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**TO:** Interested Parties

**FROM:** Lake Research Partners

**DATE:** January 23, 2007

**RE:** National Survey Findings - Updated

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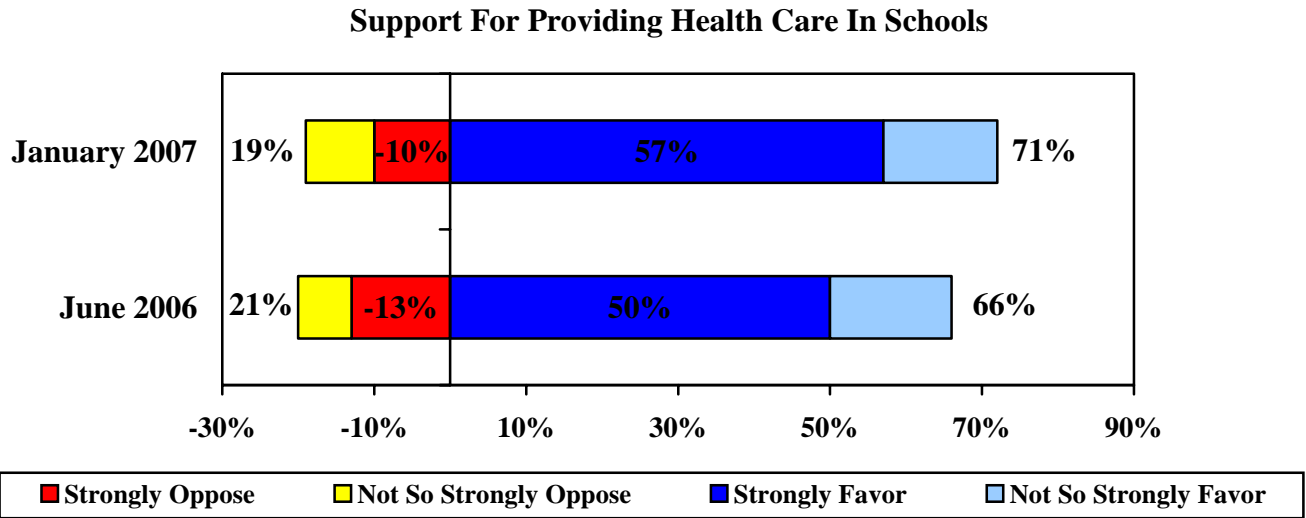
According to a nationwide survey conducted on behalf of The W.K. Kellogg Foundation voters support providing health care in schools. Support for this service crosses demographic, partisan, and regional boundaries, and this support remains strong in 2007. Additionally, after hearing a description of school health centers, voters continue to respond positively and favor these centers in schools. Voters' support runs highest for providing health education services, mental health services, like grief therapy, peer pressure, bullying, and suicide prevention, treatment of acute illness/sudden trauma, and treatment of chronic illness in these centers.

Voters support this care because they believe it will help improve children's access to the health care services they need. In particular, voters favor these centers because they get health care to those students who might not otherwise seek care; because children who are uninsured or underinsured will have better and easier access to care; because chronic health conditions and mental health problems will be identified and treated early; and because they will help children stay healthy and give all students an equal chance to succeed in school. The belief that these centers will accomplish the above items crosses partisan, regional, racial, age, and educational lines.

Additionally, voters across the nation believe it is important that school health centers have a stable funding source and are concerned to learn that funding is not guaranteed. This support for a stable funding source crosses demographic and regional divides, as voters want to see stable funding for these centers. Voters look to the federal government and the state government to set aside specific funds for these centers, as well as insurance companies to reimburse for services provided in order to keep the centers running and providing critical services to all children.

Key findings are highlighted below<sup>1</sup>:

- **Voters support the idea of providing health care in schools, with half of them in strong support. Voters' support for school-based health centers remains high in 2007, with over seventy percent saying they favor the centers. Intensity of support also increased since June 2006.**



- In 2006, two-thirds of voters support providing health care in schools (66 percent), with half of them strongly supporting this provision (50 percent).
  - All demographic subgroups net favor (meaning they are more likely to favor than oppose) providing health care in schools.
  - Additionally, this support crosses racial and partisan lines: 55 percent of Republicans, 65 percent of Independents, 77 percent of Democrats, 79 percent of Hispanics, 87 percent of African Americans, and 63 percent of whites support providing health care in schools.
  - Support also crosses the nation, with at least six out of ten voters in all regions in favor of providing health care in schools: 66 percent in the Northeast, 68 percent in the North Central states, 67 percent in the South, and 62 percent in the West.

<sup>1</sup> Unless otherwise noted, all numbers are based on 2006 results.

- The 2007 research shows that all demographic subgroups continue to net favor providing health care in schools.
  - Again we see support cross racial and partisan lines: 53 percent of Republicans, 76 percent of Independents, 84 percent of Democrats, 90 percent Hispanics<sup>2</sup>, 85 percent of African Americans, and 67 percent of whites support providing health care in schools.
  - Support continues to cross the nation with over least two-thirds of voters in all regions in favor of providing health care in schools: 77 percent in the Northeast, 70 percent in the North Central states, 71 percent in the South, and 69 percent in the West.
- **After hearing a description of school health centers, voters remain positive – saying it is a good idea and that they favor it. In 2007 support holds and is higher than in 2006.**
  - Voters rate the idea of school-based health centers a mean of 6.5 in 2006 and 7.0 in 2007 (2006: 63 percent rate it a 6 or higher, on a 10 point scale where 1 means it is a very bad idea and 10 means it is a very good idea; 48 percent rate it a “8-10”; 25 percent rate it a “0-4”/2007: 68 percent rate it a 6 or higher; 51 percent rate it a “8-10”; 19 percent rate it a “0-4”).
  - Voters’ favorability is also a mean of 6.5 in 2006 and 6.8 in 2007 (2006: 62 percent rate it a 6 or higher, 48 percent rate it a “8-10”; 26 percent rate it a “0-4”/2007: 65 percent rate it a 6 or higher; 50 percent rate it a “8-10”; 22 percent rate it a “0-4”).
- **Majorities of voters believe that a wide range of services provided in the school health centers is important. The following services were particularly supported by voters:**

<b>Top services</b>	<b>Importance</b>	<b>Support</b>
Health education around eating right and exercising and counseling kids with obesity and other eating problems	88% (62%)	82% (56%)
Mental health services including grief therapy, peer pressure, bullying, and suicide prevention	85% (63%)	78% (51%)
Treatment of acute illness or sudden trauma	83% (61%)	70% (44%)
Treatment of chronic illness, like asthma	77% (54%)	71% (43%)

*\*Strongest importance/support in parentheses*

<sup>2</sup> Question wording for race in the 2007 omnibus is different from the wording used in the 2006 survey.

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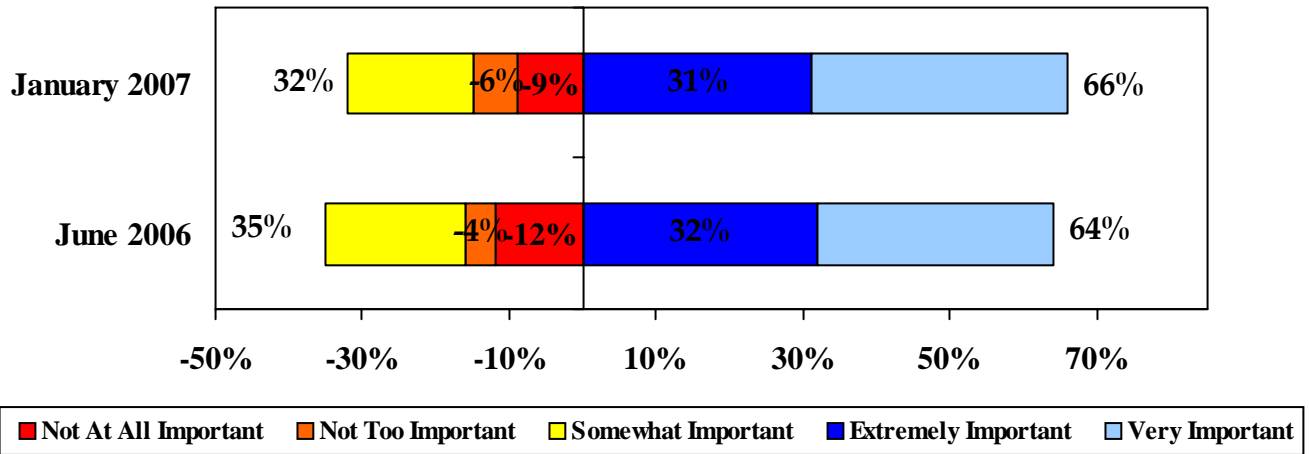
Sports physicals (73 percent important, 42 percent very important; 73 percent more supportive, 41 percent much more supportive);

Screening and treatment of sexually transmitted diseases (68 percent, 48 percent; 56 percent, 33 percent);

Comprehensive physicals (69 percent, 38 percent; 65 percent, 37 percent).

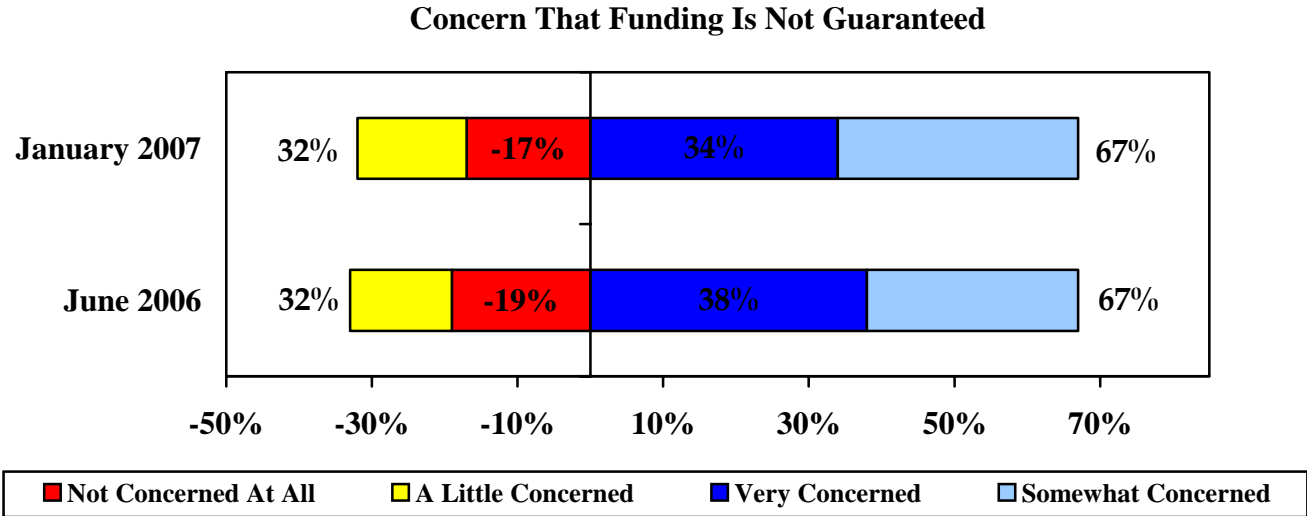
- **Stable funding is important to voters and they show concern when they learn that funding is not guaranteed.** Voters worry about centers closing and not providing services to children who have come to rely on them.

**Importance That School Health Centers Have Stable Funding**



- Two-thirds of voters say a stable funding source is extremely or very important (64 percent, 32 percent extremely important). Voters continue to see the importance of stable funding in 2007 (66 percent important, 31 percent extremely important).

- Voters also show concern about not having guaranteed funding (67 percent concerned, 38 percent very concerned). Their concern holds steady in 2007 (67 percent, 34 percent).



- Nearly every demographic subgroup thinks stable funding is important and is concerned that funding is not guaranteed, and this is true in both the 2006 and 2007 surveys.
- **Voters tend to look to the federal and state government to set aside funds for these centers.** They also look to insurance companies to reimburse the centers for services provided.
  - Sixty-five percent of voters favor requiring the federal government to set aside federal funds for centers (50 percent strongly favor). Similar numbers favor requiring the state government to set aside state funds for centers (65 percent favor, 47 percent strongly favor). Voters also favor requiring insurance companies to reimburse school health centers for the medical services they provide (64 percent, 48 percent).
  - In 2007, support for government funding is still high, though down from 2006 levels. Approximately six in ten still favor the requirement, and almost half strongly favor it (federal funding: 58 percent favor, 45 percent strongly favor; state funding: 62 percent favor, 48 percent strongly favor).

- **Voters believe school health centers will improve access to health care for children, that chronic and emotional or psychological problems will be identified early and treated, and that centers will keep children healthy and give students an equal chance to succeed in school.**
  - Students will get health care who might not otherwise seek care. (83 percent likely, 57 percent very likely; mean 7.4, where 1 means it is one of the worst things that could happen and 10 means it is one of the best);
  - Millions of children who are uninsured or underinsured will have better and easier access to health care. (81 percent, 54 percent; mean 7.5);
  - Chronic health conditions, like asthma and diabetes, can be caught early through screening and possibly prevented. (80 percent, 52 percent; mean 7.6);
  - More access to mental health services so children with emotional and psychological problems will be identified and treated. (76 percent, 45 percent; mean 7.4);
  - Will help children stay healthy and give all students an equal chance to succeed in school. (76 percent, 44 percent; mean 7.4).

## **Survey Methodology:**

Lake Research Partners designed and administered this survey, which was conducted by phone using professional interviewers on behalf of The W.K. Kellogg Foundation. Telephone numbers for the survey were drawn from a random digit dial sample (RDD). The survey reached 1712 registered voters ages 18 or older nationwide. This included oversamples among 204 African Americans and 214 Hispanics, which were conducted to allow us to break out these minority populations and analyze them with greater certainty. The oversamples were weighted down to reflect the population of registered voters, yielding a sample of 1294. Data were also weighted slightly by age, education, party identification, and race to reflect the attributes of the actual population of registered voters. The survey was conducted between May 16th and June 11th, 2006. The margin of error on the overall sample is +/-2.8%.

In addition to the national sample, several states conducted interviews among registered voters in their states to allow us to make comparisons between national views and views in these particular states. The samples included – 301 interviews in Maine, 320 interviews in Louisiana, 305 interviews in Massachusetts, 308 in New Mexico, 308 in New York, 341 in Oregon, 500 in Maryland, 500 in Michigan, and 800 in California.

In 2007, LRP designed a series of omnibus questions that was administered by Caravan. The survey reached a total of 1,022 adults nationwide. The survey was conducted from January 12th to the 15th, 2007. The margin of error is +/- 3.1%. In order to compare the results from January, 2007 to June, 2006 we based the findings on registered voters only, not the population. The sample size among registered voters for the 2007 survey is 779, with a margin of error of +/- 3.5% for this universe of respondents.