

Mobile Home Communities of Carver County: A Needs Assessment

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BACKGROUND

- Carver County Public Health received a Statewide Health Improvement Plan (SHIP) grant to work with local mobile home communities.
- Four mobile home communities of interest: Brandondale MHP (Chaska, MN), Riverview Terrace (Chaska, MN), Riverside Terrace (Watertown, MN), and Stevens & White, LLC (Watertown, MN)
- Carver County has been considered the healthiest county in the entire state from 2013 to present.
- Because of overall health rankings, health disparities in vulnerable populations – including mobile home communities – may not be gaining proper attention. At the same time, there is not a well-rounded understanding of the health needs of vulnerable populations.



Rosner, S. (2016, April). [Photo of Brandondale.]

OBJECTIVE

- Find what is known about the demographics of mobile home communities
- Gain perspective on mobile home communities in respect to:
 - 1) barriers to living a healthy lifestyle (as defined by the residents)
 - 2) residents' knowledge or ideas of programs they would like to be more available to them
 - 3) preferred methods of communications when promoting programming



Rosner, S. (2016, April). [Photo of Riverview Terrace.]

METHODS

SECONDARY DATA COLLECTION

- The Population Center University of Minnesota helped me characterize the demographic profiles of the communities.
- Combined information from the United States Census Bureau – American FactFinder and Community Survey, and demographics collected by the Carver County Public Health Department to characterize these block groups where the mobile home communities are located.
- I examined 1) median value for mobile homes 2) means of transportation 3) annual household income 3) percent of the community at the poverty level 4) average ages of the communities 5) race and ethnicity 5) primary language spoken 6) educational attainment and 7) health insurance status.



Rosner, S. (2016, April). [Photo of Brandondale.]

FOCUS GROUPS

- Brandondale: 3 focus groups (English) and 1 one-on-one interview (Spanish)
- Riverview Terrace: 1 focus group (Spanish) and 3 one-on-one interviews (English)
- Focus groups and interviews were semi-structured.
- Focus groups and interviews were transcribed and coded for themes within each question.
- I compared the results of the focus groups to identify themes and/or contradictions between the groups.

FOCUS GROUP RECRUITMENT

- Distributed flyers with monthly billing statement, delivered directly to homes
- Posted flyers on community bulletin boards, located at each set of mailboxes
- Offered gift cards as incentives
- Riverview Terrace had lower resident attendance, which required adding recruitment methods.
 - Door knocking and door-to-door flyer posting
 - Held a focus group for Riverview Terrace at St. Nicholas Catholic Church (Carver, MN) after a Sunday mass

RESULTS

Barriers to Healthy Living

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| <p><u>Brandondale MHP:</u></p> <ul style="list-style-type: none"> • Time • Accessibility: <i>Costs of Healthier Food, Costs of Physical Activities, Transportation</i> • Minnesota Winters • Healthy Homes | <p><u>Riverview Terrace:</u></p> <ul style="list-style-type: none"> • Time • Resource Awareness: <i>Mental Health</i> • Culture: <i>Hispanic and Latino residents expressed lifestyle and eating habits were influenced by and ingrained in their culture</i> |
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Interventions Best Received

- | | |
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| <ul style="list-style-type: none"> • Community Activities • Breaking Down Stigma | <ul style="list-style-type: none"> • Community Education |
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Communications Best Received

- | | |
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| <ul style="list-style-type: none"> • Paper Communication: <i>Flyers, Community Bulletin Boards</i> | <ul style="list-style-type: none"> • Verbal Communication: <i>Door-to-Door, Radio Commercials, Church Announcements</i> |
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- Residents living in the four designated block groups, where the four mobile home communities are located, were more likely to have a lower annual income, higher rates of no health insurance coverage for those aged 18 to 24 years, and lower rates of Bachelor degree attainment in comparison to Carver County averages.

RECOMMENDATIONS FOR THE COUNTY

1. *Create programming centered on the interests of mobile home community residents:* Residents were interested in programming centered on healthy eating and exercising.
2. *Form relationships with the residents:* Connect with key members of the community, use social media.
3. *Form relationships with social communities of Carver County:* Connect with local churches and popular community organizations to offer programming and connection to the community.
4. *Time and Patience:* In order to create sustainable programming, it is going to take time to become effective in the community.