

ADVANCING EDUCATION
INCOME AND HEALTH

UNITED WAY COMMUNITY LEADERS PANEL

Survey Results on Jobs and Health Priorities

June 2015

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United Way Community Leaders Panel – Health Priorities, Jobs Priorities

EXECUTIVE SUMMARY

While 60% United Way CEOs viewed the health priorities and jobs priorities of their communities as dependent on one another for success, none of the CEOs thought these priorities were strongly integrated and only 27% thought these priorities were somewhat integrated together in their community.

A strong majority of CEOs supported several concrete solutions to help advance their communities' health and jobs priorities. For example, the most widely accepted solution was to expand health care services – 97% viewed this as an effective option with none viewing it as less effective or not at all effective. The option receiving the most enthusiastic voting was to advocate for full public funding for early childcare and education services for kids. Almost two-thirds (64%) viewed this as very effective while 92% saw this as either very effective or somewhat effective.

FINDINGS

While a strong majority view health and jobs priorities as dependent on one another for success, only a small minority see these integrated together in their community.

- 60% of United Way CEO panelists viewed the health priorities and jobs priorities of their communities as dependent on one another for success; 24% saw them as somewhat independent and only 16% saw them as very independent.
- None thought they were strongly integrated in their communities and only 27% saw these priorities as somewhat integrated.
- One CEO cited being chair of one of the Economic Development Task Forces as a way she promotes and stays on top of discussions about the integration of jobs and health priorities.

Across a set of options, there was strong support for a series of concrete proposals to advance these jobs and health priorities.

- The support ranged from 65% to 97% in viewing a set of eight systems changes as very or somewhat effective in addressing jobs and health priorities.
- Nine of ten or more CEOs saw the top three proposals as very or somewhat effective in addressing both priorities: expanding access to health care services, advocating for full public funding for early childcare/education services and having investors co-invest in revitalizing neighborhoods.

Systems Change	% seeing it as very OR somewhat effective in addressing jobs/health priorities
Expand access to health care services (affordability, sufficient providers and operating hours, and culture/language relevance)	97%
Advocate for full public funding for early childcare and education services for kids	92%
Bring together investors and co-invest in revitalizing distressed neighborhoods (e.g., better housing, social services, healthy built environments)	89%
Form regional collaborations for workforce training and development of people for high-growth jobs	86%
Shore up employers' ability to offer quality health insurance coverage	86%
Support services to facilitate essential daily activities (e.g., public transportation, discount retailers, grocery stores)	84%
Incentivize employers to offer paid sick, family and vacation leave	77%
Incentivize businesses to locate and hire in distressed neighborhoods	65%





- Half or more of CEOs saw four systems changes as very effective in addressing jobs/health priorities: the most enthusiastic support: advocating for full public funding for early childcare/education services, expanding access to health care services, forming regional collaborations for workforce training and development of people for high-growth jobs, and bringing investors together to co-invest in distressed neighborhoods.
- One CEO was so enthusiastic for full public funding for early childcare that she mentioned wanted to ensure that it was for all kids regardless of income level due to research showing the benefits of pre-k schooling on all children.
- Another is working with their Centers for Working Families, which help low-income families on a pathway to greater financial stability, to leverage that work to get children into quality pre-k.

Systems changes	% seeing it as very effective in addressing jobs/health priorities
Advocate for full public funding for early childcare and education services for kids	64%
Expand access to health care services (affordability, sufficient providers and operating hours, and culture/language relevance)	51%
Form regional collaborations for workforce training and development of people for high-growth jobs	51%
Bring together investors and co-invest in revitalizing distressed neighborhoods (e.g., better housing, social services, healthy built environments)	49%
Support services to facilitate essential daily activities (e.g., public transportation, discount retailers, grocery stores)	41%
Shore up employers' ability to offer quality health insurance coverage	39%
Incentivize businesses to locate and hire in distressed neighborhoods	30%
Incentivize employers to offer paid sick, family and vacation leave	29%

APPENDIX – Survey Questions and Charts






1. How dependent are your community's health priorities and your community's job priorities on each other for success?

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Very dependent		14%	5
Somewhat dependent		46%	17
Somewhat independent		24%	9
Very independent		16%	6

2. Currently, how integrated are these priorities in your community?

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Strongly integrated		0%	0
Somewhat integrated		27%	10
Neither integrated nor separated		27%	10
Somewhat separated		27%	10
Strongly separated		19%	7

4. [Top 2 Box, Very effective and somewhat effective] Please indicate how effective the following systems changes would be in helping to advance these priorities in your community?
(Key: **Top**, **Neutral**, **Bottom**, **N/A**)

Topic	20%	40%	60%	80%	100%	Top	Neutral	Bottom
Advocate for full public funding for early childcare and education services for kids	92%					33	2	1
						92%	6%	3%
Incentivize businesses to locate and hire in distressed neighborhoods	65%				24%	24	9	4
						65%	24%	11%
Support services to facilitate essential daily activities (e.g., public transportation, discount retailers, grocery stores)	84%					31	5	1
						84%	14%	3%
Bring together investors and co-invest in revitalizing distressed neighborhoods (e.g., better housing, social services, healthy built environments)	89%					33	3	1
						89%	8%	3%
Expand access to health care services (affordability, sufficient providers and operating hours, and culture/language relevance)	97%					36	1	0
						97%	3%	0%
Form regional collaborations for workforce training and development of people for high-growth jobs	86%					32	5	0
						86%	14%	0%
Incentivize employers to offer paid sick, family and vacation leave	77%				20%	27	7	1
						77%	20%	3%
Shore up employers' ability to offer quality health insurance coverage	86%					31	4	1
						86%	11%	3%
Others (please specify)	100%					1	0	0
						100%	0%	0%

4. [Detail] Please indicate how effective the following systems changes would be in helping to advance these priorities in your community?
(Respondents could only choose a **single** response for each topic)

		Very effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Strongly ineffective
Advocate for full public funding for early childcare and education services for kids	Count	23	10	2	0	1
	% by Row	64%	28%	6%	0%	3%
Incentivize businesses to locate and hire in distressed neighborhoods	Count	11	13	9	4	0
	% by Row	30%	35%	24%	11%	0%
Support services to facilitate essential daily activities (e.g., public transportation, discount retailers, grocery stores)	Count	15	16	5	1	0
	% by Row	41%	43%	14%	3%	0%
Bring together investors and co-invest in revitalizing distressed neighborhoods (e.g., better housing, social services, healthy built environments)	Count	18	15	3	1	0
	% by Row	49%	41%	8%	3%	0%
Expand access to health care services (affordability, sufficient providers and operating hours, and culture/language relevance)	Count	19	17	1	0	0
	% by Row	51%	46%	3%	0%	0%
Form regional collaborations for workforce training and development of people for high-growth jobs	Count	19	13	5	0	0
	% by Row	51%	35%	14%	0%	0%
Incentivize employers to offer paid sick, family and vacation leave	Count	10	17	7	1	0
	% by Row	29%	49%	20%	3%	0%
Shore up employers' ability to offer quality health insurance coverage	Count	14	17	4	1	0
	% by Row	39%	47%	11%	3%	0%
Others (please specify)	Count	0	1	0	0	0
	% by Row	0%	100%	0%	0%	0%

BACKGROUND on Community Leader Survey Participants & Methodology

Of the 250 United Way CEOs invited to participate in the panel in the United States, 125 were selected at random to receive invitations and 125 were selected randomly weighted by the population within their solicitation areas. Twenty-seven United Ways outside the United States were invited to participate in the panel.

	Panelists	Completed survey
Int'l	7	0
US	79	37
Total	86	37

Survey was open from 4/10/2015 to 4/22/2015.

Participants were CEOs from the following United Ways:

Capital Area United Way, Inc. (Lansing, MI)
Heart of Florida United Way (Orlando, FL)
River Region United Way (Montgomery, AL)
United Way & Volunteer Services of Greater Yankton (Yankton, SD)
United Way of Benton & Lincoln Counties (Corvallis, OR)
United Way of Central Indiana (Indianapolis, IN)
United Way of Central Jersey (Milltown, NJ)
United Way of Central Louisiana (Alexandria, LA)
United Way of Central New Mexico (Albuquerque, NM)
United Way of Danville Area, Inc. (Danville, IL)
United Way of Door County (Sturgeon Bay, WI)
United Way of East Central Iowa (Cedar Rapids, IA)
United Way of Forsyth County (Winston-Salem, NC)
United Way of Greater Milwaukee (Milwaukee, WI)
United Way of Greater Toledo (Toledo, OH)
United Way of Jackson County, Inc. (Medford, OR)
United Way of Licking County (Newark, OH)
United Way of Manatee County, Inc. (Bradenton, FL)
United Way of Matanuska-Susitna Borough (Wasilla, AK)
United Way of Mid & South Jefferson County (Port Arthur, TX)
United Way of Monmouth County (Farmingdale, NJ)
United Way of Noble County, Inc. (Kendallville, IN)
United Way of Ocean County (Toms River, NJ)
United Way of Porter County (Valparaiso, IN)
United Way of South Texas (McAllen, TX)
United Way of Southeast Missouri (Cape Girardeau, MO)
United Way of Southern Cameron County (Brownsville, TX)

United Way Worldwide

701 North Fairfax Street
Alexandria, Virginia 22314-2045
tel 703.836.7112



United Way of Southern Chester County (Kennett Square, PA)
United Way of Southwest Georgia (Albany, GA)
United Way of Superior-Douglas County (Superior, WI)
United Way of the Battle Creek and Kalamazoo Region (Kalamazoo, MI)
United Way of the Lower Eastern Shore (Salisbury, MD)
United Way of the Mark Twain Area (Hannibal, MO)
United Way of Tulare County (Tulare, CA)
United Way of Washington County Tennessee, Inc. (Johnson City, TN)
United Way of Washtenaw County (Ann Arbor, MI)
United Way Silicon Valley (San Jose, CA)