

*Advertising Effectiveness Survey
for
WV Center for
End-of-Life Care*

*Conducted by
Jack Canfield, LLC
June 2010*



Executive Summary



EXECUTIVE SUMMARY



Background:

The West Virginia Center for End-of-Life Care retained Jack Canfield, LLC in May of 2010 to conduct health consumer research relating to awareness and perceptions of end-of-life issues in six regions of West Virginia.

The assignment was to probe awareness of the issues and to compare 2010 results with results from previous years, in order to track trends in the Mountain State.

In May 2010, Jack Canfield, LLC partnered with The Phillips Group to conduct the telephone survey. Two associates of The Phillips Group – Kelly Stadelman and Robin Saunders – participated in the earlier surveys over the years for WVEOLC and had tracked the results and trends when the research was conducted by Ryan-McGinn-Samples, later RMS Strategies. Their participation brings an institutional history and consistency to this project.

In all, 508 West Virginians were interviewed by telephone in May of 2010. The respondents were divided nearly equally among men and women. Residents were surveyed in six media markets – Charleston/Huntington, Parkersburg, Wheeling, Clarksburg/Fairmont, Martinsburg and Beckley/Bluefield.

The questionnaire for the survey was jointly developed by the staff at the Center and our research personnel. Trial interviews were conducted and monitored before the actual survey began in order to spot any difficulties. There were none. Since this is a shorter survey than previous ones – one to measure ten key benchmark issues – the average telephone interview required only three minutes to complete.

The report on this survey and how the results compare to previous findings is attached.

We appreciate the opportunity to work with the West Virginia Center for End-of-Life Care.



Objectives

- Measure completion of advance directives
- Evaluate importance of end-of-life discussions
- Identify frequency of discussions with family and physicians of end-of-life issues
- Test awareness of the WV Center for End-of-Life Care
- Assess attitudes toward end-of-life care options



Methodology

- **Seven Telephone Surveys**
 - Conducted in December 1999, March 2000, August 2000, July/October 2003, January 2006, April 2007 and June 2010.
 - 508 interviews in June 2010.
 - Conducted within six media markets: Charleston/Huntington; Parkersburg; Wheeling; Clarksburg/Fairmont; Martinsburg; Beckley/Bluefield W.Va.
- **Maximum Sampling Variation**
 - June 2010 (± 4.4) percentage points at the 95% confidence level.



This report is a follow-up survey conducted for the West Virginia Center for End-of-Life Care in May 2010 in six of West Virginia's media markets. A random digit dialing procedure was used. For aggregate reporting purposes, the data were combined and weighted to reflect the actual population distribution of each county within each media market as well as age distribution to reflect the 2007 and preceding years' survey results. The goal was to provide an even distribution of responses among men and women.

The computer-assisted telephone interviewing was conducted from May 24-28. Professionally trained interviewers conducted all interviews. On average, each telephone interview required three minutes to complete.

This report provides an executive summary, detailed findings and a master questionnaire with aggregate results. Tracking data are provided where applicable.

Tracking Data History:

1,075 interviews in December 1999

1,005 interviews in March 2000

1,002 interviews in August 2000

(December 1999/March 2000/August 2000 interviews were conducted within the five media markets of Charleston/Huntington, Parkersburg, Wheeling, Clarksburg/Fairmont, and Martinsburg.)

1,201 interviews in July/October 2003

1,000 interviews in January 2006

508 interviews in May 2010

(July/October 2003, January 2006 and May 2010 interviews conducted within the six media markets of Charleston/Huntington, Parkersburg, Wheeling, Clarksburg/Fairmont, Martinsburg, and Beckley/Bluefield.)

Maximum sampling variation: December 1999 (± 3.0), March 2000 (± 3.1), August 2000 (± 3.1), July/October 2003 (± 2.8), January 2006 (± 3.0), April 2007 (± 3.1), May 2010 (± 4.4) percentage points at the 95% confidence level.

Summary

Living Will / Power of Attorney

- Just about half (49%) of respondents say they have a Living Will, Medical Power of Attorney or both, with more than a third (35%) having both. Of those with just one, Living Wills (11%) are more common than a Medical Power of Attorney (3%). The overall figure is about the same as the April 2007 survey, which showed 48 percent with at least one, although the number of people who have both is up 10 percentage points from three years ago.
- There are variations within different regions of the state. Parkersburg residents (46%) are most likely to have both a Living Will and a Medical Power of Attorney followed by Charleston/Huntington with 41%. Nearly a third of those in the Clarksburg/Fairmont (35%), Martinsburg (32%) and Wheeling (33%) areas have both advance directives. Beckley/Bluefield residents are least likely with only 25% having both types.
- There are also variations within the regions for those who have just one advance directive. Residents in the Martinsburg area (55%) are most likely to have at least one advance directive and slightly more than half in Charleston/Huntington and Parkersburg also have at least one. The numbers for other markets are below 50%, just slightly so in Wheeling and Clarksburg/Fairmont with a regional low of 41% in the Beckley/Bluefield area.
- Older residents are more likely to have a Living Will or Medical Power of Attorney, with 67% of those older than 65 having at least one and 53% having both. The figures consistently decline among younger populations, with just 28% of those 18-34 having at least one. None of the age groups younger than 65 reached 50% participation. Those trends are similar to responses from prior years.
- Three-quarters (74%) of those who have heard of the WV Center for End-of-Life Care have at least one, with 58% having both advance directives. By comparison, fewer than half (45%) of those who have not heard of the Center have at least one directive.

Perceived Importance of End-of-Life Communication

- The vast majority of West Virginians surveyed (89%) agree it is important to talk with their families or doctors regarding how they want to be treated at the end of life, with 52% strongly agreeing that such conversations are important. The figures are consistent with the results of surveys conducted in 2007 and 2006.
- There is little variation among age groups, with all demographics at 84% or higher.
- There is little geographic variance with regard to perceived importance, with all areas at 86% or higher. Interestingly, the highest percentage of people who agree came from the Beckley/Bluefield area (92%) although that region has the lowest percentage of people who have advance directives.
- The numbers agreeing with the importance of such communication vary only slightly based on whether respondents had heard about the WV Center for End-of-Life Care, with 92% of those who had knowledge agreeing and 89% agreeing even if they had not heard about the Center.
- Women (92%) are just slightly more likely to agree with the importance of talking with their families or doctors about how they want to be treated at the end of life than men (87%).

Summary

Talking to Family/Friends about End-of-Life Treatment

- The number of people who have talked to a close friend or family member regarding end-of-life care is about the same as it was in 2007 (75% vs. 74%).
- Although there is little variation among geographic regions (just a 5% point spread), older residents statewide are much more likely to have had conversations than younger people. While 79% of those 65 and older had discussed their wishes with friends and/or family, that number is just 51% of people age 18-34.
- Awareness of the WV Center for End-of-Life Care does increase the likelihood that people will talk about their wishes. Those who had heard of the Center (87%) were more likely to have had conversations than those who had not (73%).

Talking to Doctors about End-of-Life Treatment

- While three-fourths have discussed end-of-life issues with family, the survey finds they are far less likely to have talked to their doctor about what kind of care they would want at the end of life. Fewer than a quarter (22%) say they have done so, with men (26%) actually more likely than women (18%) to have done so. The overall figure is down slightly from the 2007 survey results (27%) and about the same as January 2006 (21%).
- Regional numbers are fairly steady, with a high of 28% in Martinsburg and a low of 19% in Clarksburg/Fairmont. All others are very close to the state average.
- Age again proves to be a significant factor, with 30% of those 65 and older having talked to their doctors about end-of-life issues, while about 13% of those 18-54 had done so.
- People who have heard about the WV Center for End-of-Life Care are twice as likely to have talked to their doctors about advance directives (39% to 20%).
- Those who have a Medical Power of Attorney or Living Will are much more likely to have talked to their doctor (38% vs. 8%).

Choices Regarding End-of-Life Care

- Nearly three-quarters (74%) say they would rather live a shorter time to avoid suffering and machines than would prefer to be kept alive as long as possible even if it meant suffering (17%). Another 10% were not sure.
- Figures are fairly consistent across age ranges, although those ages 18-34 and people 65 and older are most likely to want to be kept alive by machines.
- Just 7% of those who have heard of the WV Center for End-of-Life Care want to be kept alive by machines, although 16% are not sure what they would want.
- There is some variance by media market. People in Martinsburg (65%) and Parkersburg (67%) are the least likely to choose the shorter life to avoid suffering. Nearly a quarter (22%) of people in the Parkersburg area prefers to be kept alive as long as possible, while 18% of those in Martinsburg are not sure of their choice.

Summary

Interest in End-of-Life Care Information

- More than half of respondents (52%) are “not interested at all” in getting more information about medical care at the end of life. That’s slightly lower than the 2007 results (56%) but still significantly higher than the figures in earlier surveys.
- The number of people “very” or “somewhat” interested stayed about the same as the previous survey (21%). Younger respondents actually are slightly more likely to want information than older residents.
- Just 15% of people who have heard of the WV Center for End-of-Life Care desire additional information. One could reasonably assume this might be a result of already having received such information. More than three-quarters of those who already have a Living Will or Medical Power of Attorney do not want additional information about end-of-life care.
- Interest geographically varies somewhat, with a high of 29% in Martinsburg interested in more information to a low of 17% in Charleston/Huntington.

Preferred Information Sources

- Of those who would like to get more information about end-of-life care options, the largest percentage would prefer to receive it through pamphlets or brochures in doctors’ offices (73%). Direct mail ranked second (52%), with newspaper third at 39%.
- There are few significant differences based on age groups, although direct mail is least popular with those 18-34. Those 55 and older are less likely to want the information through the Internet.
- Geographic regions are mostly unchanged, although direct mail is more popular in the Beckley/Bluefield market (63%) than other places and newspapers are most frequently cited in Parkersburg (47%) as the preferred information source.

Awareness of WV Center for End-of-Life Care

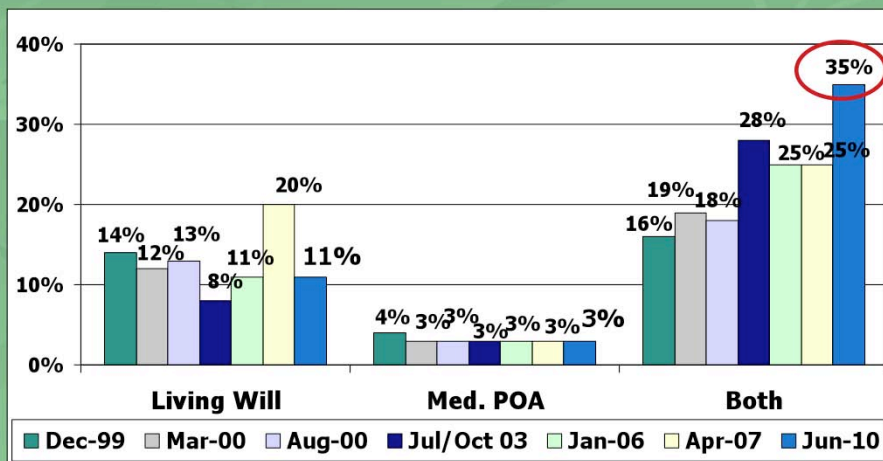
- The number of people aware of the WV Center for End-of-Life Care remains about the same (13%) as it was in the 2007 and 2006 surveys (12%).
- Those 35-54 actually are least likely to have heard about the Center (8%) although small sample size makes this number one that should be viewed cautiously. Other age groups are relatively consistent.
- The Center has the highest name recognition in the Clarksburg/Fairmont market (17%) and the Charleston/Huntington market (14%). It is the lowest in Parkersburg (6%) and Wheeling (8%).
- Just more than a quarter (28%) heard about it through “word of mouth”, with another quarter not sure where the information came from. Television (13%) and newspapers (10%) are the next most frequent sources. The word of mouth figure is about the same as 2007 (30%), while the television number is down from 21% in the 2007 survey, and newspapers are down slightly from the 12% figure of three years ago.

Key Findings



Living Will/Power of Attorney

Do you...have a Living Will or Medical Power of Attorney?



JACK CANFIELD

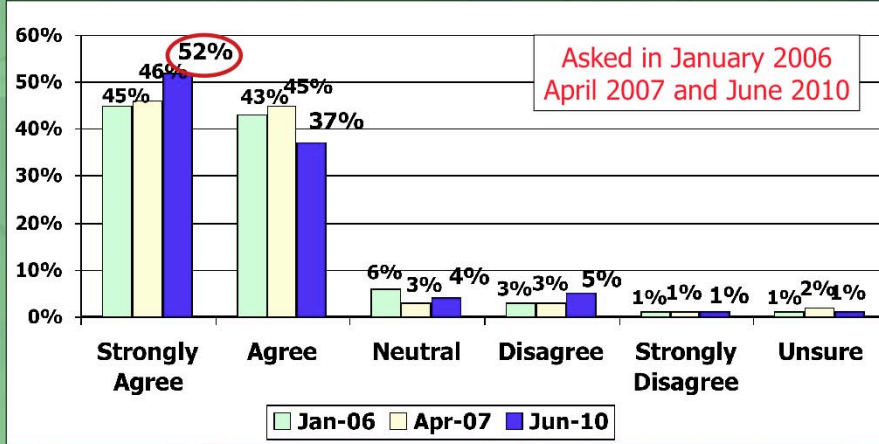
West Virginia Center for End-of-Life Care

Actual Question: *“Do you, yourself, have a Living Will or Medical Power of Attorney?”*

- Yes, a Living Will
- Yes, Medical Power of Attorney
- Yes, Both
- No
- Dk/Na

End-of-Life Communication

Agree or disagree...It is important to talk with my family and doctor about how I want to be treated at the end of life?



JACK CANFIELD

West Virginia Center for
End-of-Life Care

Actual Question: "How would you respond to the following statement? It is important to talk with my family and doctor about how I want to be treated at the end of life?"

Strongly agree

Agree

Neutral

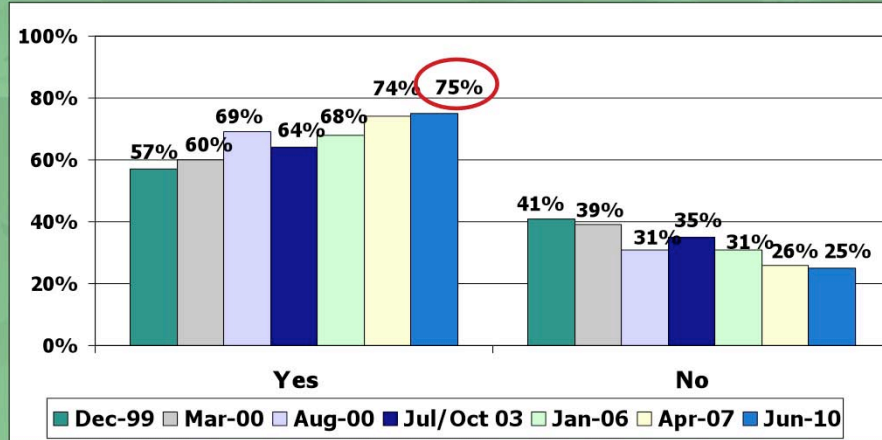
Disagree

Strongly disagree

Dk/Na

Talked to Family

Have you talked to your family or a close friend regarding what medical treatment you would and would not want at life's end?



JACK CANFIELD

West Virginia Center for
End-of-Life Care

Actual Question: "Have you, yourself, talked to your family or a close friend regarding what medical treatment you would and would not want at life's end?"

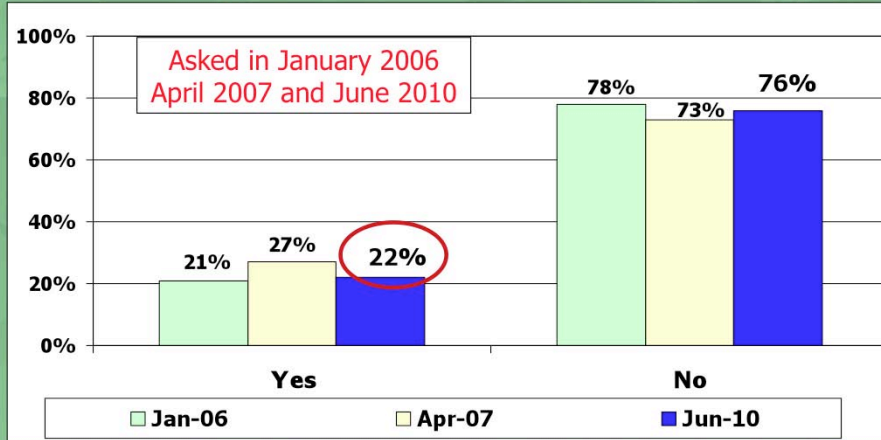
Yes

No

Dk/Na

Talked to Doctor

Have you talked to your doctor regarding what medical treatment you would and would not want at life's end?



JACK CANFIELD

West Virginia Center for
End-of-Life Care

Actual Question: *"Have you, yourself, talked to your doctor regarding what medical treatment you would and would not want at life's end?"*

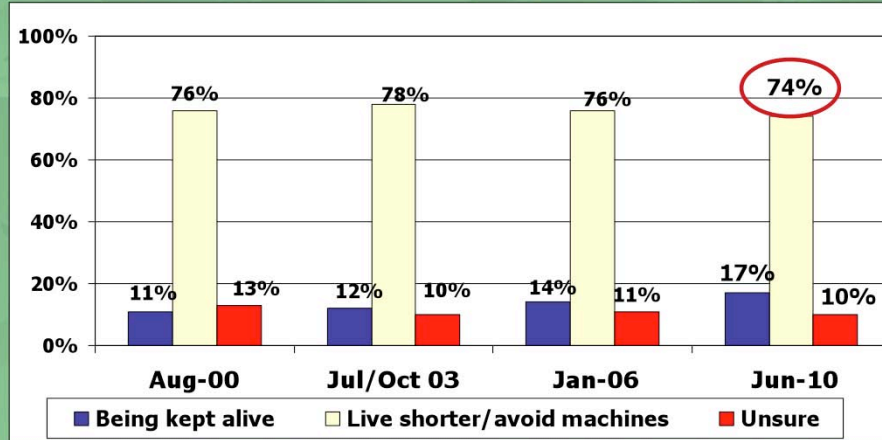
Yes

No

Dk/Na

End-of-Life Choice

If you had to choose between being kept alive as long as possible or living a shorter time to avoid pain, which would you pick?



JACK CANFIELD

West Virginia Center for
End-of-Life Care

Actual Question: "If you had to choose between being kept alive as long as possible even if you were experiencing pain and suffering or living a shorter time to avoid pain, suffering, and being put on machines, which would you pick?"

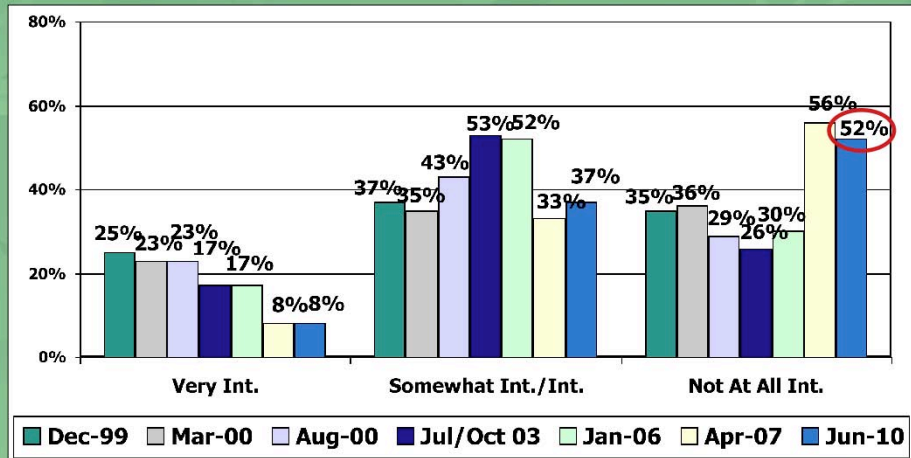
Being kept alive as long as possible even if I had to suffer

Living a shorter time to avoid suffering and machines

Dk/Na

End-of-Life Info Interest

How interested are you in obtaining information about medical care at the end of life?



JACK CANFIELD

West Virginia Center for
End-of-Life Care

Actual Question: *“How interested are you in obtaining information about medical care at the end of life for yourself, your family and friends?”*

Very interested

Interested

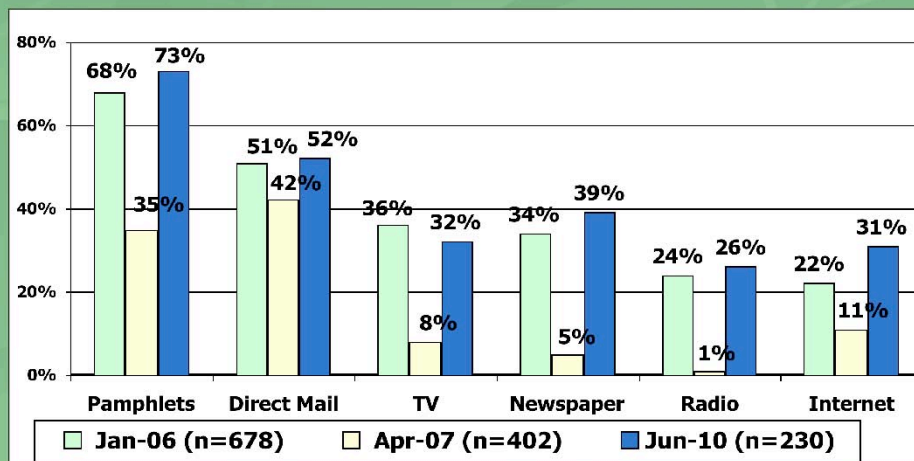
Somewhat interested

Not interested at all

Dk/Na

Receive End-of-Life Info

How would you like to receive that information?



JACK CANFIELD

West Virginia Center for
End-of-Life Care

Actual Question: "And, how would you like to receive that information?" (Read each and mark all that apply)

Pamphlets/brochures in doctor office

Direct mail

Internet

Television

Radio

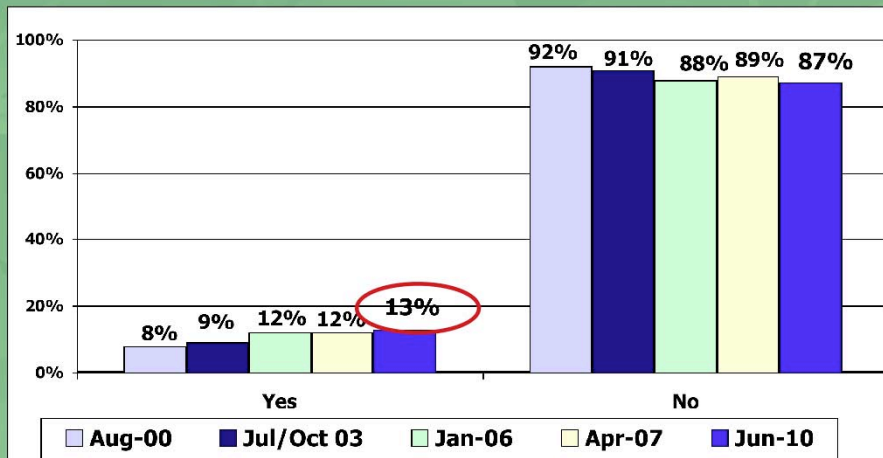
Newspaper

Dk/Na

* There was time for more extensive probing of responses in January 2006.

Aware of WV Center for End-of-Life Care

Have you heard of the WV Center for End-of-Life Care?



JACK CANFIELD

West Virginia Center for
End-of-Life Care

Actual Question: *"Have you heard of the West Virginia Center for End-of-Life Care?"*

Yes

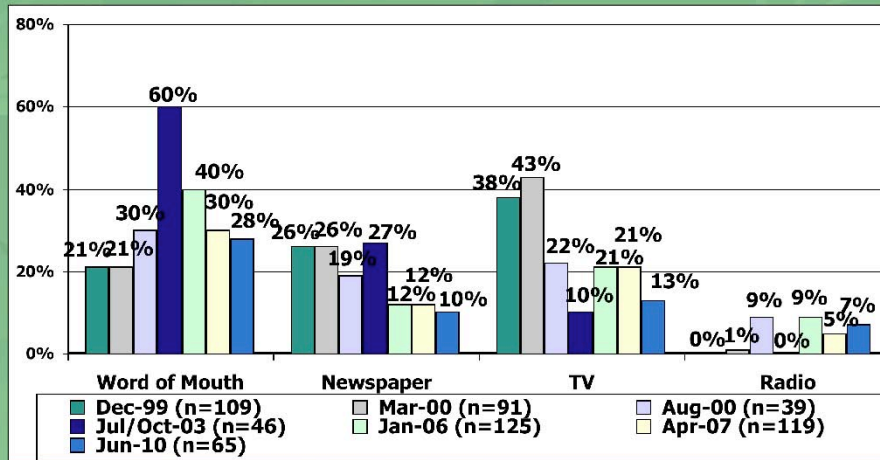
No

Dk/Na

*Question wording differs from August 2000, July/October 2003, January 2006: West Virginia Initiative to Improve End-of-Life Care.

Mode of Awareness

Where did you hear about it?



JACK CANFIELD

West Virginia Center for End-of-Life Care

Actual Question: "Where did you hear about it?" (Mark all that apply)

Word-of-mouth (friends/family/co-workers)

Newspaper

Television

Radio

Other

Dk/Na

Conclusions



Conclusions

- The percentage of people with *both* a Living Will and a Medical Power of Attorney is up 10 percentage points over three years ago (35%), which is a positive. The number of people with some sort of advance directive remains essentially unchanged, however. This means the challenge for the West Virginia End-of-Life Care Center is to reach more West Virginia residents.
- The Beckley/Bluefield area appears to be a region deserving special attention. Although 92% of the residents there agree end-of-life care is an important issue to discuss, just 25% have both advance directives, well below the state average.
- Results show that people familiar with the WV Center for End-of-Life Care are much more likely to have a Living Will and/or a Medical Power of Attorney. Logically, therefore, increasing the effort to get the word out about the Center should result in additional people getting advance directives and greater awareness on the part of communities and state leaders.
- Awareness of the WV Center for End-of-Life Care has not increased during the past four years. It's highest in the home area of the Center (Clarksburg/Fairmont) and in the state's largest metro area (Charleston/Huntington). Of some concern is that "word of mouth" and "unknown" are the most prevalent sources of information.
- Building relationships with physicians and physician organizations appears to be a solid outreach opportunity. Fewer than a quarter of people have had discussions on this subject with their physicians. Brochures and pamphlets in doctors' offices are the preferred manner of getting information for three-quarters of people. Those who have heard about the Center are twice as likely to talk to their doctors about end-of-life care.

Master Questionnaire
with Results

