

WHITMAN COUNTY PUBLIC HEALTH

Community Connection Survey Results



Whitman County
Public Health

About Whitman County

Our Mission

To improve the health and wellbeing of Whitman County through programs and community partnerships, ensuring access to resources for physical, mental, and emotional well-being.

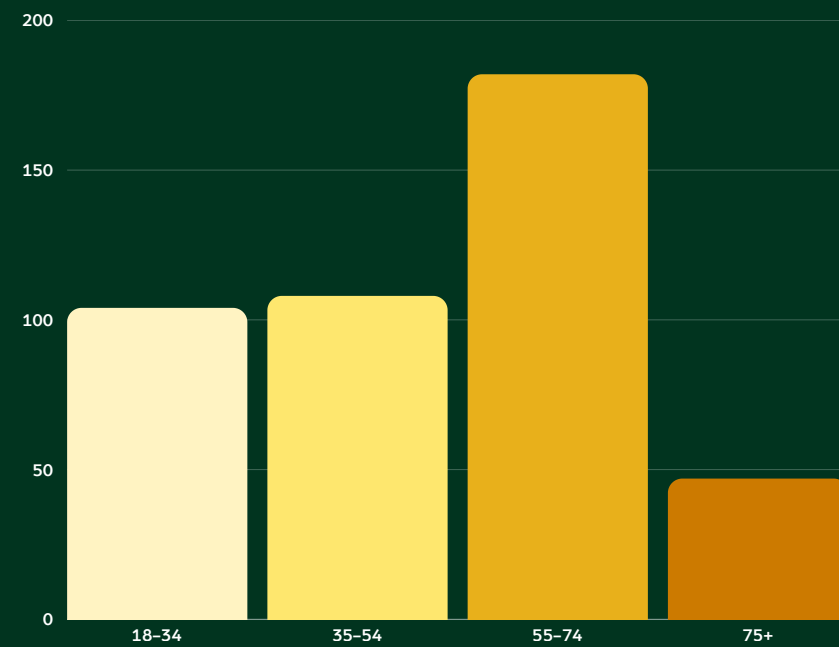
Demographics



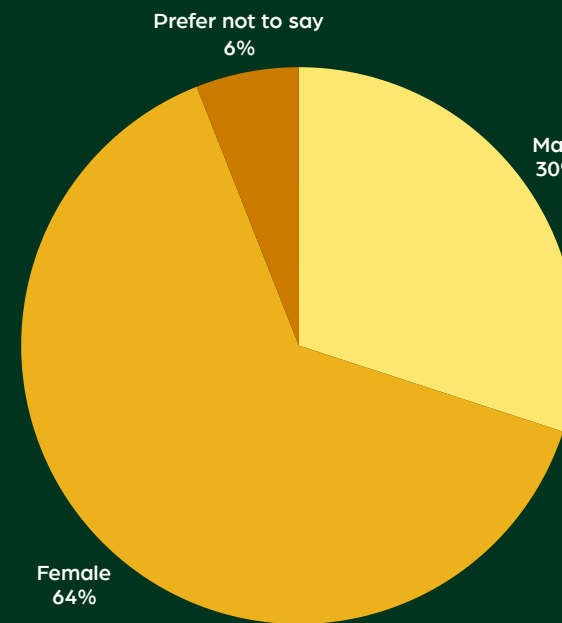


451 Survey Respondents

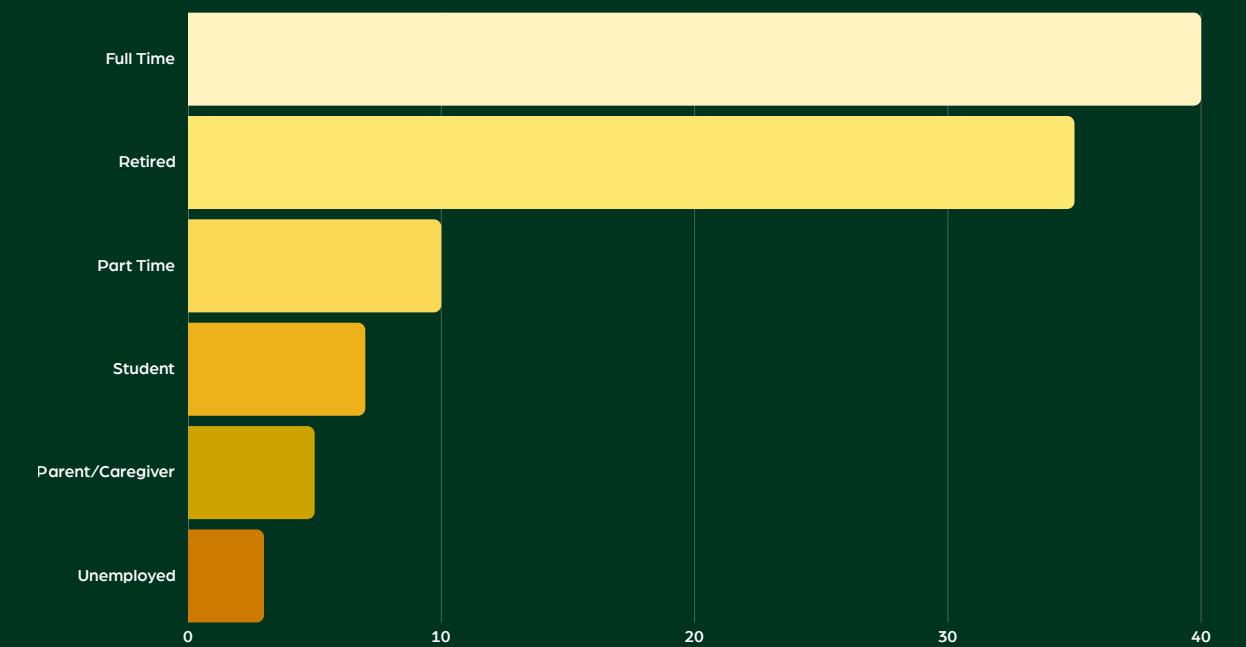
AGE



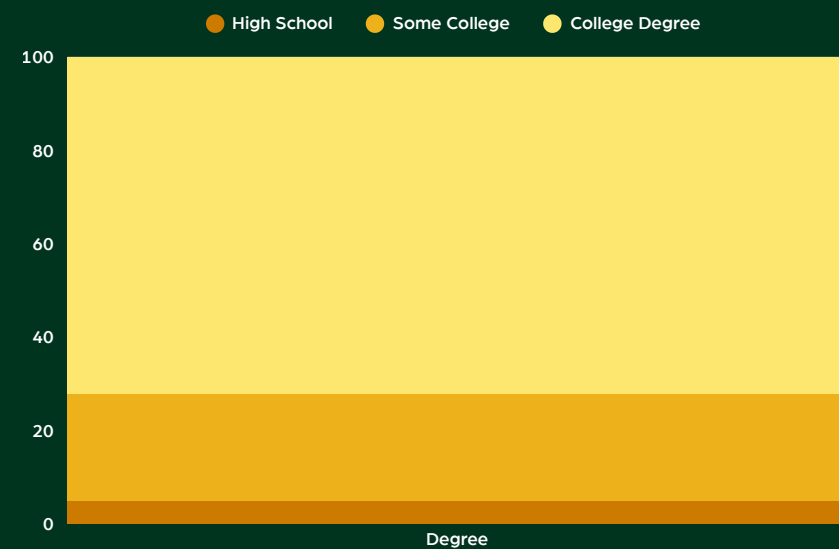
GENDER



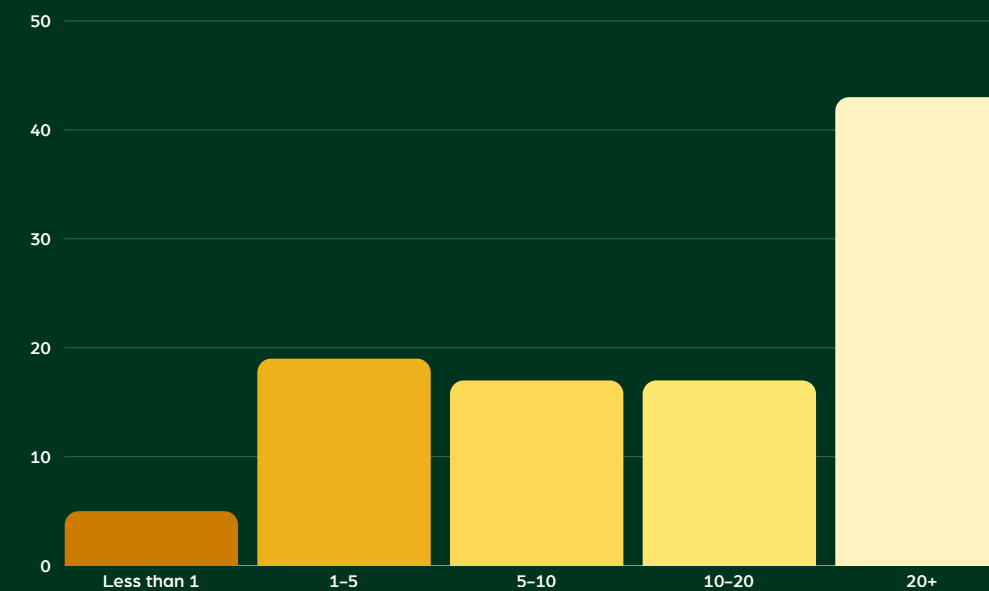
EMPLOYMENT



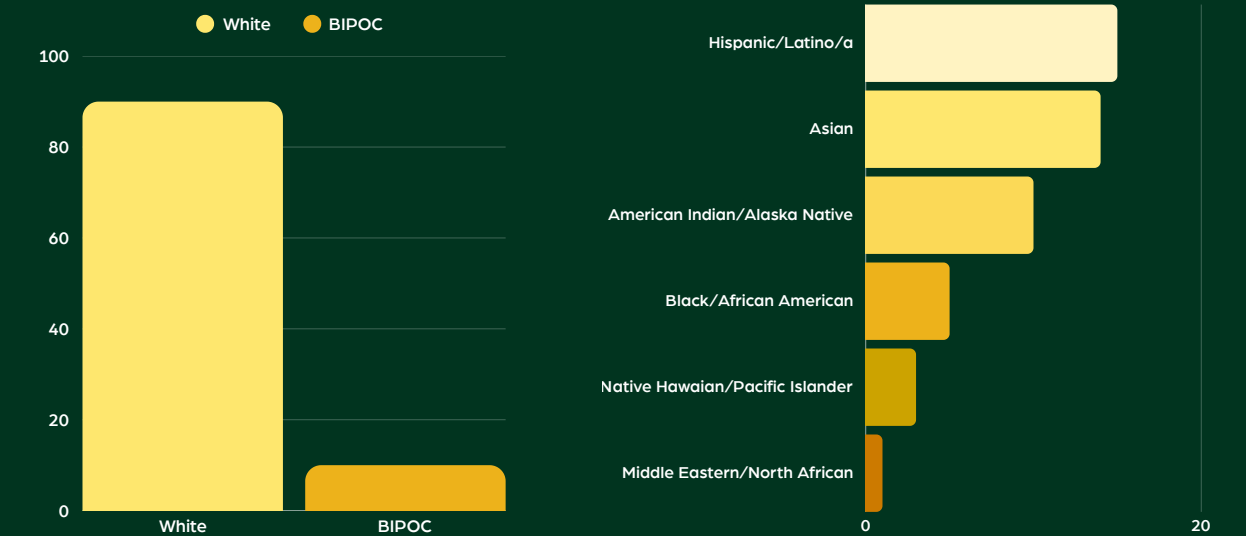
EDUCATION



YEARS IN WHITMAN COUNTY



RACE/ETHNICITY



Findings



QUESTION 1

**Do you think
Whitman County is
healthier or less
healthy than it was
a year ago?**

Most demographics were fairly evenly split
between healthier and less healthy.



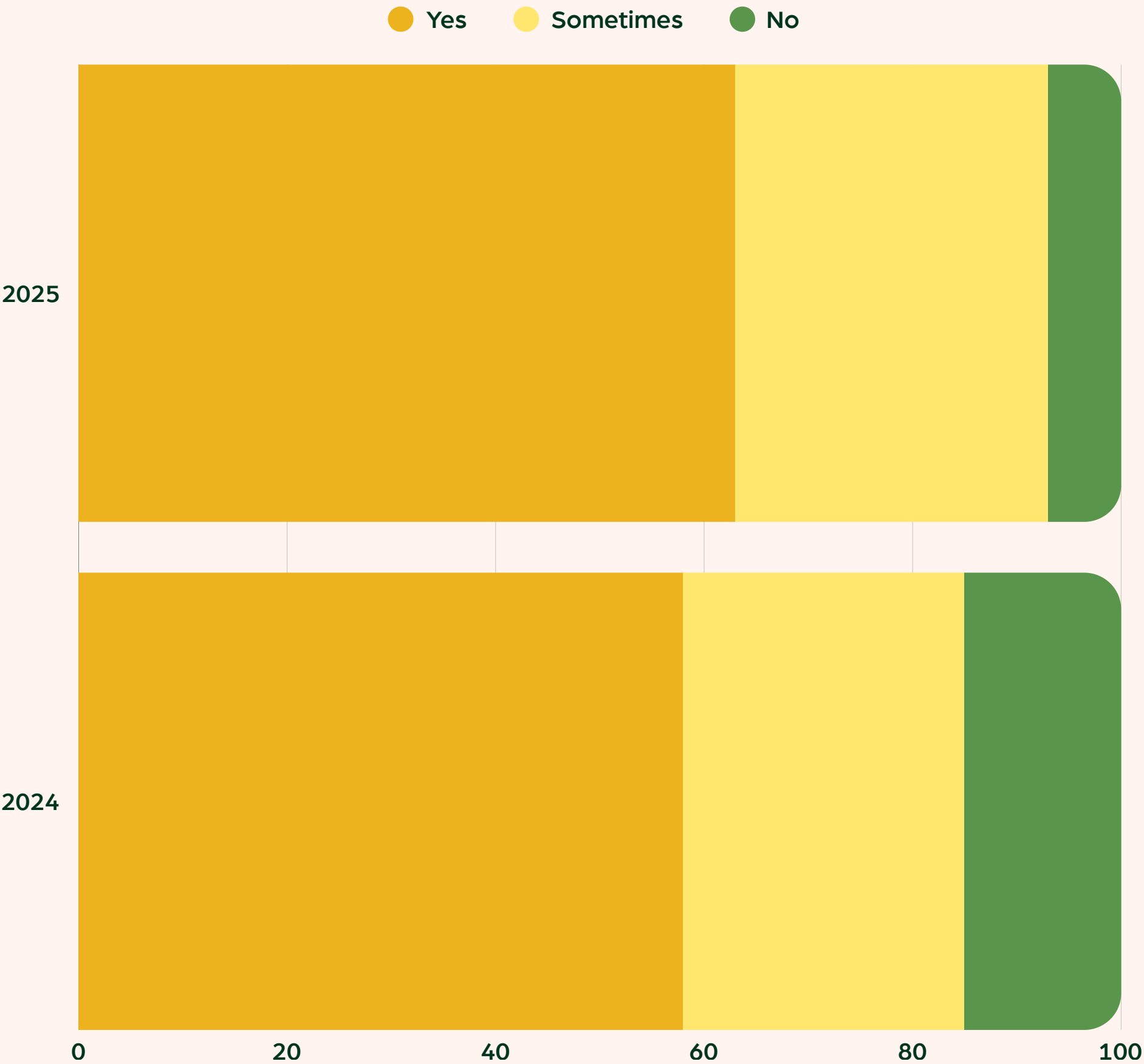
QUESTION 2

Can you get the health information you need to make decisions for yourself and your family?

More people can find the information they need.

This year we saw fewer people saying they can't find the health information they need (7.25%) with more people reporting they can get the information they need or sometimes can.

If people said they sometimes could, it was more likely to be due to a lack of information rather than being overwhelmed by too much.

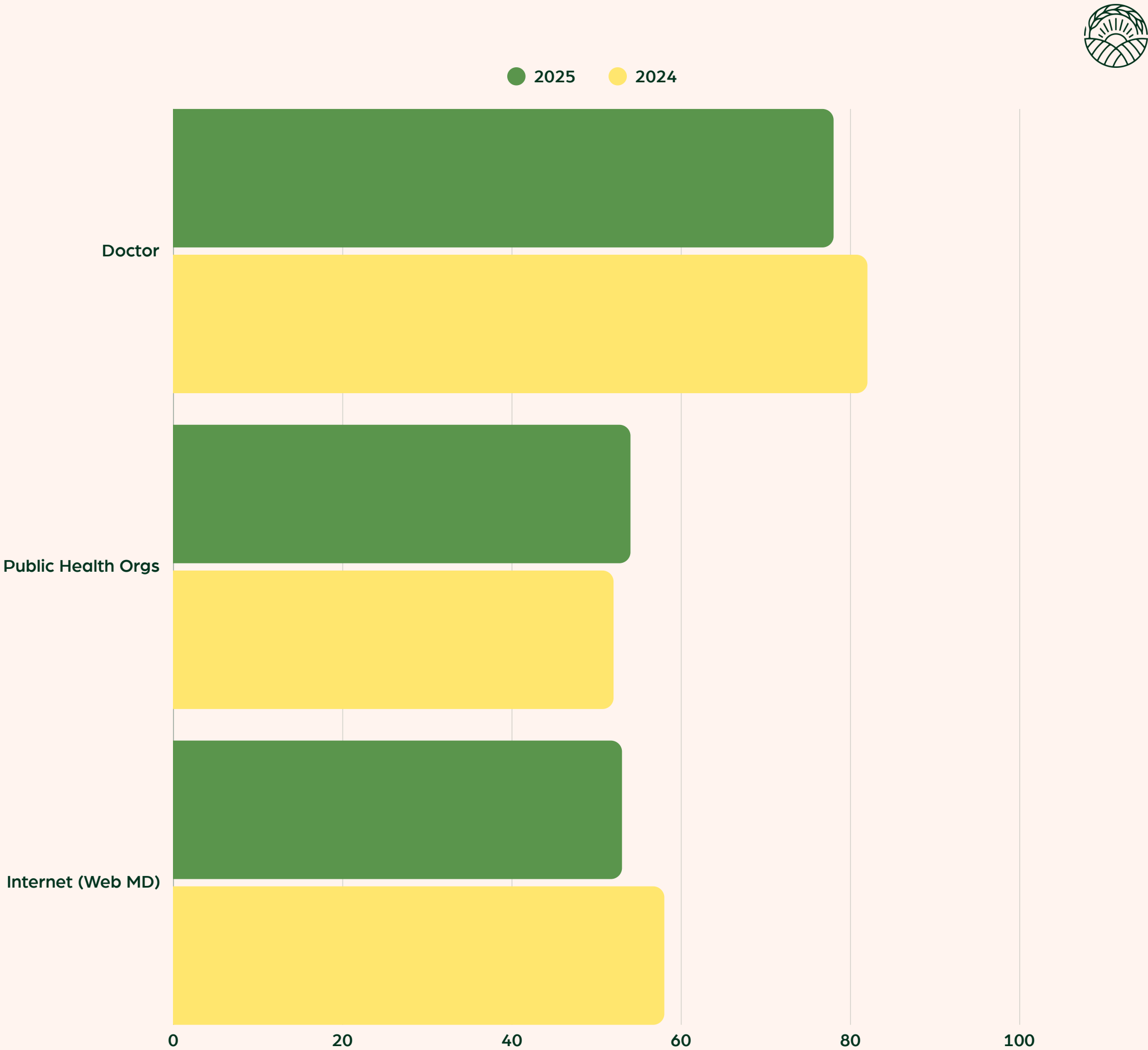


QUESTION 3

What are the top 3 sources you trust for health information?

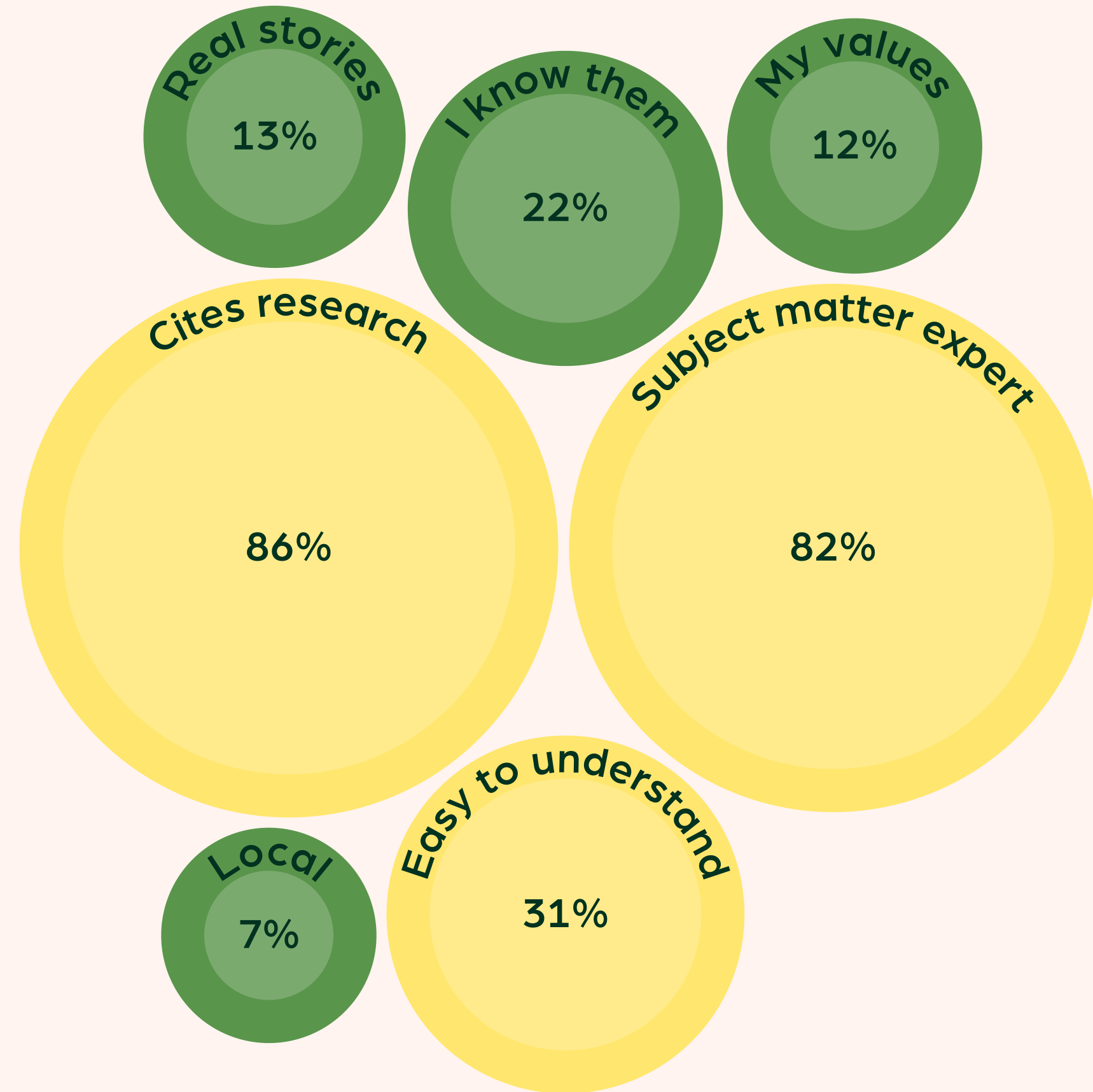
There was a slight increase in people trusting public health organizations for health information.

There was also a slight decrease in trust for Internet medical websites like WEB MD and doctors compared to 2024. However, these remain the most trusted sources of information.



QUESTION 4

In your view, what helps make a source for information trustworthy?



Most respondents trust information that cites research or comes from subject matter experts and is easy to understand.

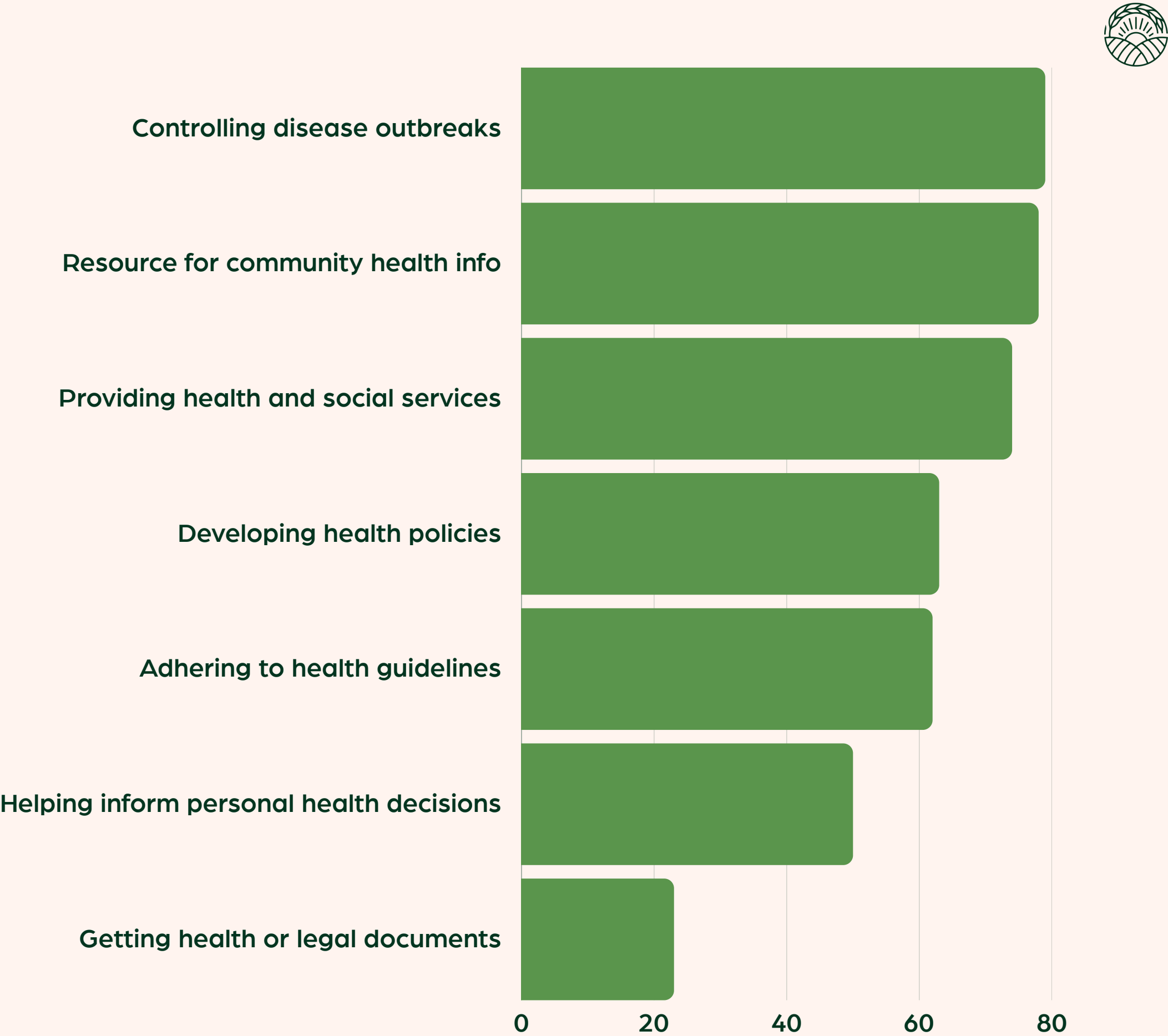


QUESTION 5

When you hear the phrase “public health” what comes to mind?

Respondents associate public health with controlling disease outbreaks and community level health information.

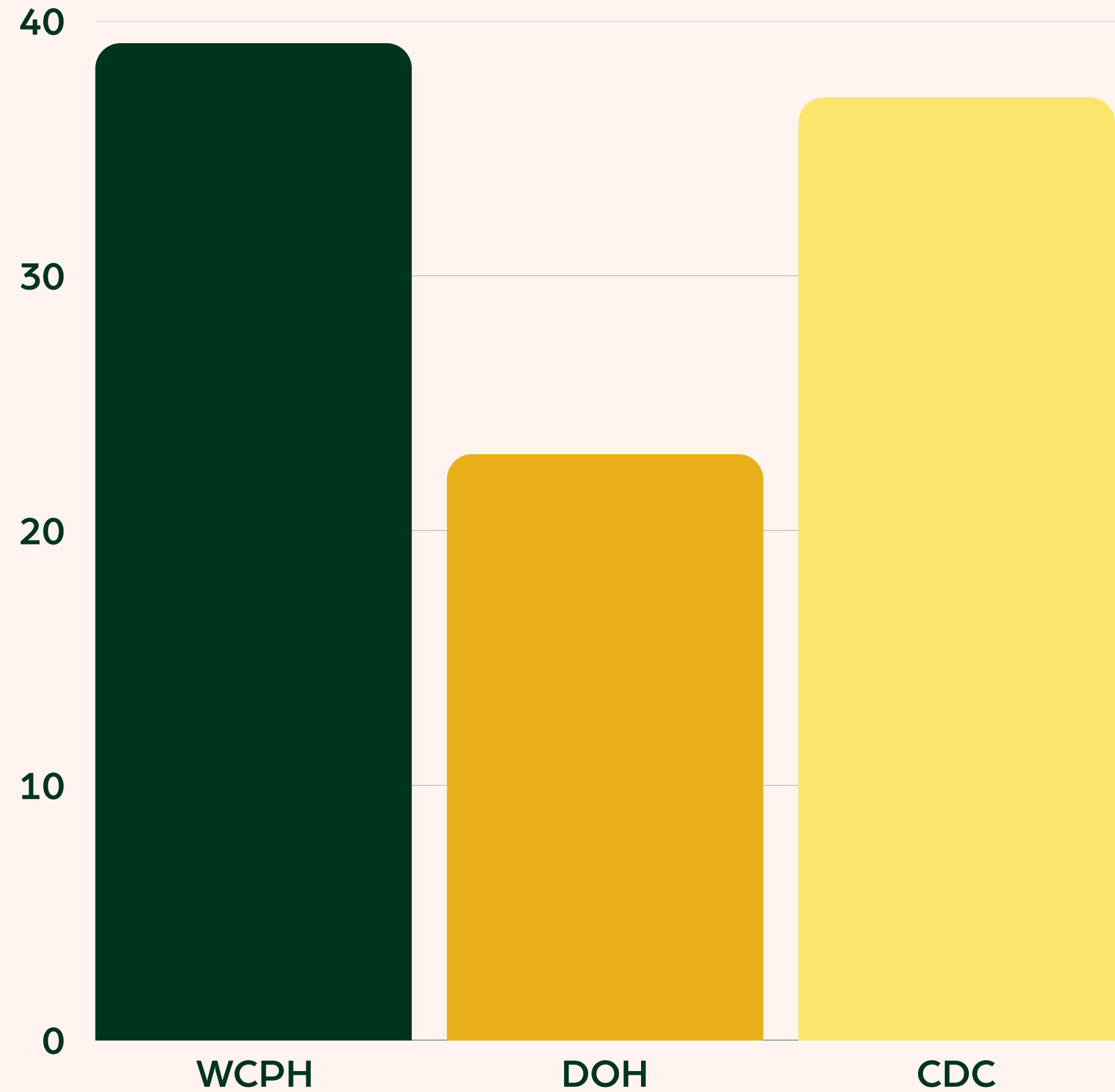
This definition aligns with respondents’ familiarity with specific services at Whitman County Public Health and indicates their expectations for where public health organizations should be most active.



QUESTION 6

Which organization do you prefer to receive your public health information from?

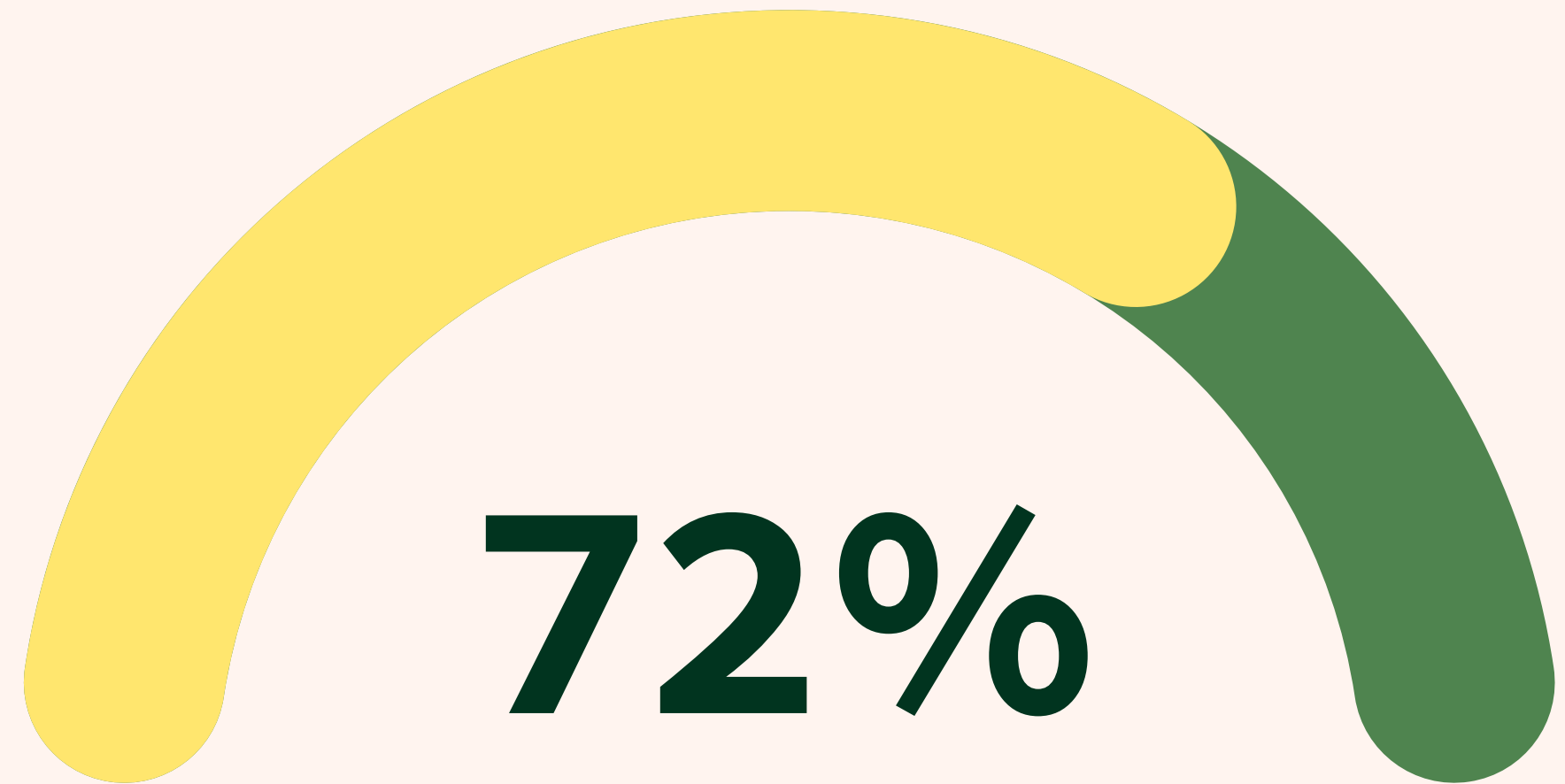
Whitman County Public Health was the preferred organization for health information across demographics.





QUESTION 7

In the past year have you seen any health information from Whitman County Public Health?



Overall reach of health information was strong across all demographics.

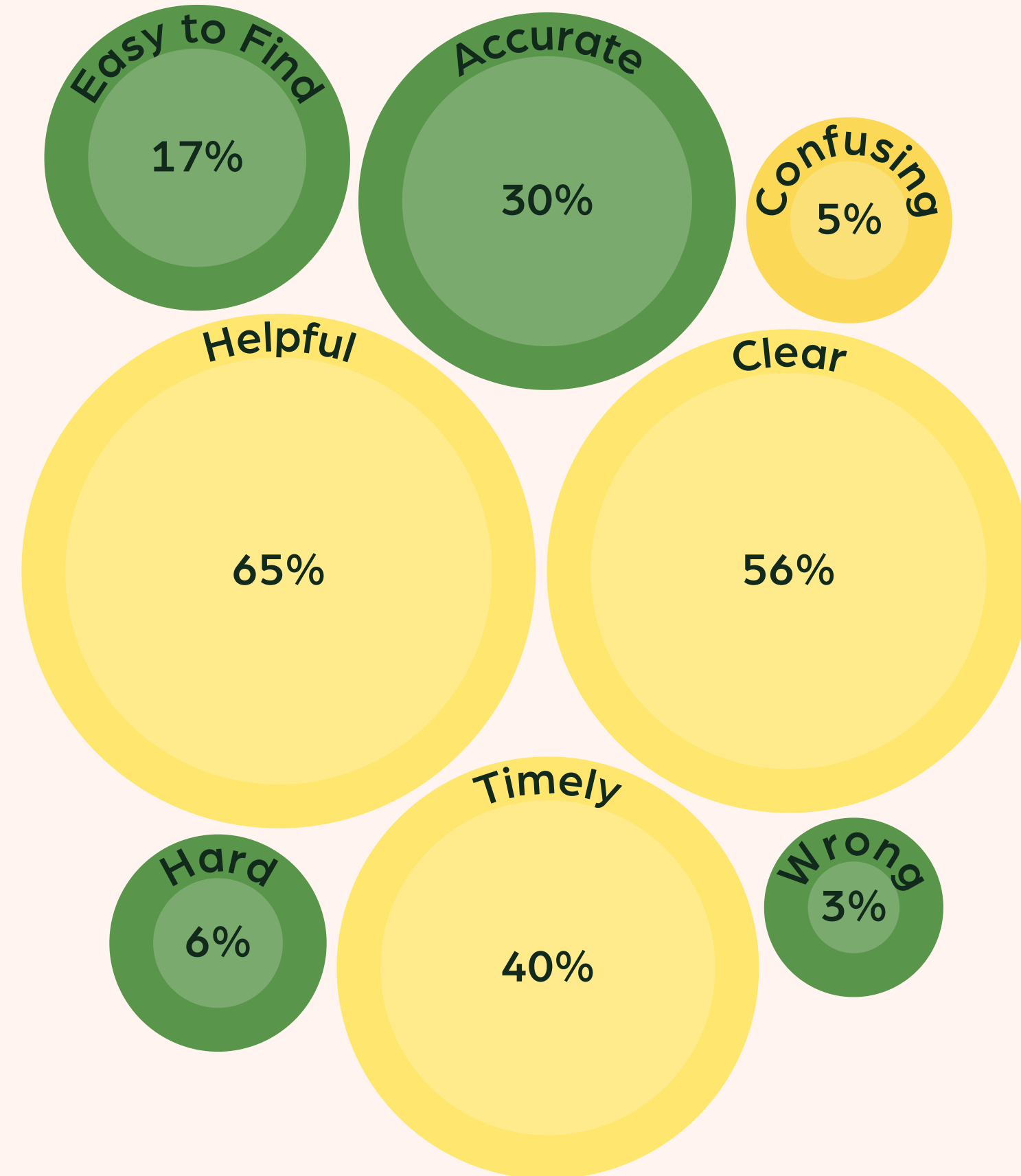


QUESTION 8

How would you describe the information you saw?

People described the information they saw positively and the majority found it helpful.

The top 3 descriptors were consistent across 2025 demographics with the exception of respondents under 45 who chose "clear" more often than "helpful". This suggests that younger audiences appreciate plain spoken content, but may need more help making information relevant to their day to day lives in order to be considered "helpful."

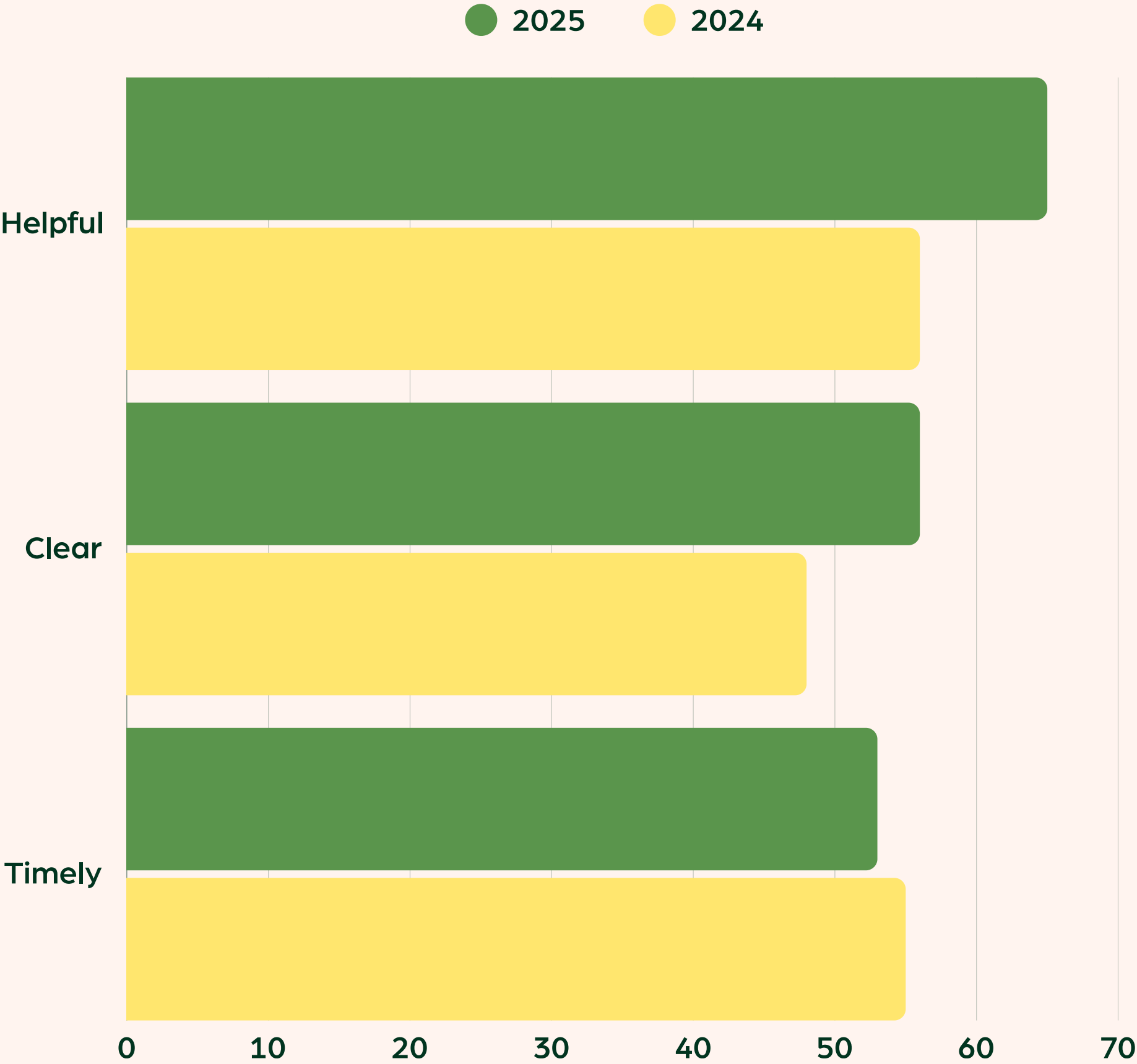


QUESTION 8 | YEAR OVER YEAR

How would you describe the information you saw?

Positive descriptions have increased compared to 2024.

When given multiple options, the majority of respondents chose the same positive descriptors as previous survey at slightly higher rates.



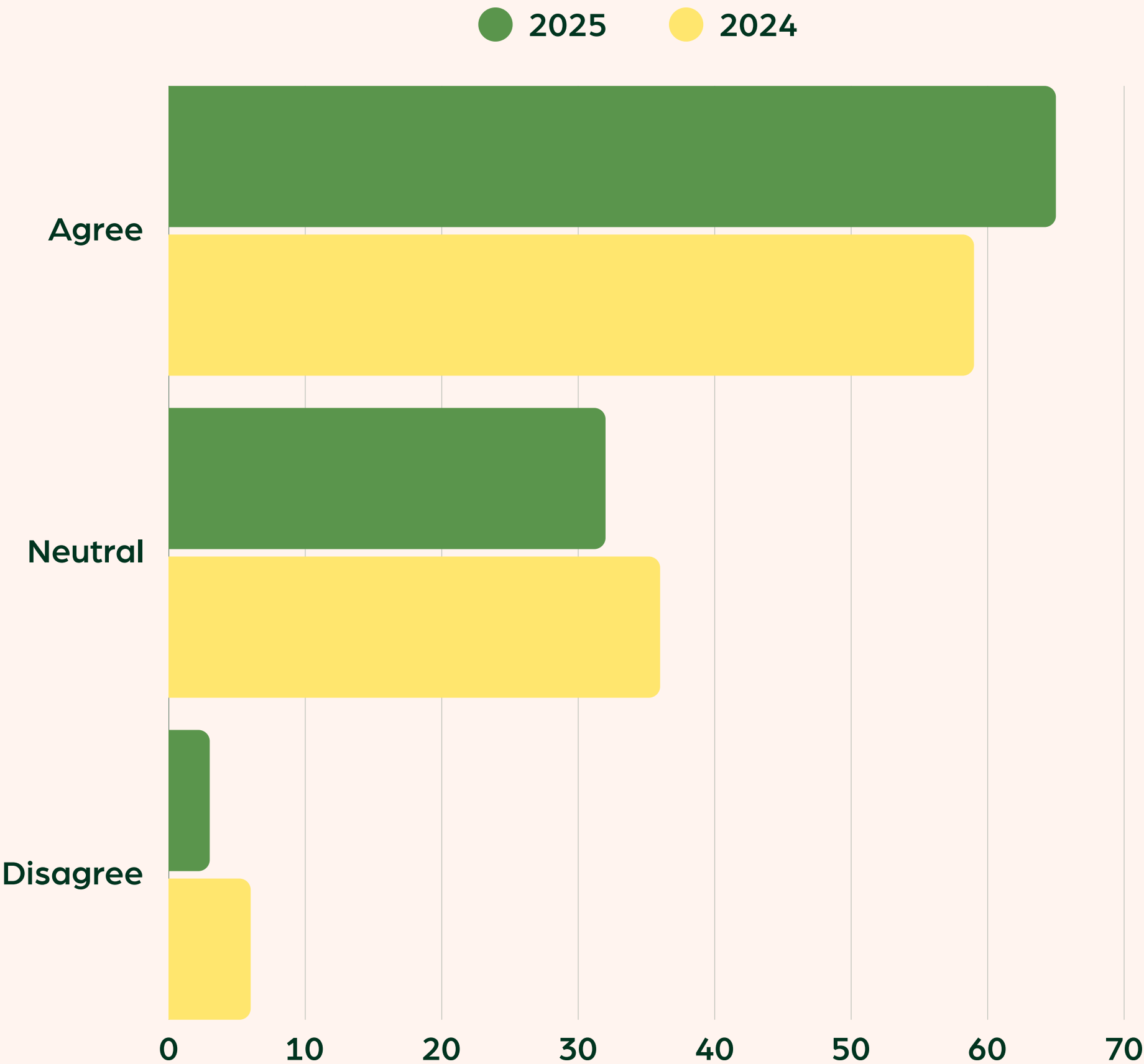
QUESTION 9

As far as I know, the people working at Whitman County Public Health are good at what they do.

Positive impressions of staff have grown since 2024

Positive impressions of WCPH staff improved 6% overall since the previous survey across all demographics.

Those who were neutral were less likely to be familiar with WCPH’s programs. This suggests that personal contact with WCPH staff improves their perception and contributes to a positive experience.



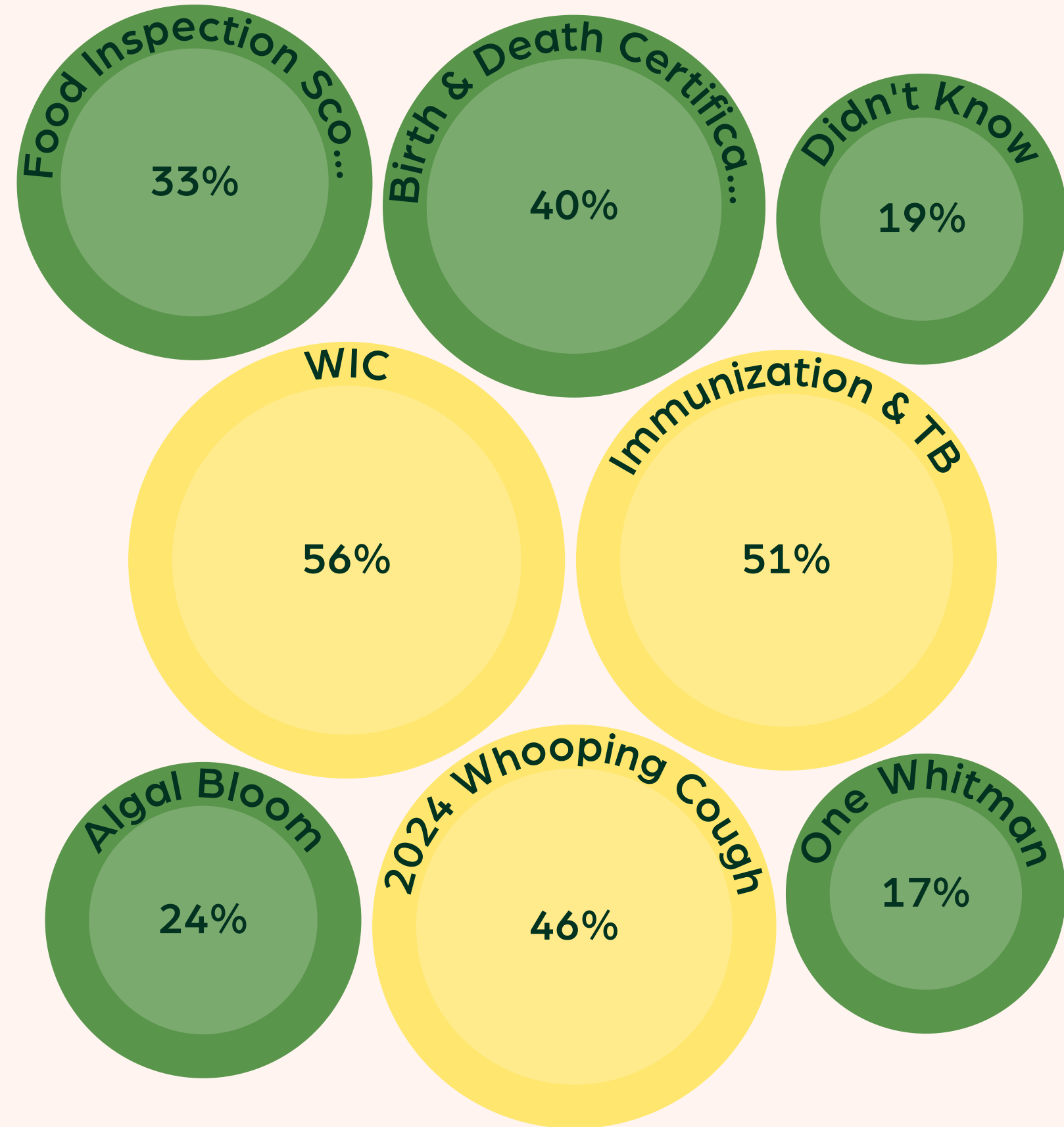


QUESTION 10

Whitman County Public Health provides a lot of different services to the community. Do you know if they provide any of the services listed below?

People were most familiar with onboarding women, infants and children onto WIC across all demographics.

However, women and adults 55+ tended to have higher rates of familiarity across all services and men significantly lower rates of familiarity across services.



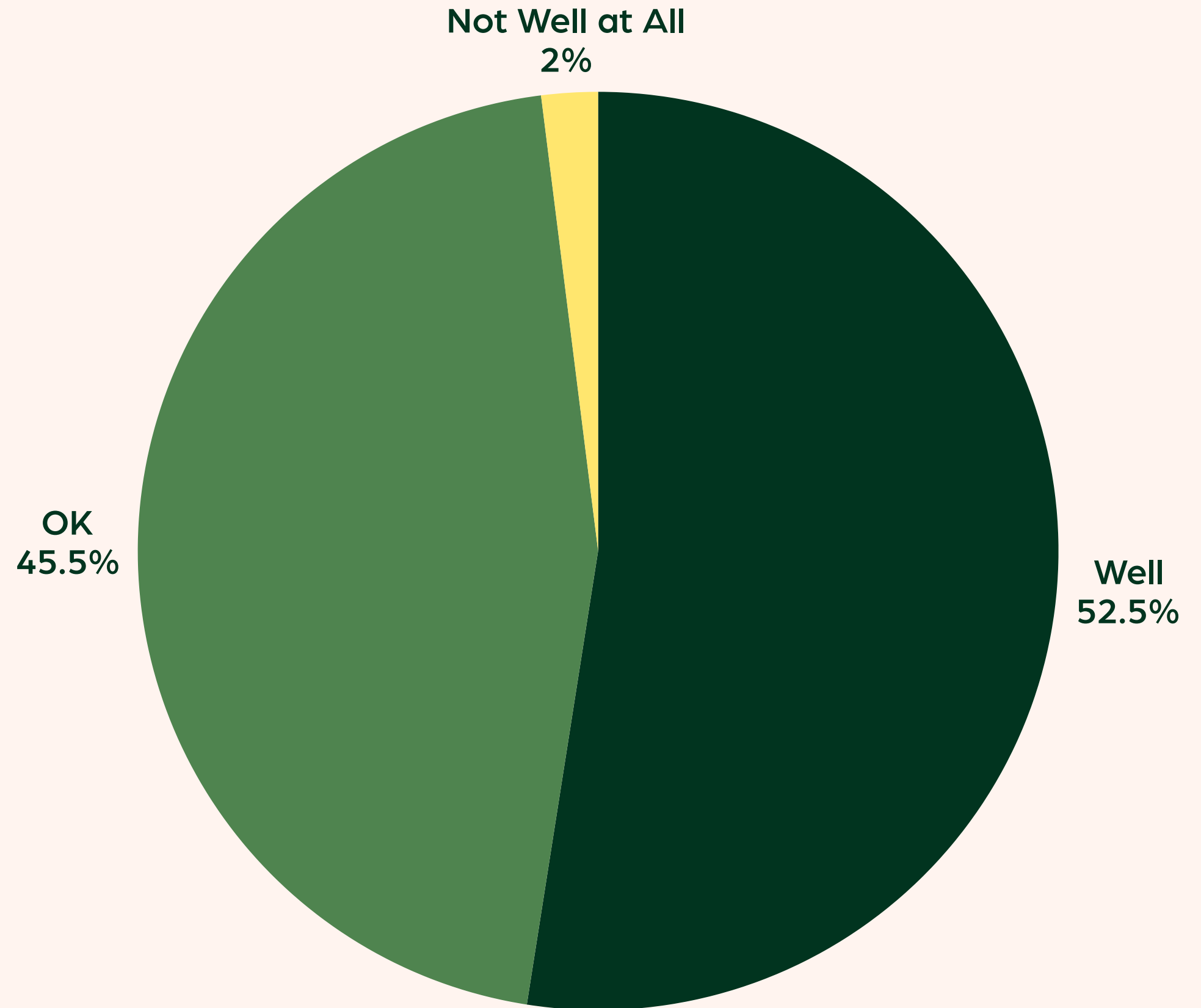


QUESTION 11

Of the services you are aware of Whitman County Public Health providing, how do you feel they delivered these services in the past year?

The majority of those familiar with services felt they were delivered well across all demographics.

Respondents ages 25–44 ranked their experience significantly higher than the average (63.11% well). This aligns with the high familiarity with onboarding for WIC and the age of families who are most likely to use that program.





QUESTION 12

Do you have any feedback you would like to share about your experience with any of these services?

Theme:

Make WCPH's influence and work more visible

"I think that WCPH could do a better job making themselves and their work more visible. Some people may know about various services, but not make the link that it is WCPH providing them."

"I have not used WC Public Health in many years. They have become almost invisible."

"Whitman County Health seems to sit passively in the background, rather than take the lead on providing timely information and services."

"I would have liked more direct information on what WCPH was doing for the pertussis outbreak. I felt most of my communication came from my employer not the health department."



QUESTION 12

Do you have any feedback you would like to share about your experience with any of these services?

Theme:

Appreciated Outreach

"I work at WSU and had a student say that they wish offices would advertise as well as you all – they used the whooping cough ads on social media as an example of really effective marketing/communication to the community."

"The YouTube ads from Whitman County Public Health are very good at what they should be doing."

*"I am paying more attention to your marketing.
I read your Annual Report."*

"I appreciate the health survey (annual health summary) that we receive each year in the mail. It inspired me to volunteer for QPR training and post crisis response training."



QUESTION 12

Do you have any feedback you would like to share about your experience with any of these services?

Theme:

Inclusion and relevancy for different demographics

Young People

"The immunizations provided at WSU during the flu season were incredibly convenient and helpful. I likely would not have sought out immunizations without them. Please make them more obvious to my fellow university students, I only saw a few flyers here and there."

"I find they don't know how to talk to college students well."



QUESTION 12

Do you have any feedback you would like to share about your experience with any of these services?

Theme:

Inclusion and relevancy for different demographics

Older Adults (65+)

"I do see Whitman County focusing on a younger population but not sure what specifically they provide to healthy seniors. I am not dissatisfied but have only used their services for immunization."

"I feel like I saw various brief information sites this last year. Even though, as a senior, I feel I don't need to look into all of it, I probably should."



QUESTION 12

Do you have any feedback you would like to share about your experience with any of these services?

Theme:
Gratitude

"In this climate of miss and disinformation, responsible, and evidence-based medical and public services information is essential. Thanks for what you do, and I really hope that you will continue to be able to do it."

"I am the marketing and communications coordinator for the new Public Health degree at WSU. What you do is integral to the health and safety our community. Thank you!"

"I like and expect the non-political nature of Whitman Public Health. Thank you. You stick to the facts, data and science."

"Thank you for your service. You are appreciated!"

Thank you to all community members who volunteered their time to take the survey!

At Whitman County Public Health,
your voice fuels our progress and we are
ready to put your feedback to work.



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