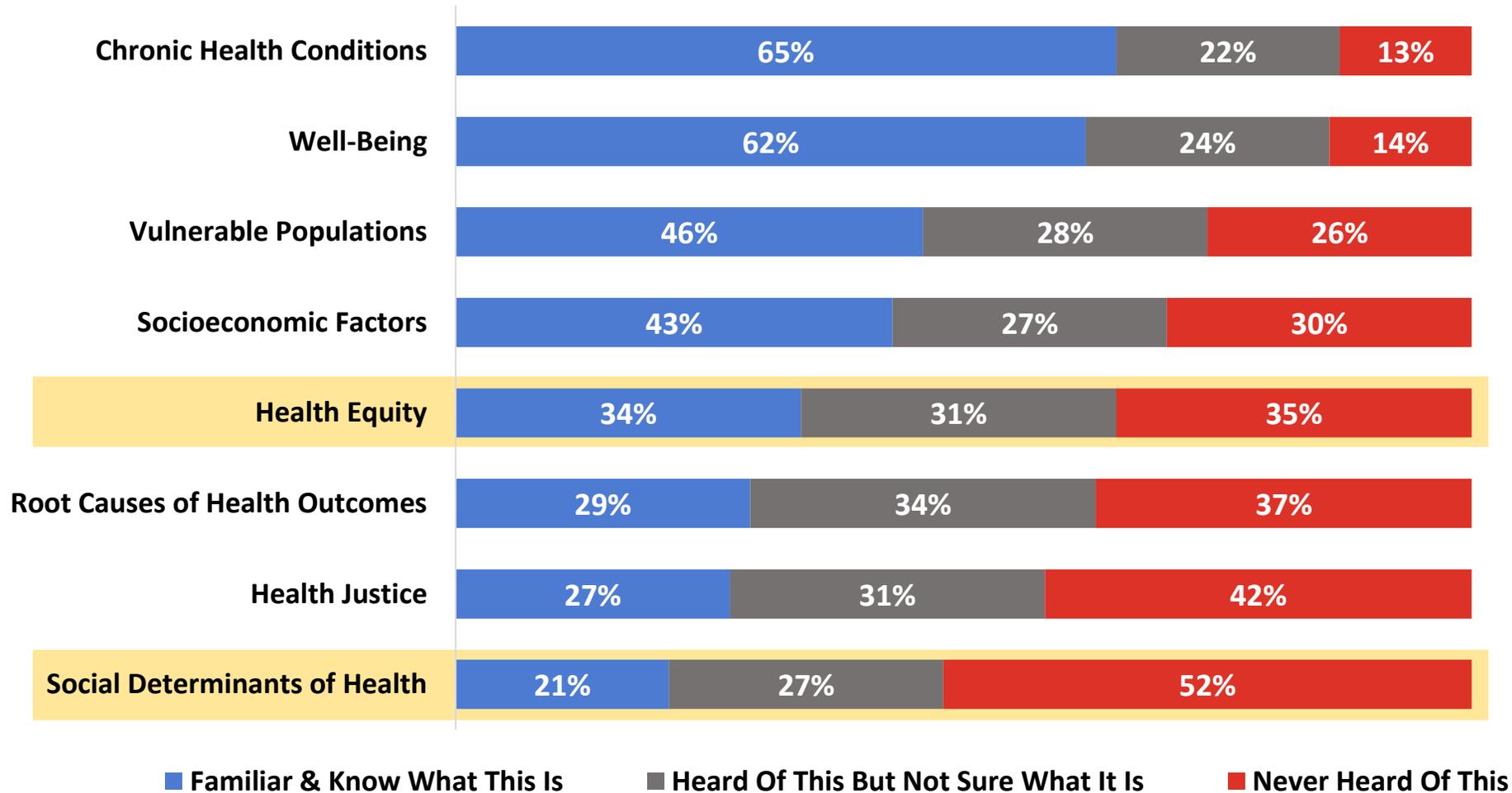
After seeing these charts a majority of Americans believe we need to focus spending on addressing essential needs.

*Given these charts, what changes do you suggest America make to its approach to health?
(Accept Multiple Responses)*

<i>Ranked by Total</i>	Total
<i>Increase spending on addressing essential needs</i>	43%
<i>Shift spending from medical care to addressing essential needs</i>	37%
<i>Increase spending on medical care</i>	26%
<i>Decrease spending on medical care</i>	9%
<i>Decrease spending on addressing essential needs</i>	8%

Nearly 1-in-2 Americans say they have heard of social determinants of health, but just 1-in-5 Americans actually say they know what this term means.

Please Tell Me How Familiar You Are Personally With Each Of The Following Terms...



Complete response text shown to respondents:

- **Economic Stability** (e.g., having enough money to meet basic needs)
- **Education** (e.g., having access to educational resources)
- **Social and Community Context** (e.g., having family and friends to rely upon for help, having strong ties with neighbors, a supportive community, etc.)
- **Health and Health Care** (e.g., knowledge about and ability to access doctors and other medical professionals as needed)
- **Neighborhood and Environment** (e.g., access to safe housing and neighborhoods, access to healthy and affordable food, etc.)

Economic stability and health/healthcare are the two most important SDOH categories.

Please rank the following five categories of the social determinants of health in order of their importance to you.

<i>Ranked In Order By % '1'</i>	% '1'	% '2'	% '1-2'
Economic Stability	30%	23%	53%
Health & Healthcare	27%	21%	48%
Education	16%	18%	34%
Neighborhood & Environment	14%	20%	34%
Social & Community Context	13%	17%	30%

Americans strongly agree on the importance of access to basic medical care, essential services and quality primary care.

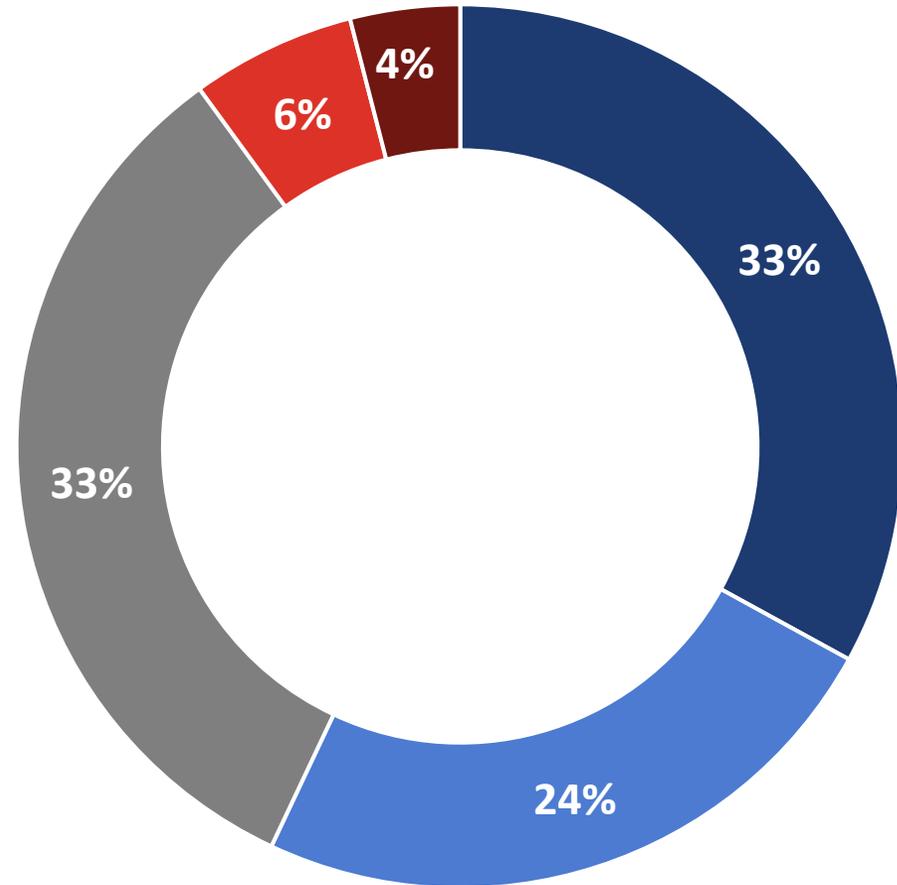
Now please read several statements about social and environmental conditions, and how they relate to health. For each one, please indicate how much you agree or disagree with the statement on a one to ten scale, where a ten would mean you STRONGLY agree with that statement and a one would mean you STRONGLY disagree. Five is neutral, and of course you can choose any number between one and ten.

<i>Ranked by %8-10</i>	%8-10
Every American should have access to basic medical care.	73%
Every American should have access to the essential services they need to be healthy.	69%
Quality primary care and related services should be available close to where I live.	65%
Community-based health centers in local neighborhoods can have a significant impact on the health of the communities they serve, and reduce the need for hospital visits.	64%
America will not become a healthier country until ALL people have access to healthy food.	60%
The role of health-focused groups and organizations should be to help individuals build a bridge to making better health choices.	60%
Affordable housing that is safe and clean serves as the foundation for a person's health.	59%
Government health officials and policymakers have important roles to play in addressing social and environmental challenges that affect patients' health.	59%

	%8-10
The government as well as health-focused groups and organizations need to do more to educate people on what it means to live a healthy life.	58%
The best way to improve people's health is with solutions that start small and local.	58%
The role of health-focused groups and organizations should be to provide services directly to individuals struggling with social or environmental challenges.	53%
Before they diagnose a patient, doctors and nurses should have a specific questionnaire that they ask every patient to determine if their social or environmental conditions are making them sick.	51%
Doctors and nurses can only do so much. Patients whose health is suffering due to difficult social and environmental conditions should be put in contact with a social worker.	51%
A lack of reliable transportation can have a negative impact on a person's health.	49%
Programs that help financially struggling families pay for utility bills cause people to become dependent on the benefits these programs provide.	42%
Programs that help financially struggling families pay for affordable housing that is safe and clean cause people to become dependent on the benefits these programs provide.	41%

A majority of Americans believe it is important to address social determinants of health.

How important do you think it is that social determinants of health are addressed?

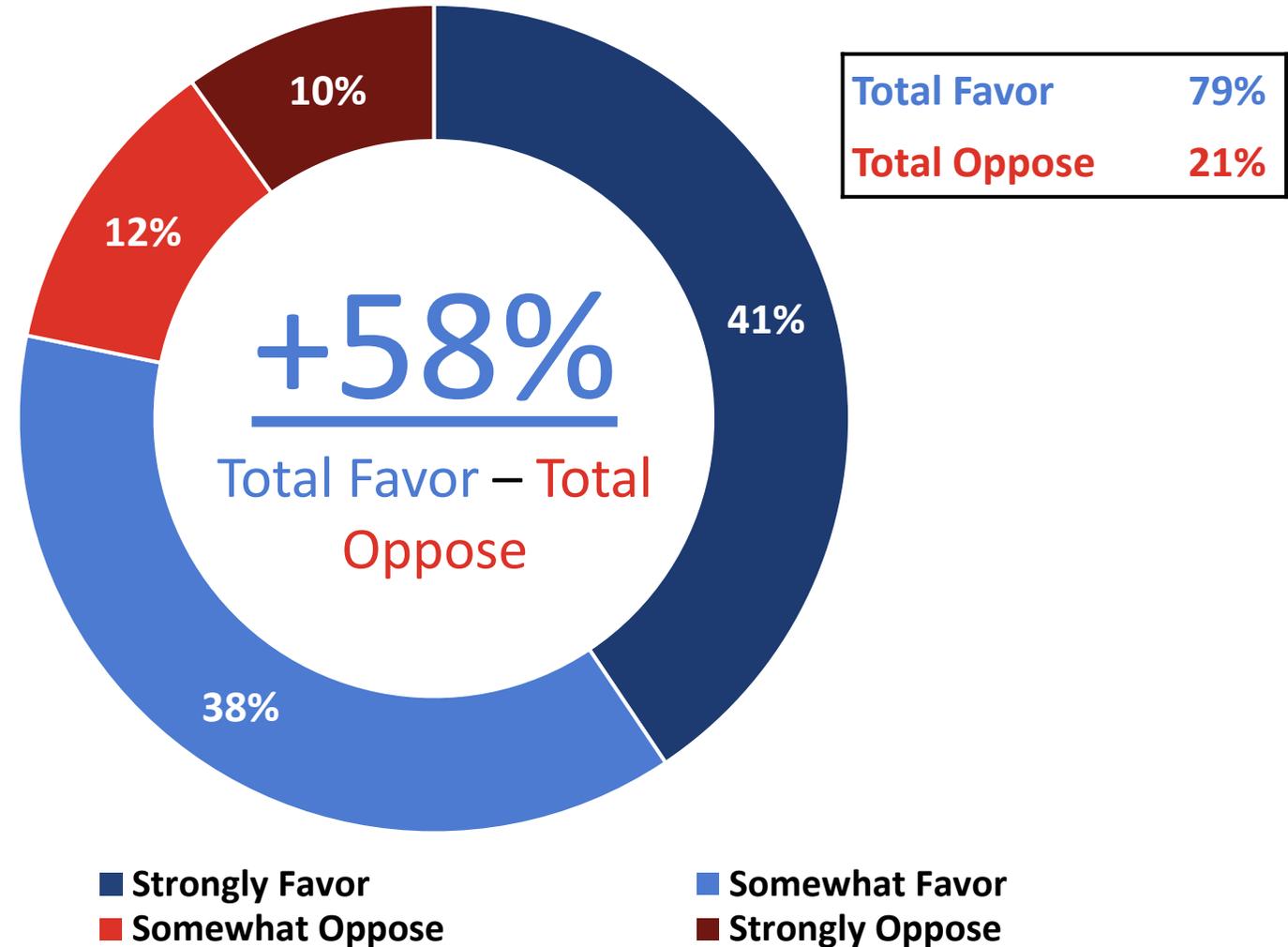


Total 4/5	57%
Total 1/2	10%

- 5 - Believe Wholeheartedly
- 4
- 3
- 2
- 1 - Do Not Believe At All

More than three-quarters of Americans would favor spending taxpayer dollars on programs designed to address social determinants of health.

And, would you favor or oppose spending taxpayer dollars on programs designed to address social and environmental conditions that affect people's health?



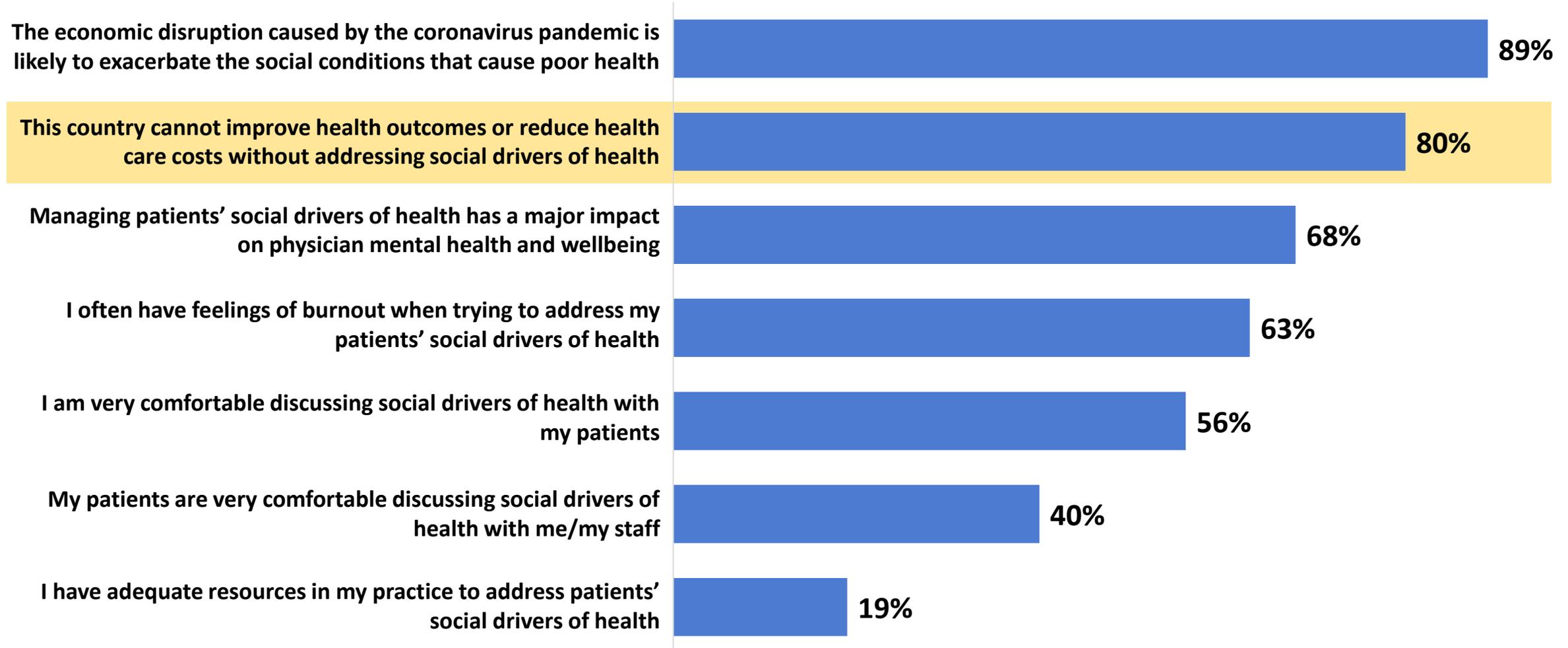
Americans believe social workers, community health workers/centers, local health officials and hospitals should be responsible for connecting patients with services to improve their conditions.

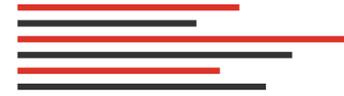
Who should be responsible for connecting patients with services that can improve their social and environmental conditions?

<i>Ranked by Total</i>	All Adults
<i>Social workers and community health workers</i>	58%
<i>Local health officials</i>	54%
<i>Neighborhood health centers</i>	54%
<i>Hospitals and clinics</i>	52%
<i>Individual patients acting for themselves</i>	52%
<i>State health officials</i>	47%
<i>Community-based non-profit organizations</i>	46%
<i>Federal health officials</i>	37%
<i>Religious organizations and faith-based institutions</i>	30%

Physicians agree – the U.S. cannot improve health outcomes or lower health care costs without addressing social determinants of health.

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





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