

PROJECT SUMMARY

New Jersey Perspectives on Health and Well-being Project

In fall 2016 the Rutgers Center for State Health Policy initiated a series of public opinion polls, funded by the Robert Wood Johnson Foundation, to gather information about how New Jersey residents view their personal and family health and well-being and to help identify steps that can be taken for improvement. Guided by an Advisory Committee consisting of representatives of NJ-focused funders, three rounds of polls will be conducted at 12-month intervals. To inform poll development, existing national and regional polls were reviewed and focus groups conducted with diverse communities around the state. Each poll will be followed by extensive communication activities.

New Jersey policymakers and other leaders would benefit from improved information on the views of state residents about forces advancing or impeding their health and well-being. The New Jersey Perspectives on Health and Well-being project is intended to (1) measure the views of the New Jersey public about health and well-being-related concerns and needs; (2) stimulate dialogue among New Jersey opinion leaders in government, business, non-profit service and advocacy organizations, and funding organizations about public perspectives on health and well-being in New Jersey, and (3) lay the groundwork for possible future polls that focus on perspectives on health and well-being.

Project Activities

- Identify priorities for poll focus and content by:
 - recruiting and engaging an advisory committee of representatives of NJ-focused philanthropies
 - review existing national and regional polls; and
 - conduct focus groups with diverse communities around the state exploring barriers and facilitators of health and well-being in their communities
- Conduct a total of 1,200, 18 to 20 minute phone interviews with NJ adult residents in English or Spanish to be completed in each round of the poll
- Analyze poll data, develop key messages, and prepare findings for dissemination
- Develop communications/dissemination strategies to engage NJ news media, opinion leaders and others in dialogue about lessons learned from the polls
- Discuss opportunities for future polls, beyond this three-year initiative, including exploring opportunities for shared funding

Main Topic Modules of Initial Poll Launched October 2016

- Community/Neighborhood Quality of Life/Well-being
- Level and Sources of Stress
- Adequacy and Sources of Information to Meet Health/Well-being Goals/Needs
- Health-Related Attitudes & Behaviors
- Health Status & Activity Limitations
- Source of Health Insurance (if any), Employment, Socio-economic Status, & Demographics

For More Information

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***The Center for State Health Policy is solely responsible for the
Health and Well-Being Poll content, data analysis, and conclusions.***