



Pottstown Community Survey

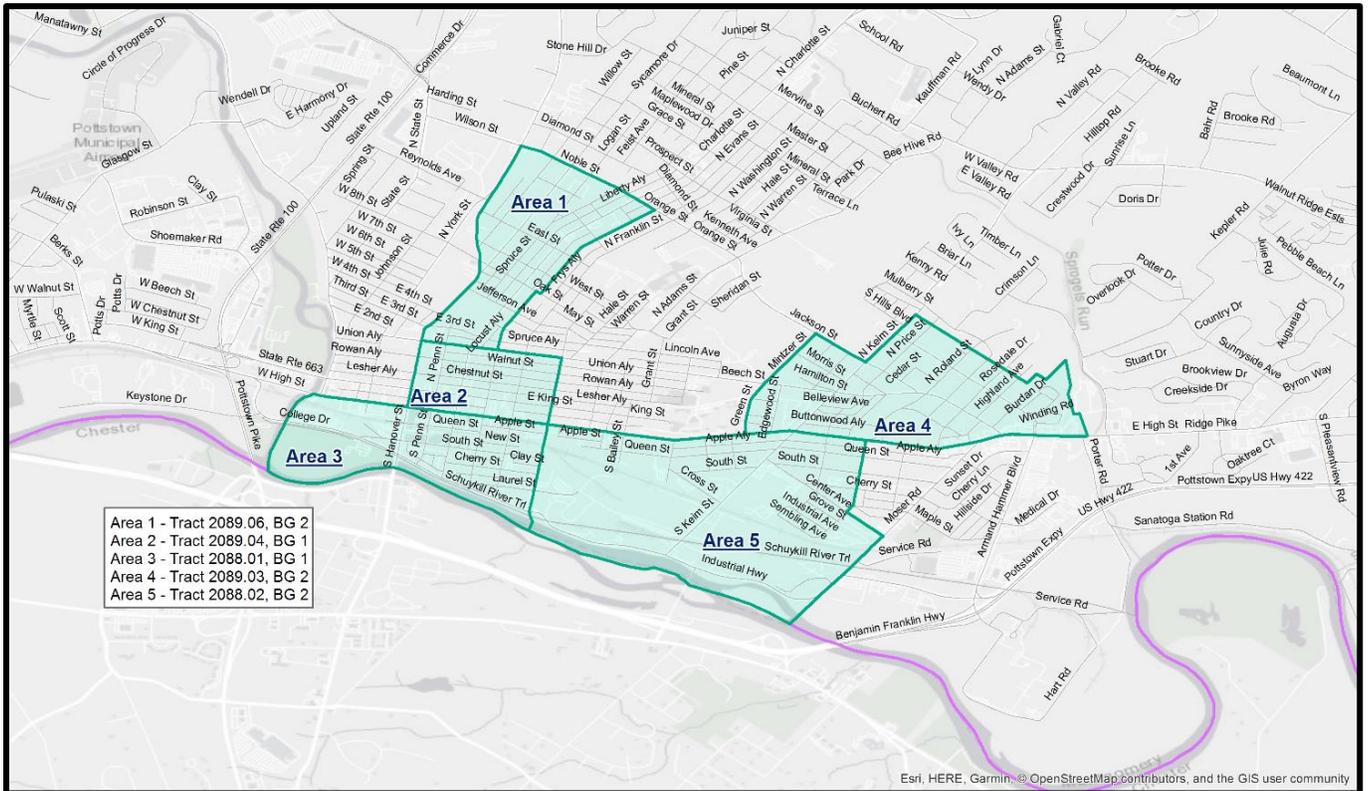
The Pottstown Area Health & Wellness Foundation (PAHWF) is partnering with Public Health Management Corporation (PHMC) to conduct a representative survey of adults residing in specified areas within the Borough of Pottstown in order to gather information about the health and social risks of residents. The past two years have highlighted long standing health disparities in communities across our region and it is critical to deepen our understanding of the social determinants of health, and health related outcomes. The intention of this project is to gather information that can be used to advocate for additional resources, inform the allocation of resources, and ultimately improve the health of all residents.

Households that are located in six Census Block Groups (CBGs) in the Pottstown Borough will be selected to participate in the survey. The CBG's will include: Tract 2088.01 (BG 1), 2088.02 (BG 2) 2089.03 (BG 2), Tract 2089.04 (BG 1), Tract 2089.06 (BG 2), and Tract 2090 (BG 1) (see figure of next page*). The majority of Black residents and Latinx residents of Pottstown - and approximately 20 percent of White residents – reside in these six CBG's. According to the 2019 American Community Survey 5-year estimates, approximately 33 percent of residents in these 6 CBG's live below the poverty level. PHMC will utilize community outreach and various methods of data collection to obtain a representative sample of Black, Latinx, and White residents.

Households will receive a mailing that includes instructions to completing the online survey, along with a \$2 pre-incentive. Those adults that are interested in completing the survey online but have technological barriers, or prefer not to take an electronic survey, will be able to arrange a telephone or in-person interview. Adults that complete the survey will receive a \$10 gift card. All responses will remain confidential.

Survey Ambassadors will be recruited and trained to promote the survey to residents, encourage participation, and respond to any questions that residents may have about the survey. The Survey Ambassadors will receive a \$50 TD Bank Gift Card for every 3 hours of outreach.

PHMC will analyze the data with a focus on examining health access and outcomes by race/ethnicity, age, gender, education and poverty status. PHMC will conduct descriptive statistics and, as applicable, conduct tests of statistical significance to examine differences between groups. Results will be shared through a variety of media platforms.



*Two census block groups have been combined for sampling purposes

