

Connection Creates Health:

Measuring Well-being in the CHOICE region

Project Overview

CHOICE designed a region-wide well-being assessment to establish a baseline for subjective well-being across central western Washington and allow us to visualize regional health and well-being outcomes so that we can identify community-informed priorities and strategies for advancing well-being in our region.

Introduction

CHOICE (Community Health Organization Improving Care and Equity) is a nonprofit organization dedicated to promoting health equity, and improving healthcare access, outcomes, and systems of care. Health thrives where connection lives – and this regional well-being assessment was designed to help us understand all the things that impact central western Washington’s overall well-being, and allow us to describe what creates thriving, connected communities where every individual can access the resources, care, and support they need, when they need it.

Methods

A 21-item survey instrument was designed in SurveyMonkey to collect information about self-reported individual and community well-being. Cantril’s Ladder scale was used to assess current and future individual self-reported overall and financial well-being.

1. Survey distribution

The survey was distributed via CHOICE communications channels, including the website and social media pages. Community partners were also encouraged to distribute the survey to individuals in their networks.

2. Community events

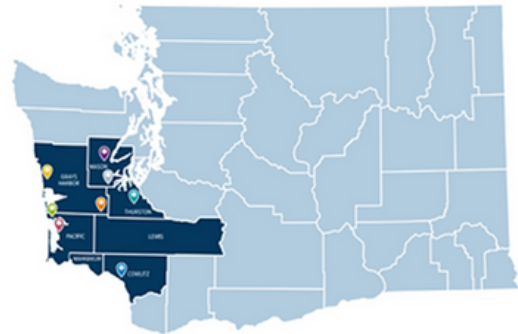
CHOICE staff also engaged with community members at events throughout the summer, such as a county fair, back-to-school resource fair, community bike ride, and a support group. In-person data collection included hands on activities about well-being.

3. Focus groups

Focus groups are scheduled throughout fall 2025 to hear directly from community members about what impacts their well-being, as well as hear their ideas about how to improve well-being in their community.

Conclusion

The preliminary results of the CHOICE well-being assessment indicate that even when individuals report that they or their communities are struggling, they have hope for the future.



Key Takeaways and Next Steps

While individuals across the CHOICE region tend to report that they are doing well as individuals (6.94, n=289), 66% of respondents rated the current well-being of their community as “poor” (19%) or “fair” (46.8%). This suggests that while individuals may feel positively about their own well-being, they may be aware of issues impacting the well-being of their communities.

Across the survey, in-person data collection activities, and the focus group, the need for community and culturally specific supports was repeatedly identified. Care coordination and similar efforts were seen as key strategies for improving access to necessary services, building community with trusted messengers, and empowering people to live their healthiest lives and meet their goals.

Additional steps should be taken to hear from underrepresented communities in the survey sample, such as individuals from more rural communities in the CHOICE region, men, youth and young adults, and senior citizens.

The results of the survey are currently being analyzed and will be published on the CHOICE website by the end of 2025.

Current and Future Community Well-being (n=141)

