

Addressing Social Determinants of Health in New York, Kentucky, and Iowa

Research Findings

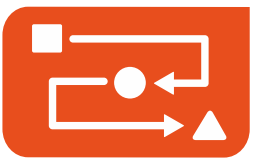
March 2023

GOODWIN · SIMON
STRATEGIC RESEARCH



Medicaid Innovation
Collaborative

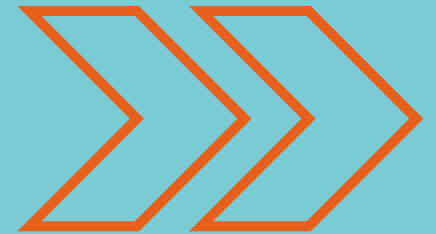
Qualitative and Quantitative Research



- **Phase 1:** Twelve in-depth interviews among Medicaid beneficiaries and Medicaid-eligible participants from IA, KY, NV, and NY, conducted between November 18 and December 14, 2022.
- **Phase 2:** Five focus groups among Medicaid beneficiaries and Medicaid-eligible participants from IA, KY, NV, and NY, conducted between January 10 and January 18, 2023.
- **Phase 3:** Online survey conducted among n=886 Medicaid beneficiaries and Medicaid-eligible respondents from IA (n151), KY (n253), and NY (n480) from February 12 to February 19, 2023.

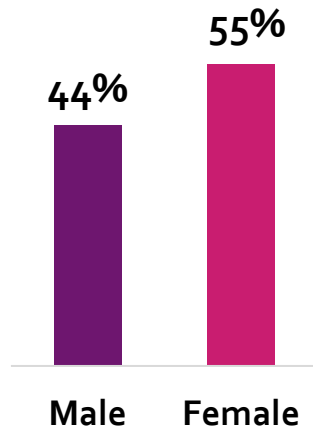
Survey Sample Demographics By State

NOTE: These demographic breakdowns reflect the limitations of conducting online surveys among this hard-to-reach population, and therefore may not mirror the exact universe of Medicaid beneficiaries and Medicaid-eligible residents in each state.

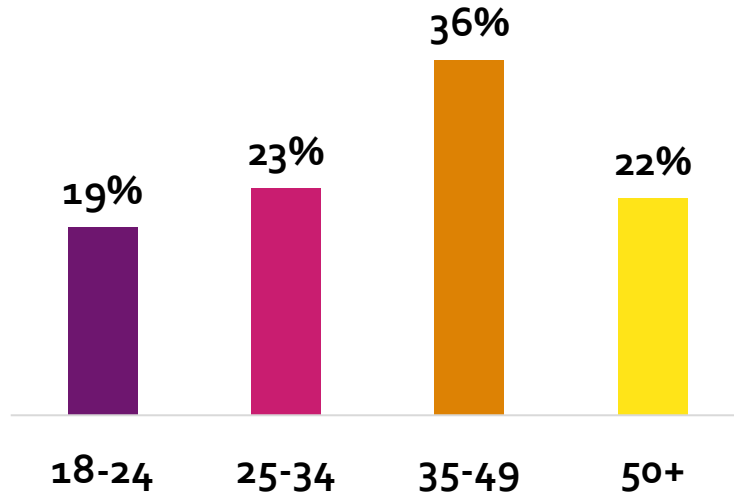


Demographics: New York

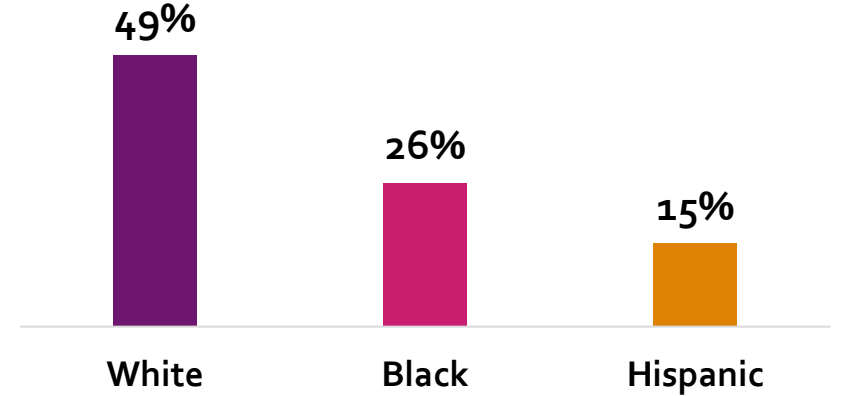
Gender



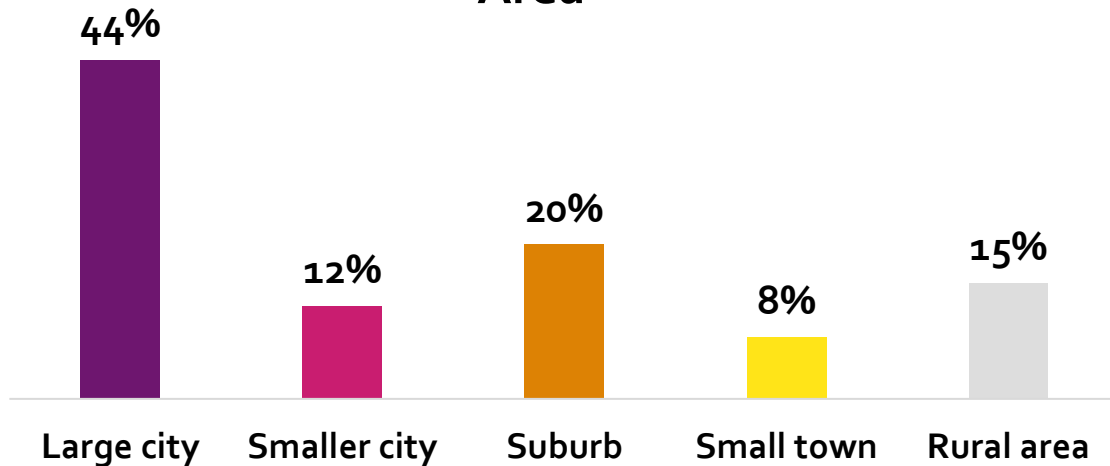
Age



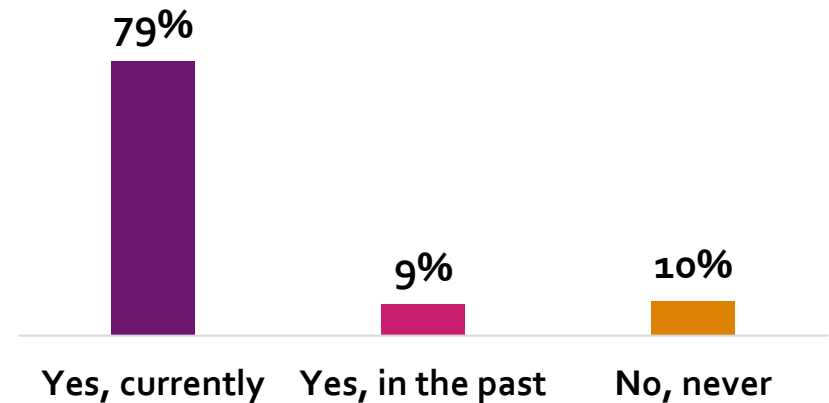
Ethnicity



Area

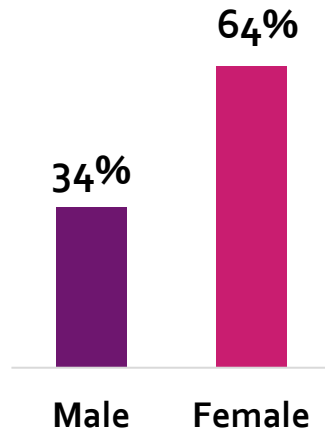


Medicaid

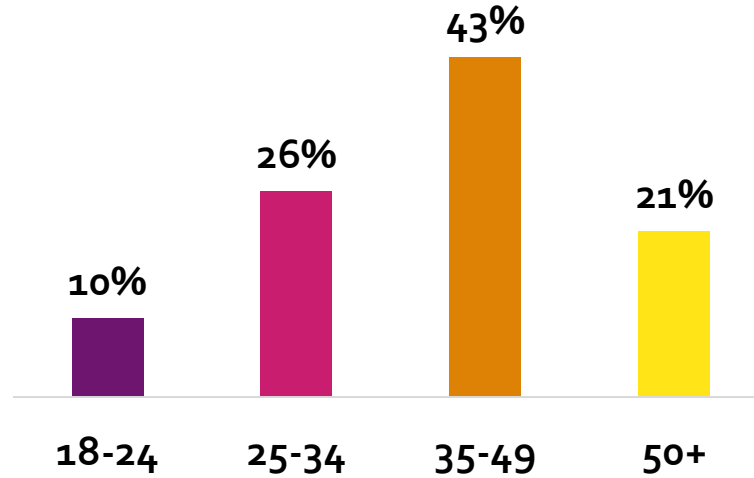


Demographics: Kentucky

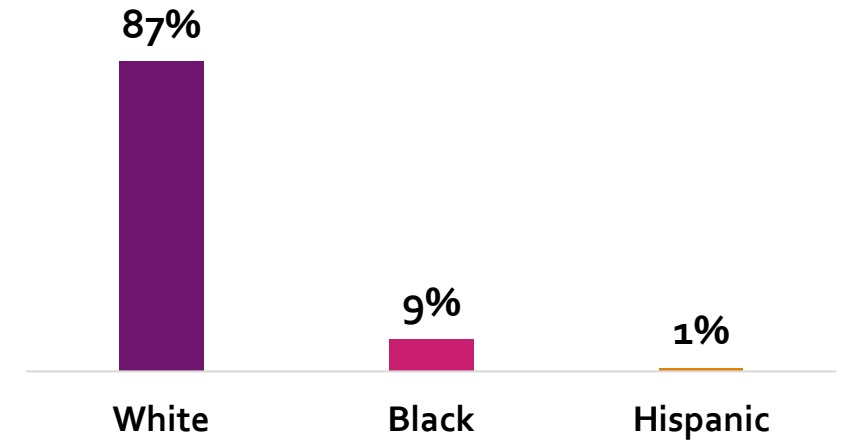
Gender



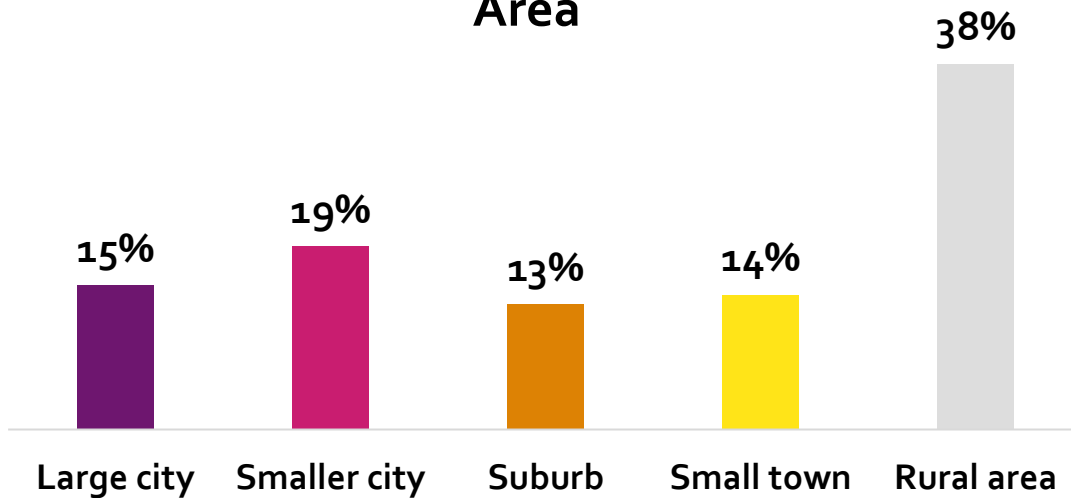
Age



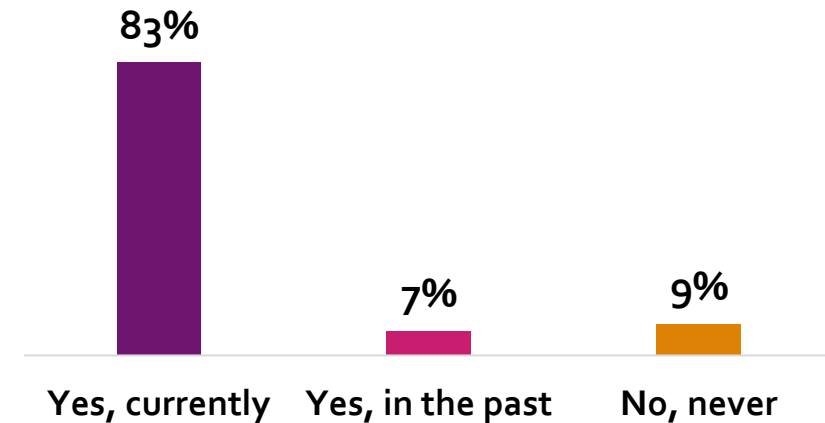
Ethnicity



Area

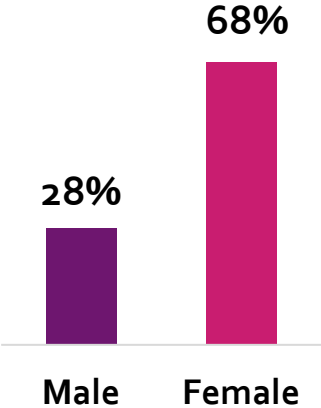


Medicaid

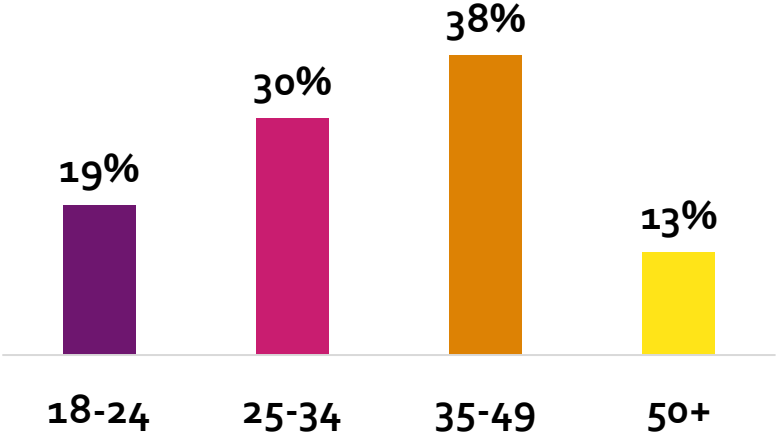


Demographics: Iowa

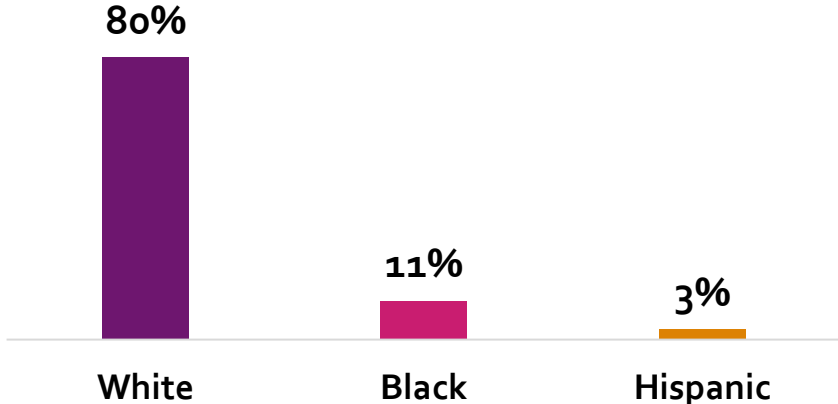
Gender



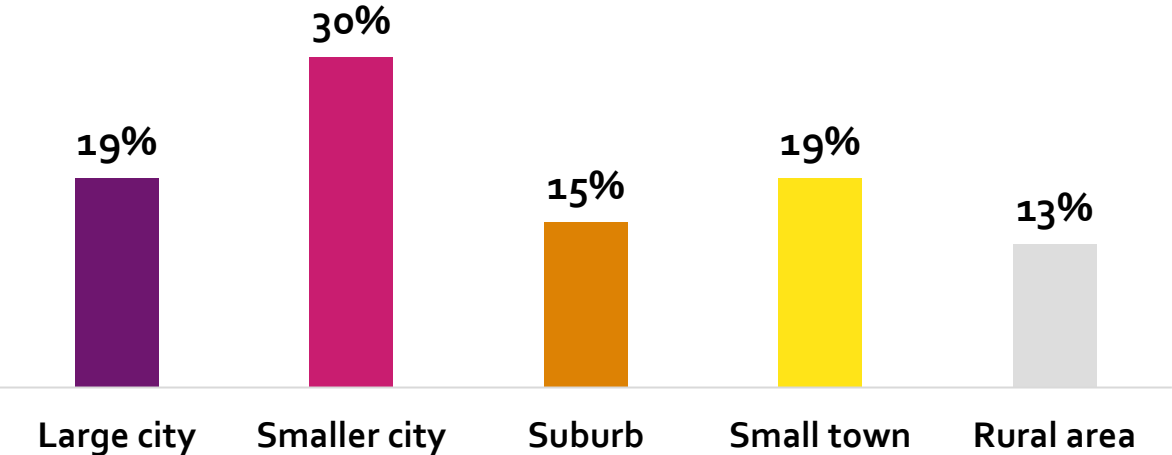
Age



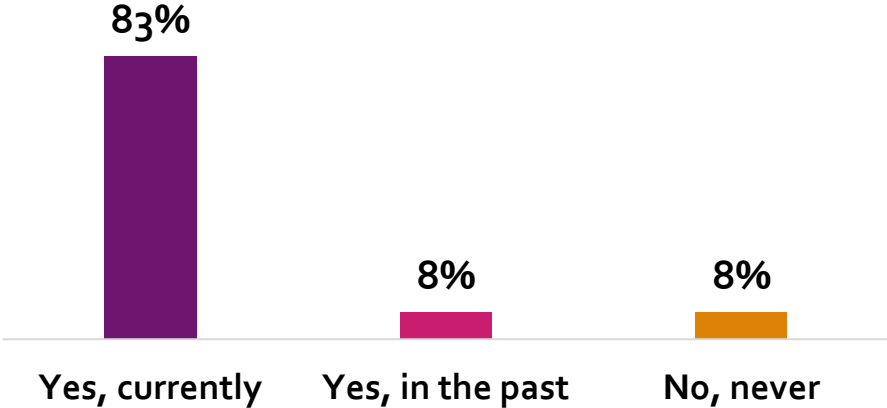
Ethnicity



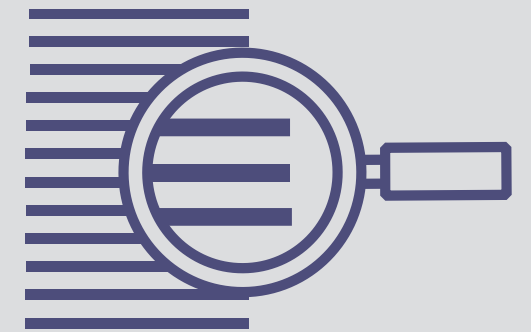
Area



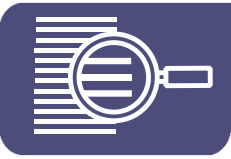
Medicaid



Key Findings



Participants struggle with many—often interrelated—social determinants of health

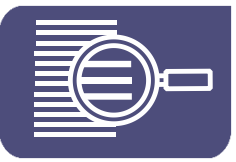


- Participants face daily struggles, with most finding it hard to pay for the very basics like food, housing, medical care, transportation, or heating .
- Their struggles are often closely interrelated, e.g., participants fear losing their housing or being unable to put food on the table due to unstable employment.
- Challenges around food insecurity appear to be especially acute: more than 8 in 10 survey respondents indicate they often worry whether their food would run out before they got money to buy more. The majority of KY and IA residents indicates this situation is *often* true.
- These struggles create feelings of anxiety, depression, and stress for many.
- Yet reaching out for support can be stressful as well: many feel judged or embarrassed, worry their kids will be taken away, or that they will lose their benefits if they make more money.

"I live in a small town, and I am a minority here. I feel like people look at me strange because I am Hispanic and I have kids. I know people [have] stereotypes of minorities leeching off the government, and I feel helpless and vulnerable when I ask for help..."

—Hispanic woman, Kentucky

While many show resourcefulness in accessing support, this research identifies a need for additional and innovative approaches to providing assistance



Many of their challenges relate to insufficient financial resources more generally, and survey respondents consistently rank financial discounts—e.g., on food, utilities, housing, transportation—as the solutions they would find most helpful.

Many also express interest in getting assistance to improve their job prospects—e.g., learning new skills, finding new opportunities, getting new clothes for job interviews.

"Paying security deposit and first month's rent would be great for the next move I'd like to make. That would give me more confidence and that would definitely help."

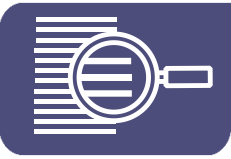
—White man, Iowa

"Wow that sounds nice. I wouldn't mind having the transportation to the doctor's office."

—Black woman, Kentucky

Sharing personal information can create additional barriers to accessing support, but technology can help

Key Findings



Only about a half of survey respondents feel comfortable sharing information about the challenges they're experiencing.



They are only willing to share information with trustworthy entities who will respect their privacy and protect their information. HIPAA is often cited as a key indicator that their information will not be misused.



The communication mode also matters: Survey respondents are more likely to prefer communicating about their needs via text, email, online, or filling out a form themselves than answering questions over the phone or in person.

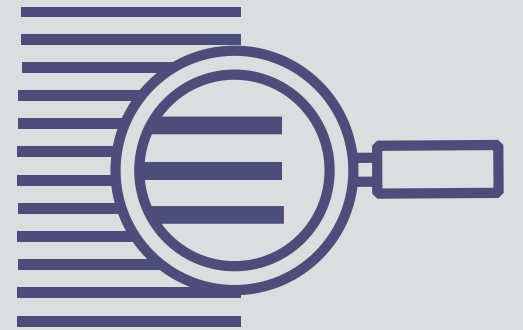
"Case managers, social workers, you have to be careful what you tell them. People wind up putting your kids in ACS or having a case built against you, all from something maybe you said or mis-said, and they take it another way. It is just a lot of technicality with stuff and I am very blunt and honest, and I can't be that with all of those people—except for the doctor."

—Hispanic woman, New York

"I think it is easier when you do it online. When you talk to a person ... again going back to the whole stigma thing, I feel like if you are able to do that online it just makes it less uncomfortable."

-Black man, Kentucky

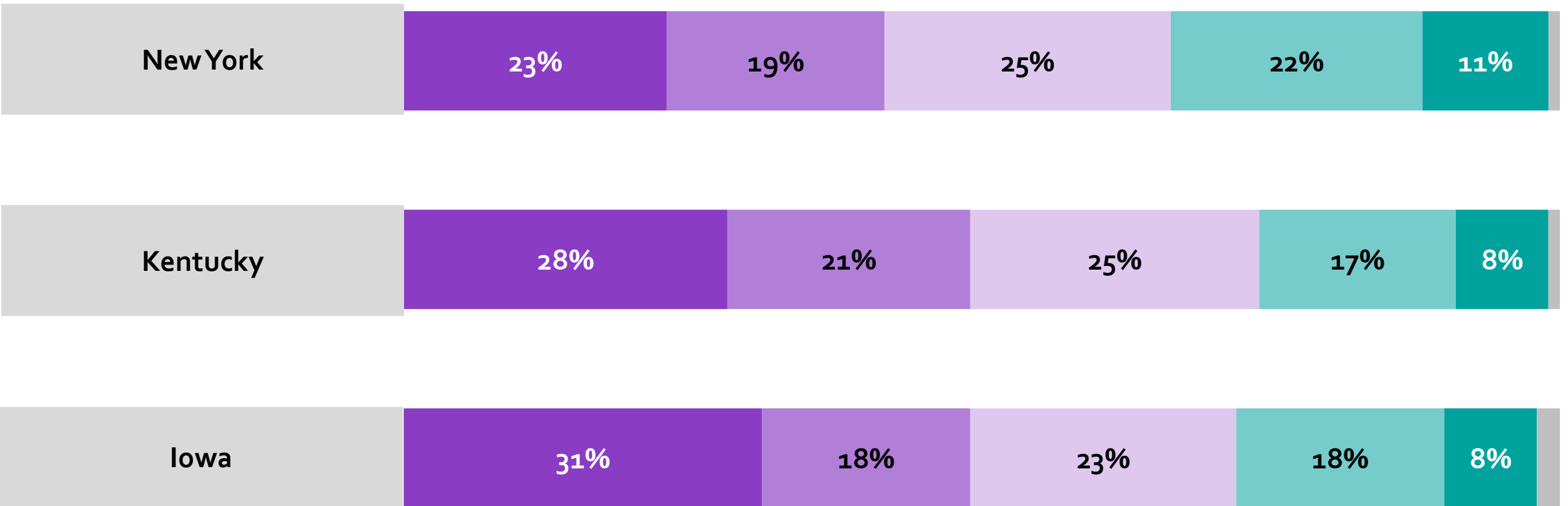
Common Challenges Around Social Needs



Many Find It Very or Extremely Hard to Pay for Basics

How hard is it for you to pay for the very basics like food, housing, medical care, transportation, or heating?

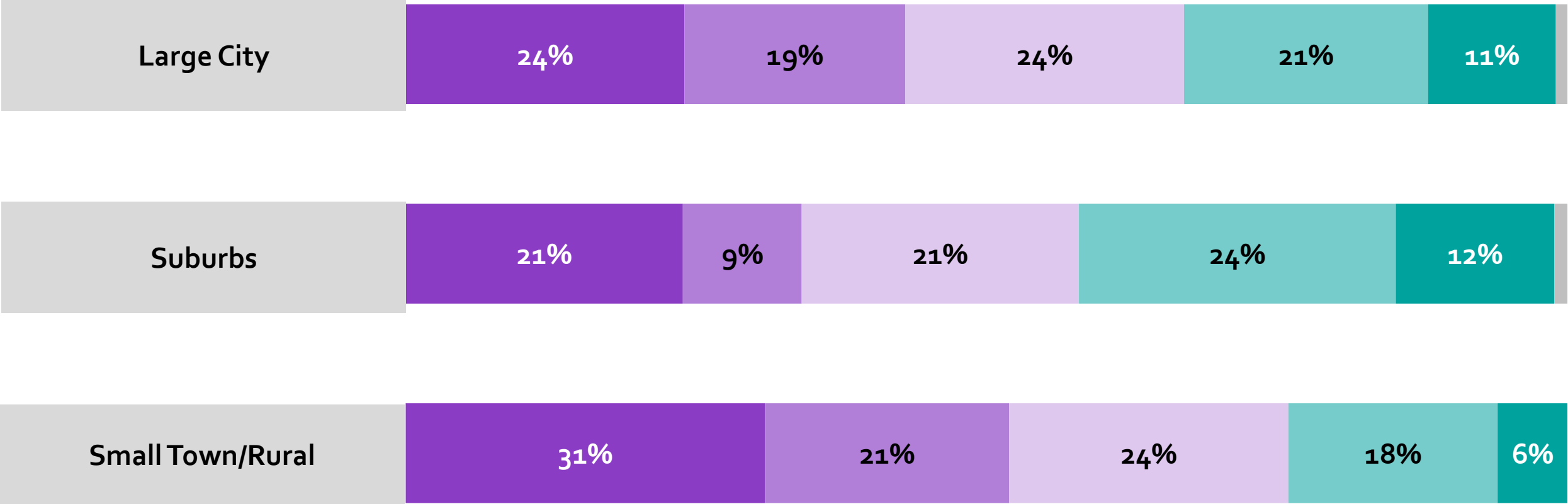
■ Extremely hard ■ Very hard ■ Somewhat hard ■ A little hard ■ Not hard at all ■ Unsure



Small Town/Rural Report Greatest Difficulty Paying for Basics

How hard is it for you to pay for the very basics like food, housing, medical care, transportation, or heating?

Extremely hard Very hard Somewhat hard A little hard Not hard at all Unsure

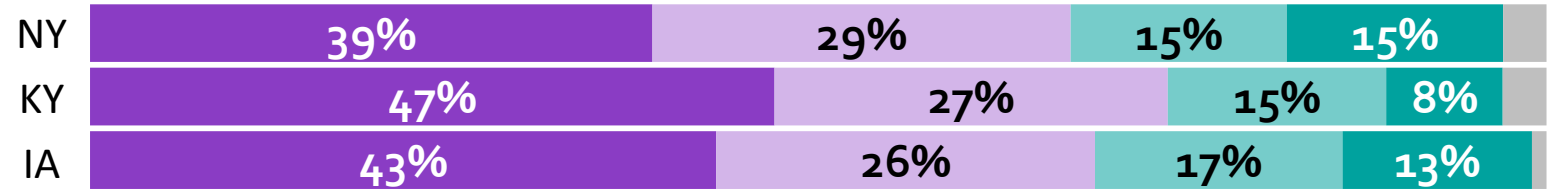


Reaching out for Support Triggers Shame and Worry

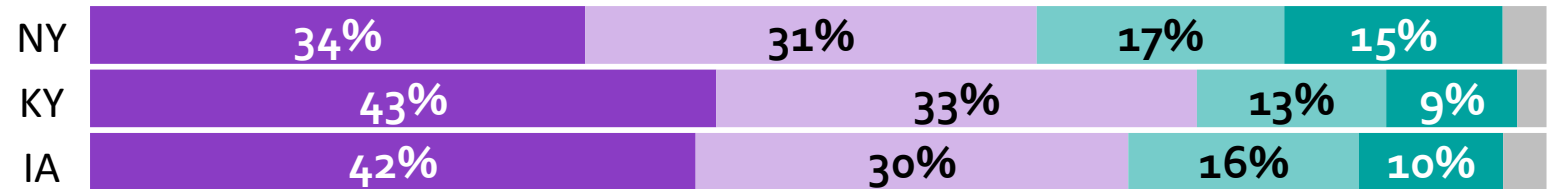
When you think about reaching out for assistance or support for things like food, housing, medical care, transportation, or heating—how often have you felt each of the following?

■ Very often
 ■ Somewhat often
 ■ Rarely
 ■ Never
 ■ Unsure

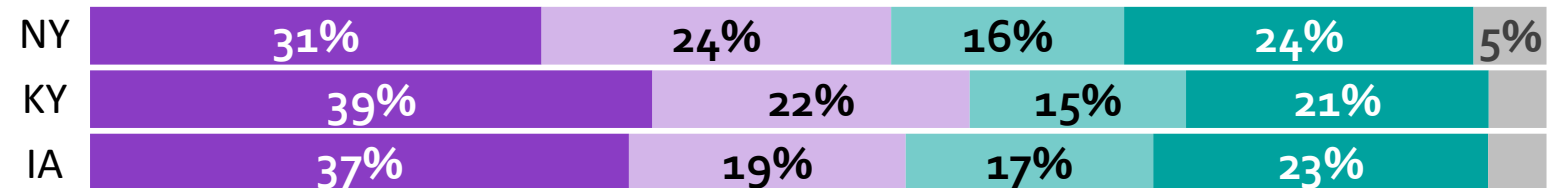
Feeling embarrassed when I reach out for assistance or support.



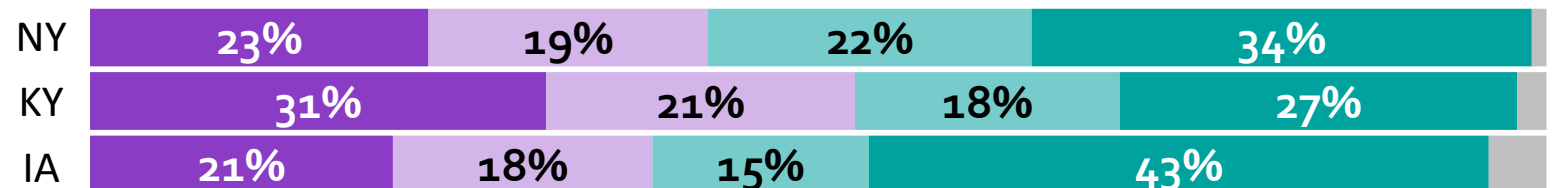
Feeling judged when I reach out for assistance or support.



Worrying that if I make too much money, I will lose my benefits (such as food stamps or disability).



Worrying that if I reach out for assistance or support, my kids will be taken away.*



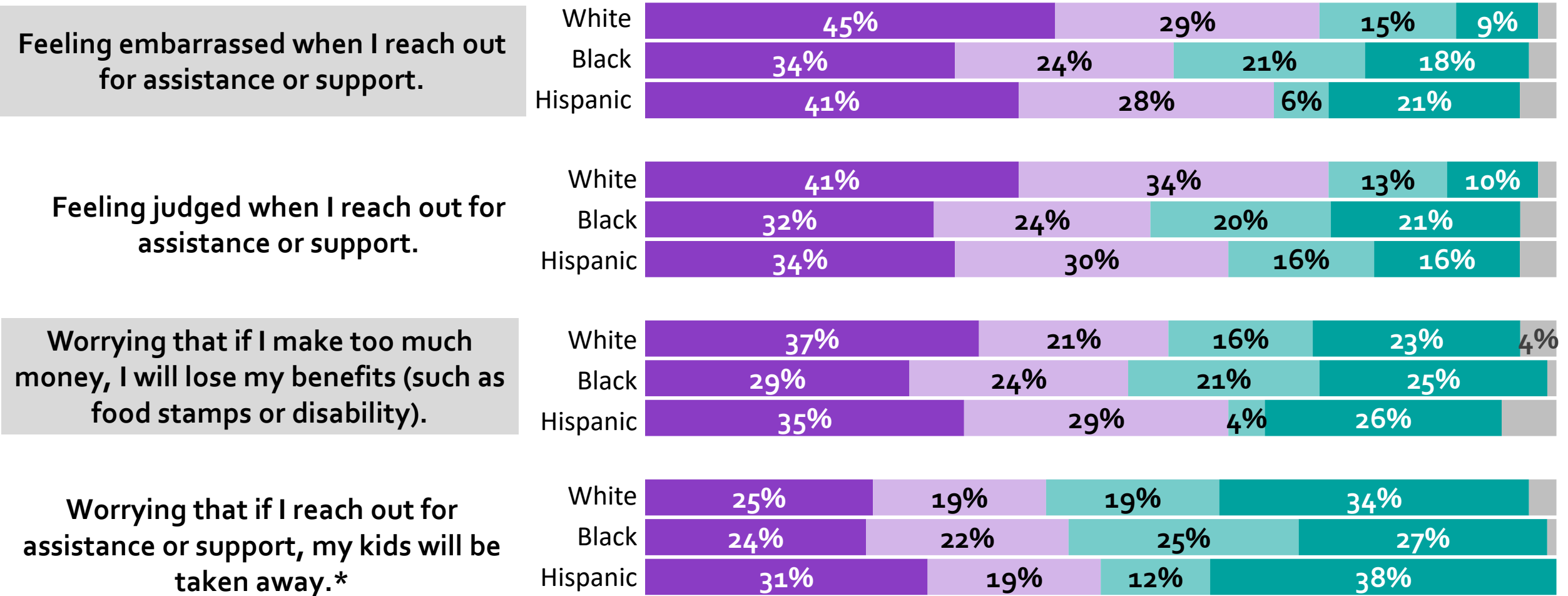
*Asked only of respondents who are parents (n=355).

Ranked by Very often, New York. NY=New York, KY=Kentucky, IA=Iowa

Reaching out for Support Triggers Shame and Worry, by Race

When you think about reaching out for assistance or support for things like food, housing, medical care, transportation, or heating—how often have you felt each of the following?

■ Very often
 ■ Somewhat often
 ■ Rarely
 ■ Never
 ■ Unsure



*Asked only of respondents who are parents (n=355).

Ranked by Very often; white

Challenges Related to Navigating and Coordinating Support

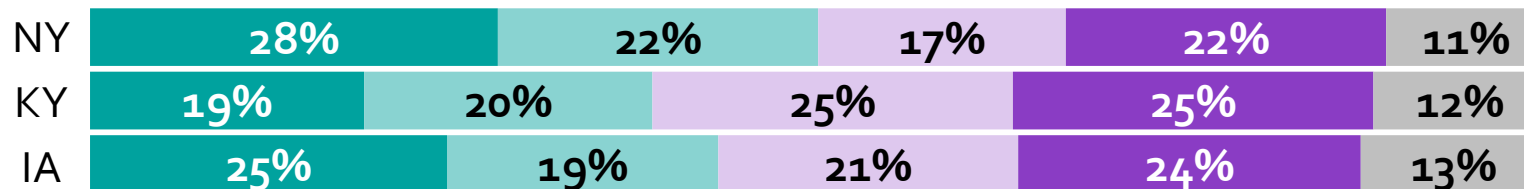


Less Than Half Feel Comfortable Sharing Information

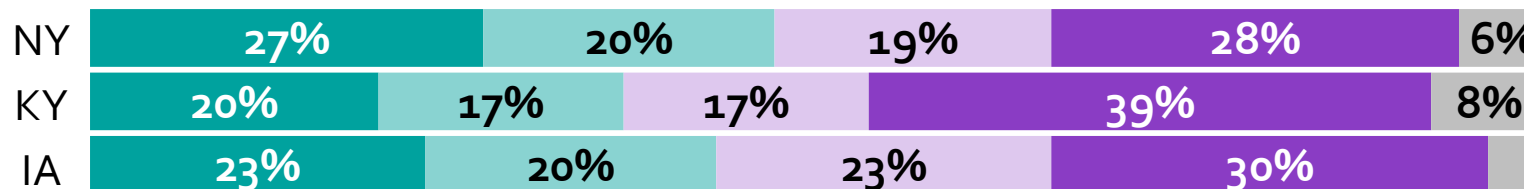
When you ask for assistance or support from people, organizations, or agencies, they sometimes request information about your life and the challenges you are facing. How comfortable do you feel about sharing information about the following kinds of challenges?

■ Very comfortable
 ■ Somewhat comfortable
 ■ A little comfortable
 ■ Not comfortable at all
 ■ Unsure

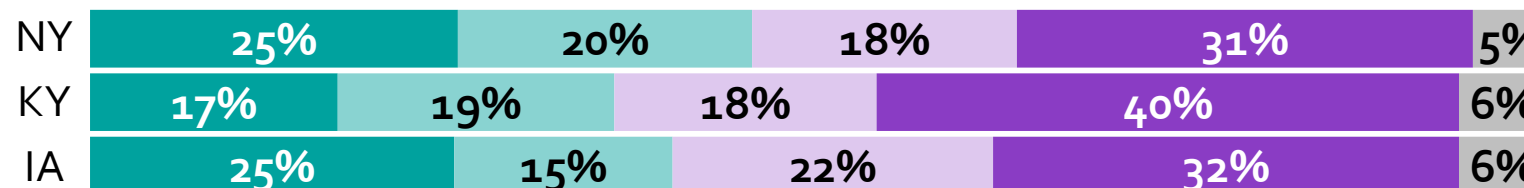
Not being able to find the right education or training



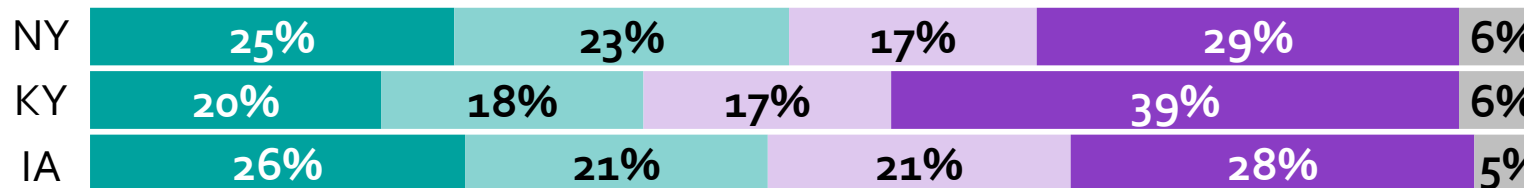
Not being able to pay for utilities (electricity, water, gas)



Not being able to afford household or personal items (for example, toilet paper or diapers)



Not being able to buy enough food

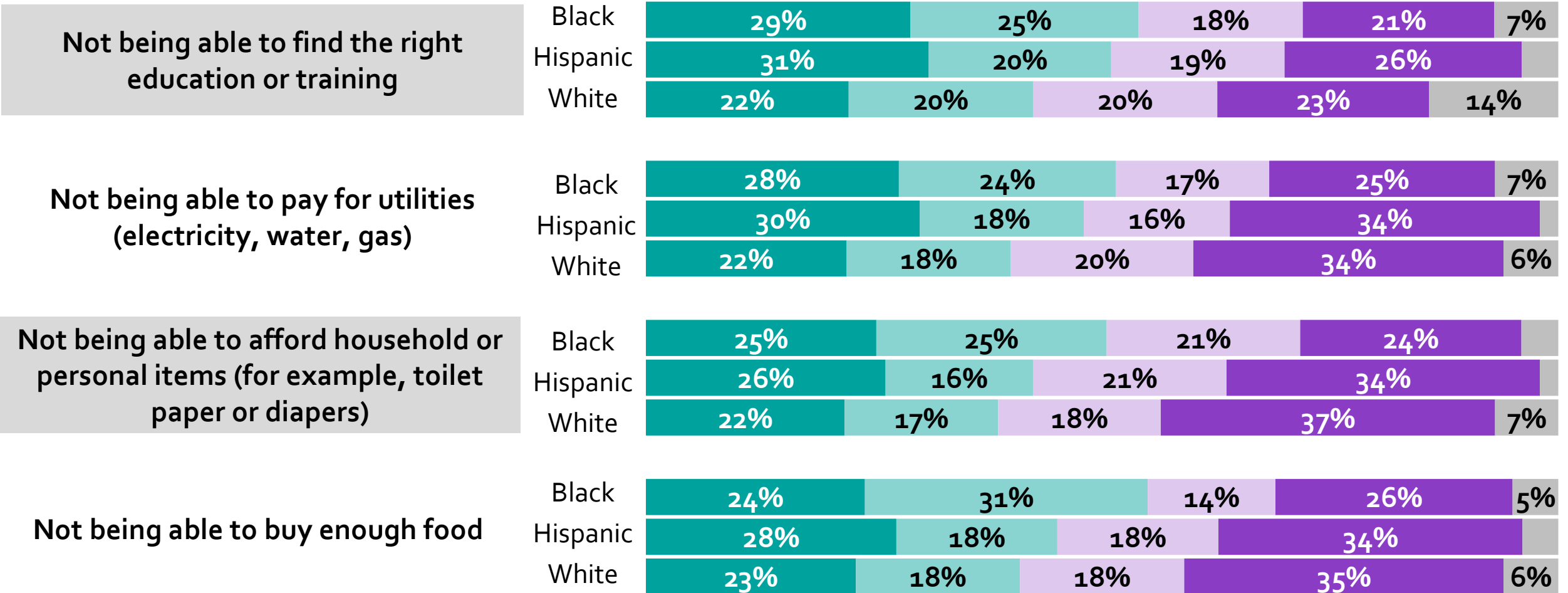


Ranked by Very comfortable, New York. NY=New York, KY=Kentucky, IA=Iowa

A Closer Look: Sharing Information, by Race

When you ask for assistance or support from people, organizations, or agencies, they sometimes request information about your life and the challenges you are facing. How comfortable do you feel about sharing information about the following kinds of challenges?

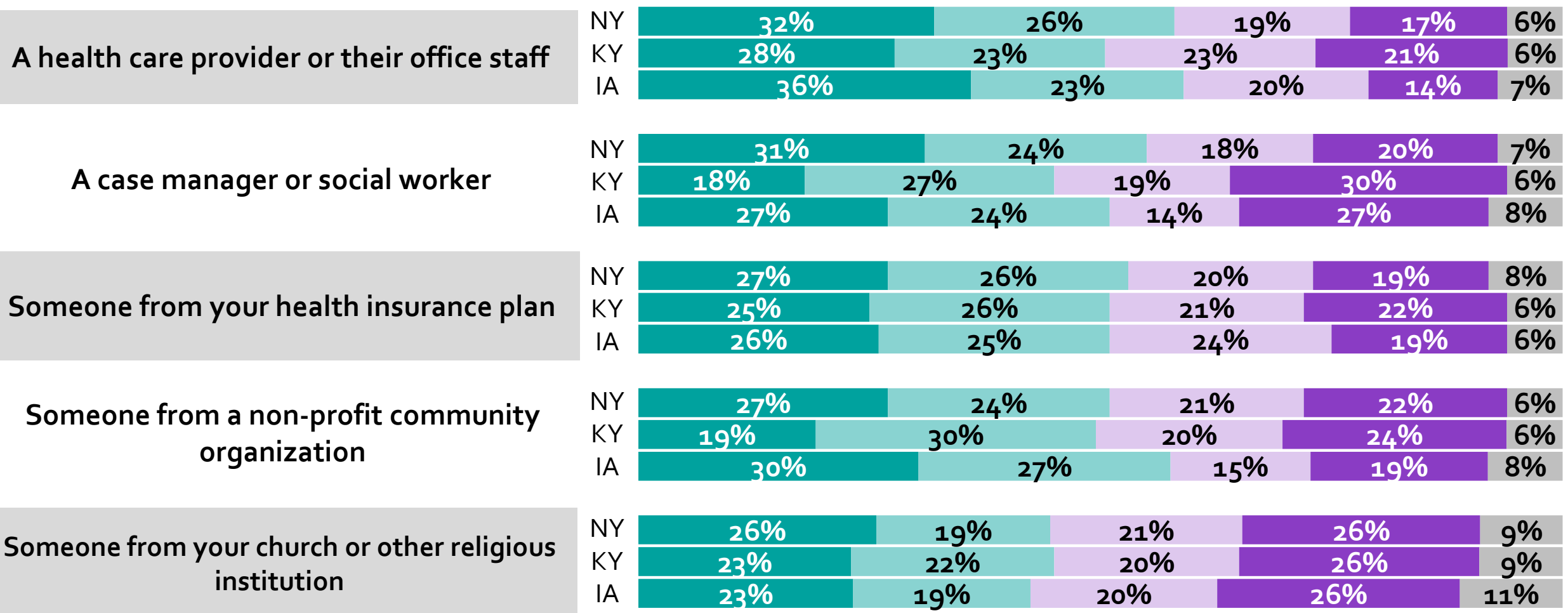
■ Very comfortable
 ■ Somewhat comfortable
 ■ A little comfortable
 ■ Not comfortable at all
 ■ Unsure



The Type of Provider Matters Less How They Demonstrate Trust

Below are different kinds of people who may request information about your life and circumstances when you are seeking assistance. How comfortable do you feel about sharing information about your life and circumstances with each of the following?

■ Very comfortable
 ■ Somewhat comfortable
 ■ A little comfortable
 ■ Not comfortable at all
 ■ Unsure

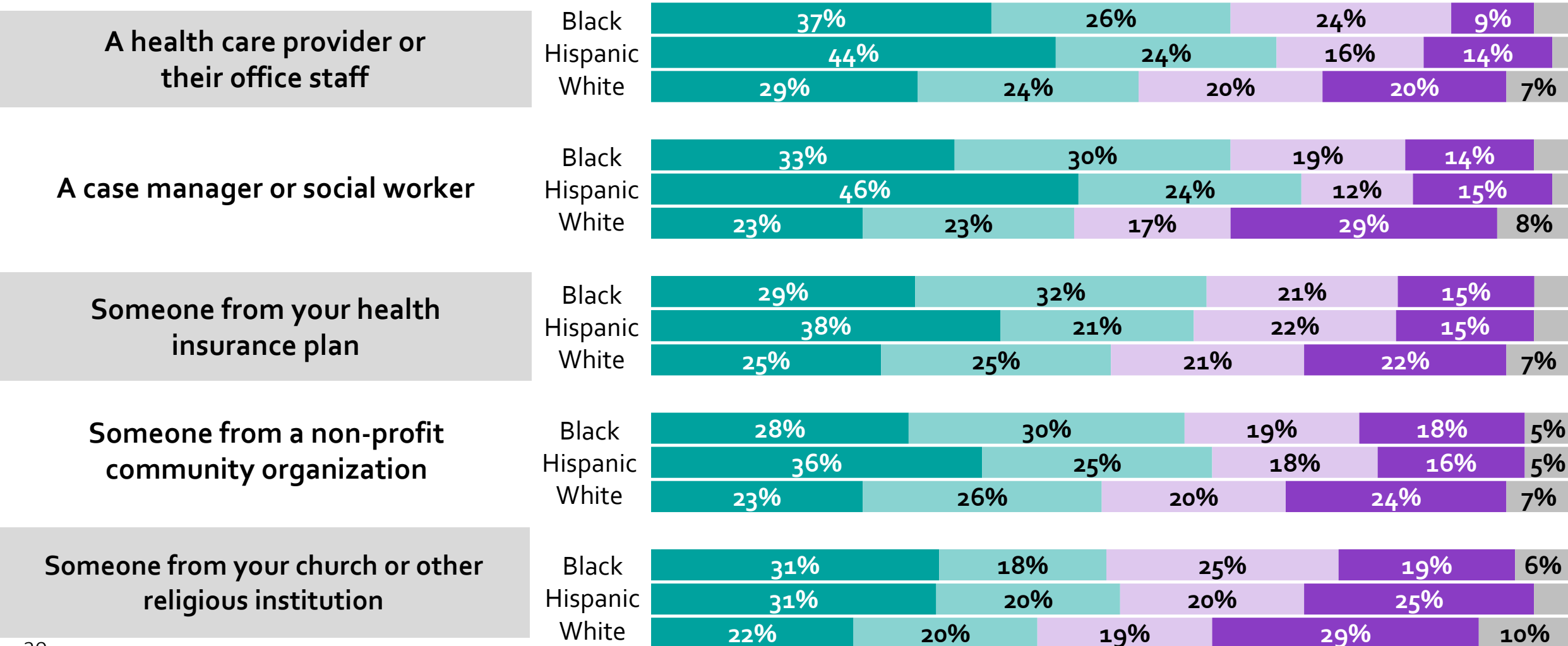


Ranked by Very comfortable, New York. NY=New York, KY=Kentucky, IA=Iowa

A Closer Look: Sharing Information with Providers, by Race

Below are different kinds of people who may request information about your life and circumstances when you are seeking assistance. How comfortable do you feel about sharing information about your life and circumstances with each of the following?

■ Very comfortable
 ■ Somewhat comfortable
 ■ A little comfortable
 ■ Not comfortable at all
 ■ Unsure



Common Opportunities to Address Social Needs



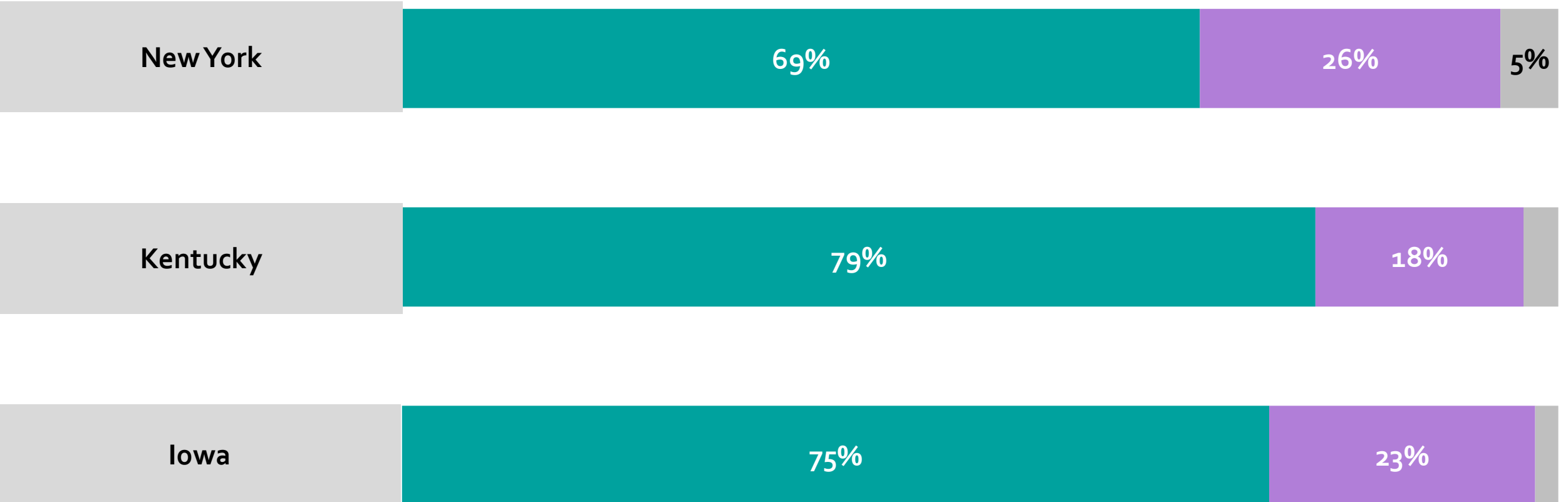
Most Have Reached out for Support

Have you ever reached out for assistance or support for things like food, housing, medical care, transportation, or heating?

■ Yes

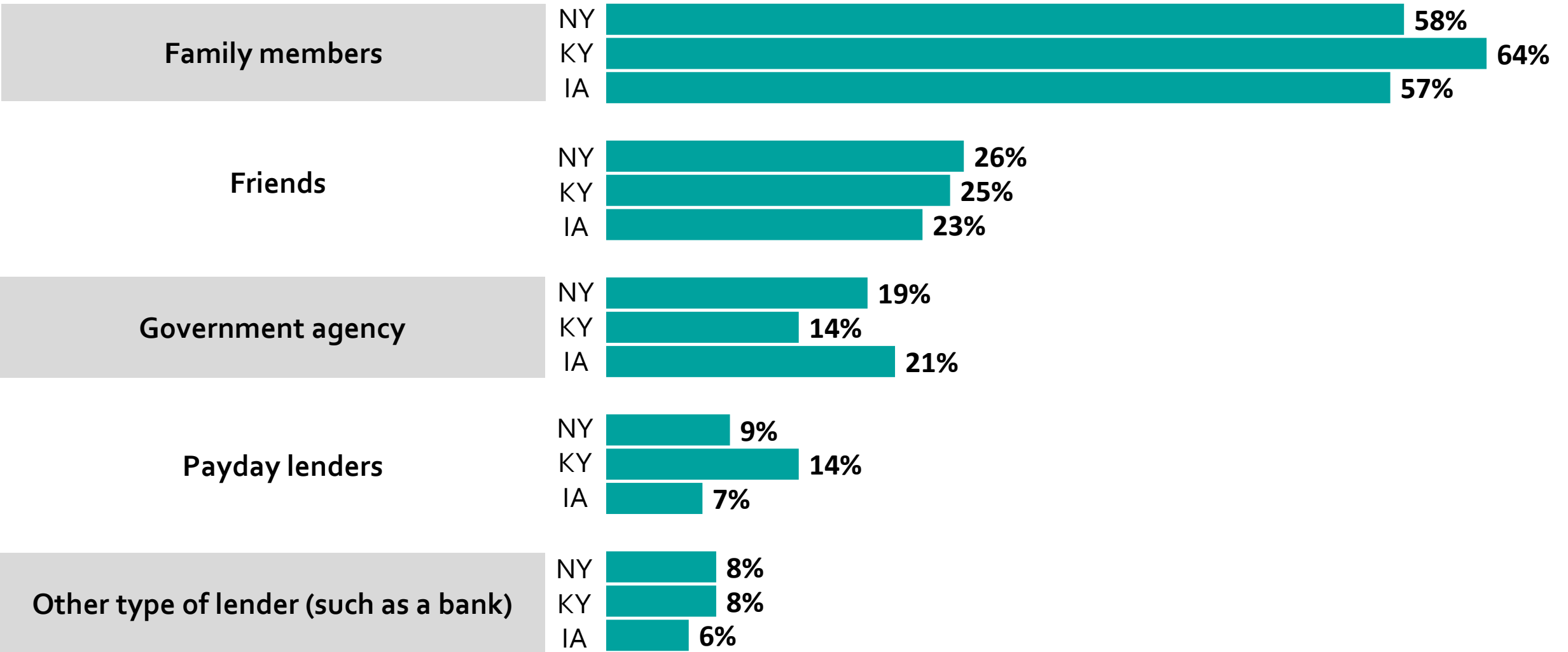
■ No

■ Unsure



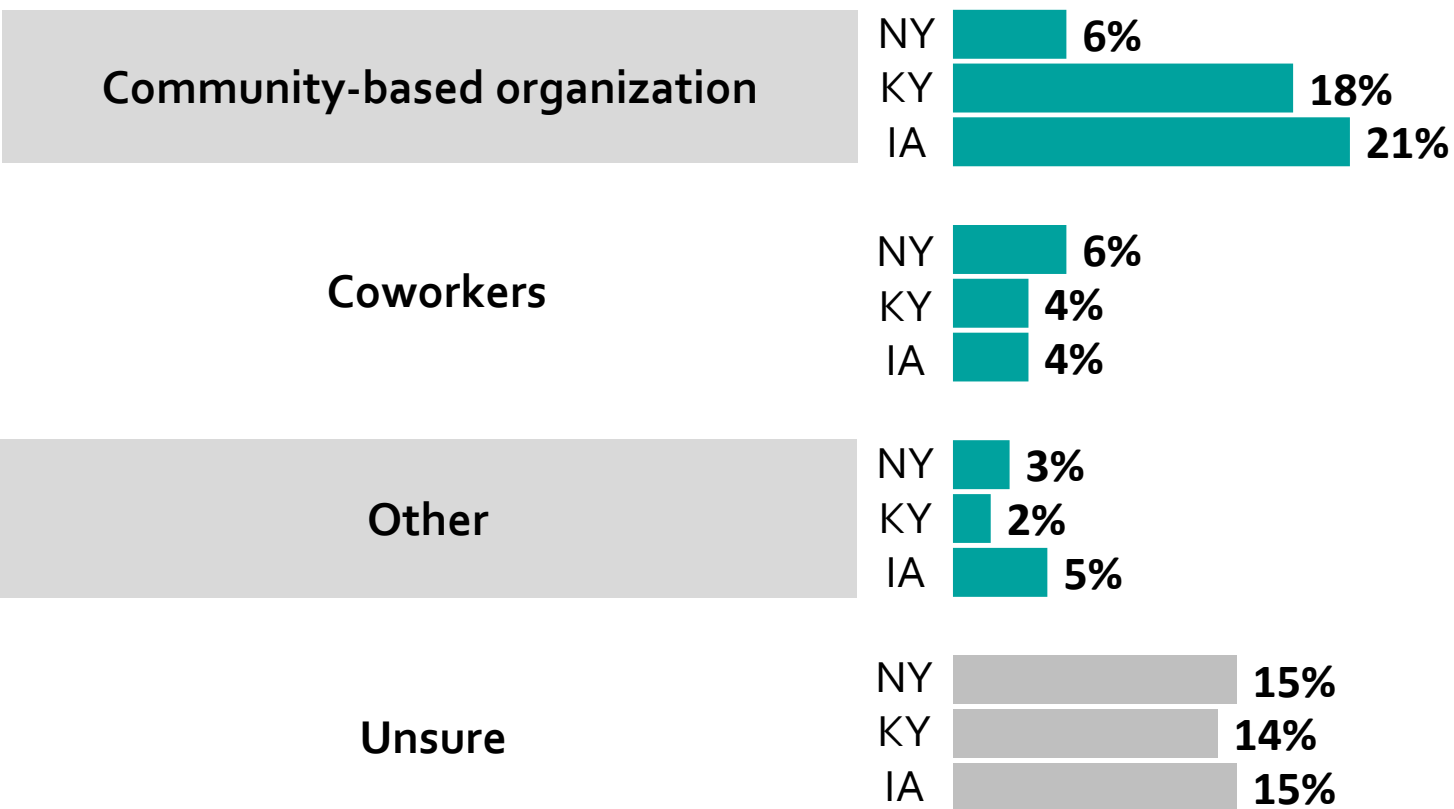
Family Most Likely Resource for Cash Assistance

If you needed immediate cash assistance, which of the following sources are you most likely to turn to? Please select all that apply.



Iowa and Kentucky Residents More Likely to Turn to CBOs

If you needed immediate cash assistance, which of the following sources are you most likely to turn to? Please select all that apply.



Many Have Participated in Programs Other than Medicaid

Please indicate if you have ever participated in any of the following assistance programs—either currently or in the past.

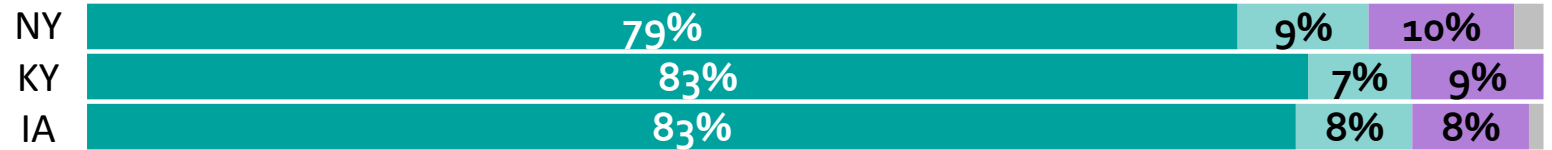
■ Yes, currently

■ Yes, in the past

■ No, never

■ Unsure

Medicaid



Supplemental Nutrition Assistance Program (SNAP or EBT card)



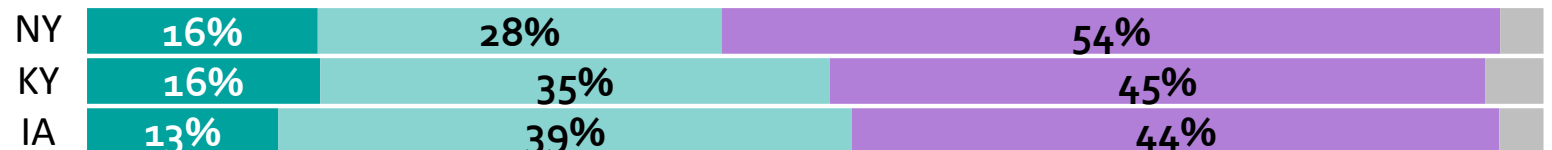
Housing Choice Voucher Program (Section 8)



Housing support other than Section 8 (for example, housing support from your local government)



Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)



These Assistance Programs Are Seen As Helpful

In general, how helpful is—or was—[Assistance Program] in meeting your needs?

■ Very helpful
 ■ Somewhat helpful
 ■ A little helpful
 ■ Not helpful at all
 ■ Unsure

Supplemental Nutrition Assistance Program (SNAP or EBT card)



Medicaid



Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)



Housing Choice Voucher Program (Section 8)



Housing support other than Section 8 (for example, housing support from your local government)



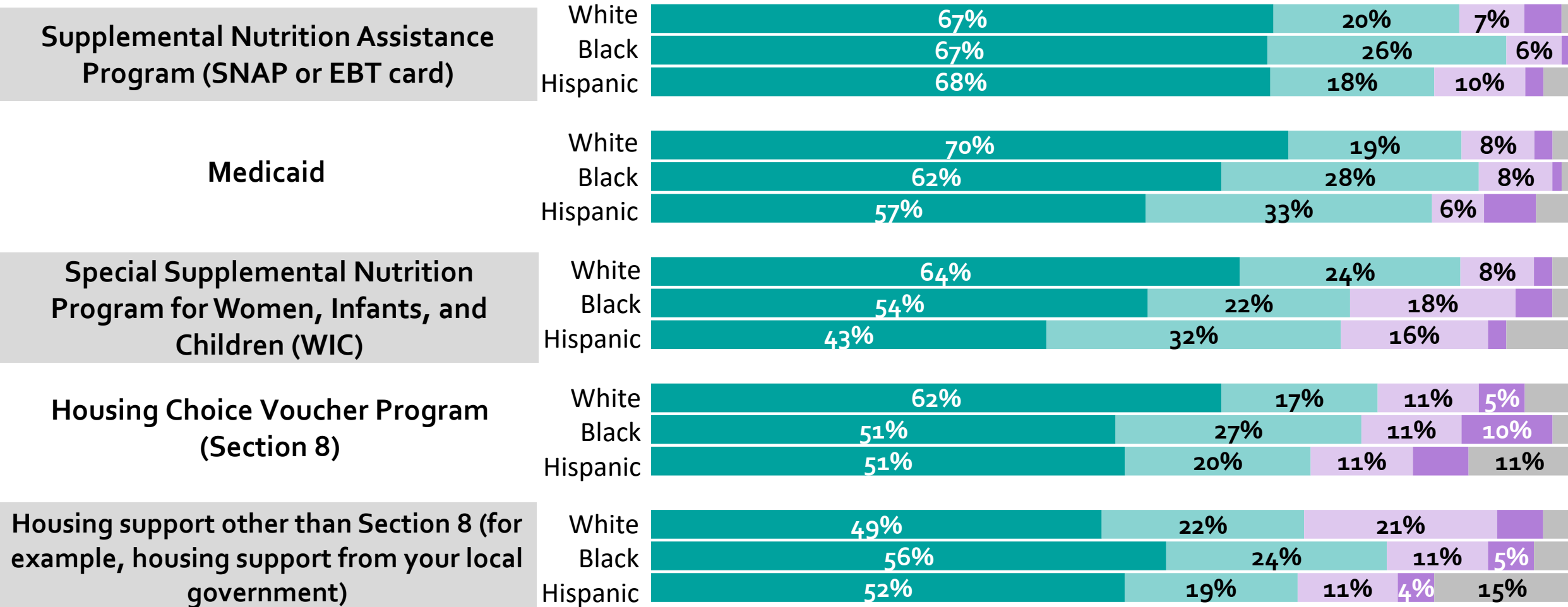
Only asked of respondents who reported participating in each assistance program.

Ranked by Very helpful, New York. NY=New York, KY=Kentucky, IA=Iowa

Whites More Likely to See Medicaid, WIC, Sec. 8 As Very Helpful

In general, how helpful is—or was—[Assistance Program] in meeting your needs?

■ Very helpful
 ■ Somewhat helpful
 ■ A little helpful
 ■ Not helpful at all
 ■ Unsure



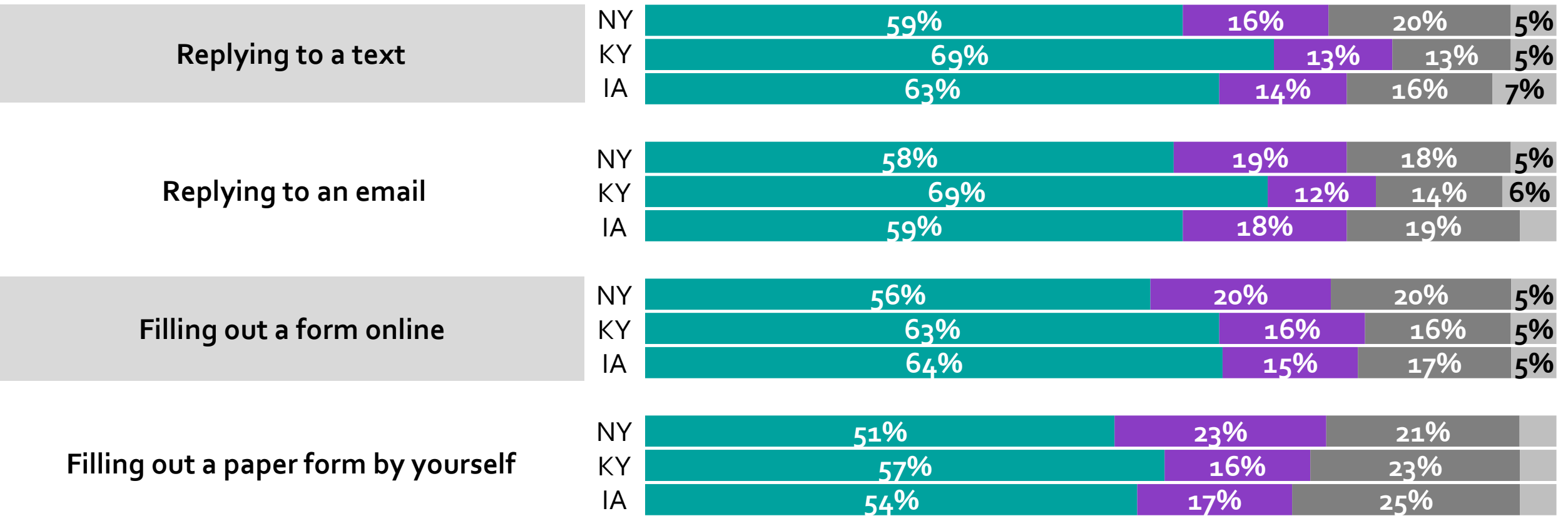
Only asked of respondents who reported participating in each assistance program.

Ranked by Very helpful, white

Many Participants Prefer Communicating Digitally (1 of 2)

Below are some different ways you could communicate with people or organizations providing assistance with things like housing, food, or transportation. For each, please indicate if you like this method of communicating, you do not like this method of communicating, or if it makes no difference to you either way.

- I like this method of communicating
- I do not like this method of communicating
- Makes no difference either way
- Unsure

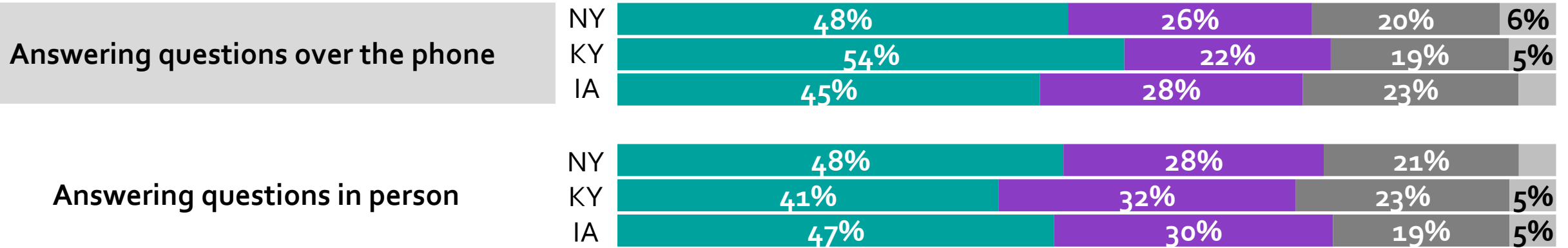


Ranked by I like this method of communicating, New York. NY=New York, KY=Kentucky, IA=Iowa

Many Participants Prefer Communicating Digitally (2 of 2)

Below are some different ways you could communicate with people or organizations providing assistance with things like housing, food, or transportation. For each, please indicate if you like this method of communicating, you do not like this method of communicating, or if it makes no difference to you either way.

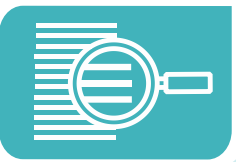
- I like this method of communicating
- I do not like this method of communicating
- Makes no difference either way
- Unsure



- Results by race indicate similar preference for digital communications over inter-personal communications
- Despite a preference among many for non-personal interactions, many want the option to reach a real person for follow-up questions, or to receive assurance that their matter will be taken care of.

"It is impossible to talk to anybody on the food stamp app. Like you can never find a human to talk to."
 -Hispanic woman, Kentucky

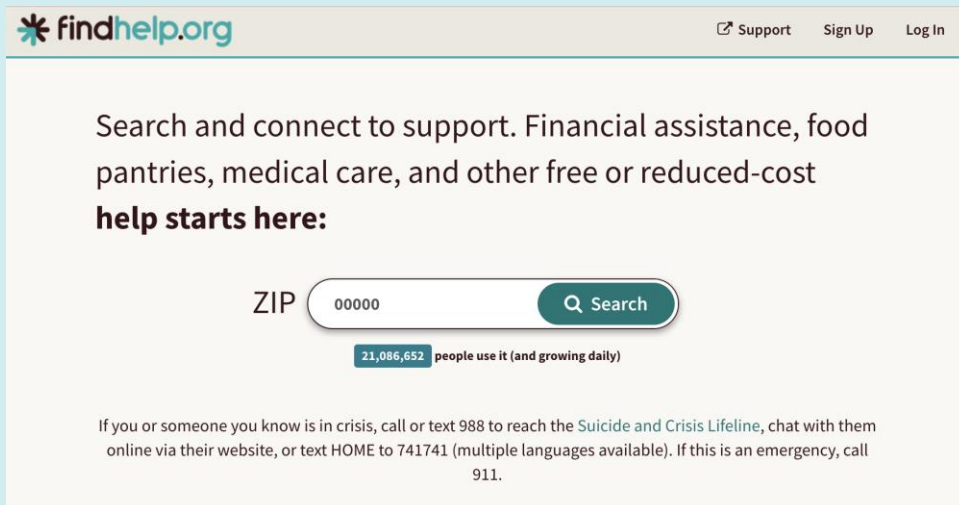
Considerable Openness to Technology



- Many say they currently use online apps or portals to access health care and other services.
- There is considerable appetite for information hubs—all encompassing portals or websites that provide information on a wide range of services.

"I think it would be a great thing for them to put it [Medicaid] online because SNAP is amazing. You upload your documents onto your phone and whatever they need you just upload everything and it is done...you need to have a lot of manpower to handle all the paperwork and make copies. It is just expensive to send people back to receive all this stuff you've sent. It is more cost effective to do everything online."

-White woman, New York



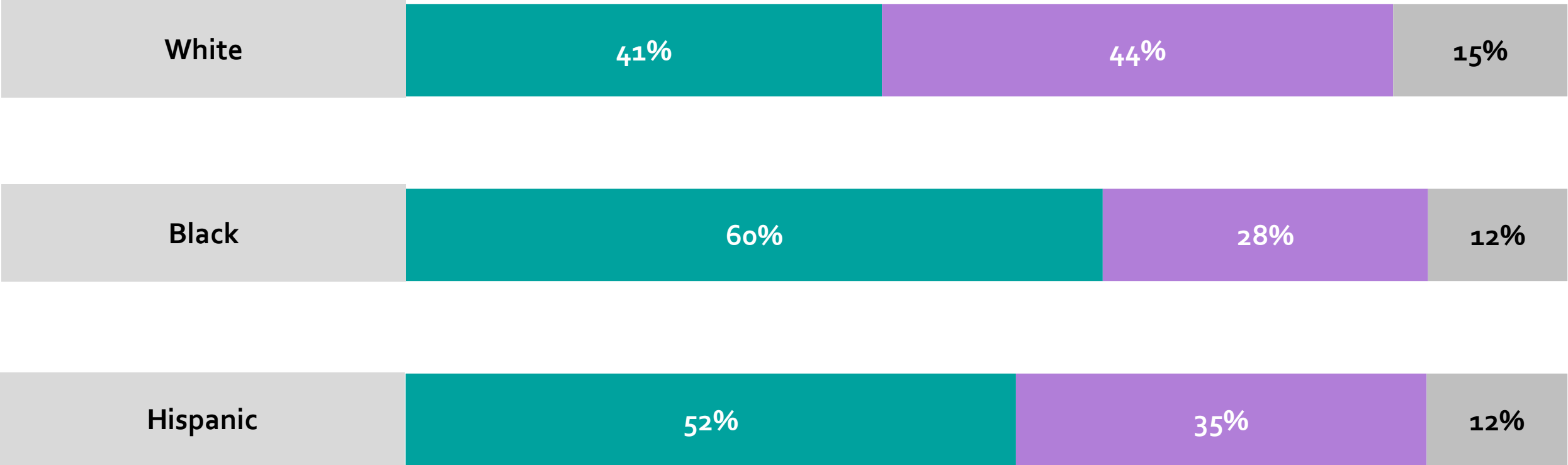
"I thought that the fact that everything, all the different services are under one banner was pretty good, pretty easy. The user interface looks clear with the little icons and everything. One thing that stood out was that you can change it to any language. It had dozens of languages. My family is from Haiti, so I checked Haitian Creole and it looks good. I thought that was a big plus."

-Black man, New York

Black & Hispanic More Familiar with Assistance Websites/Apps

Are you familiar with any websites or phone apps that provide guidance around different kinds of assistance in your area, including assistance with food, housing, heating, transportation, and other daily needs?

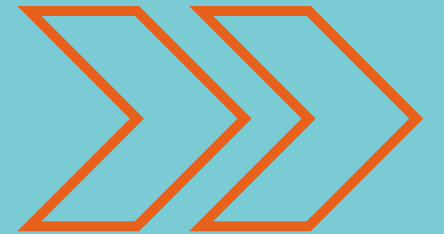
■ Yes ■ No ■ Unsure



Detailed Findings on Social Needs



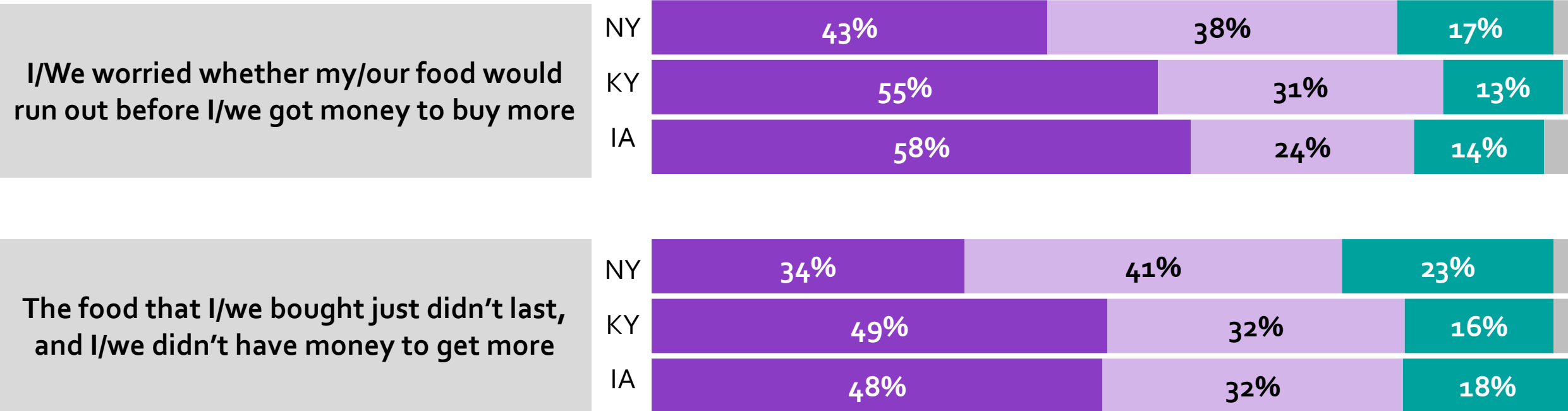
Social Needs and Challenges: FOOD



Concerns About Food Situation, by State

Below are two statements that some people have made about their food situation. For each statement, please indicate whether the statement was often true, sometimes true, or never true in the last 12 months—that is, since February 2022.

■ Often true
 ■ Sometimes true
 ■ Never true
 ■ Unsure



Ranked by Often true, New York. NY=New York, KY=Kentucky, IA=Iowa

Concerns About Food Situation, by Race

Below are two statements that some people have made about their food situation. For each statement, please indicate whether the statement was often true, sometimes true, or never true in the last 12 months—that is, since February 2022.

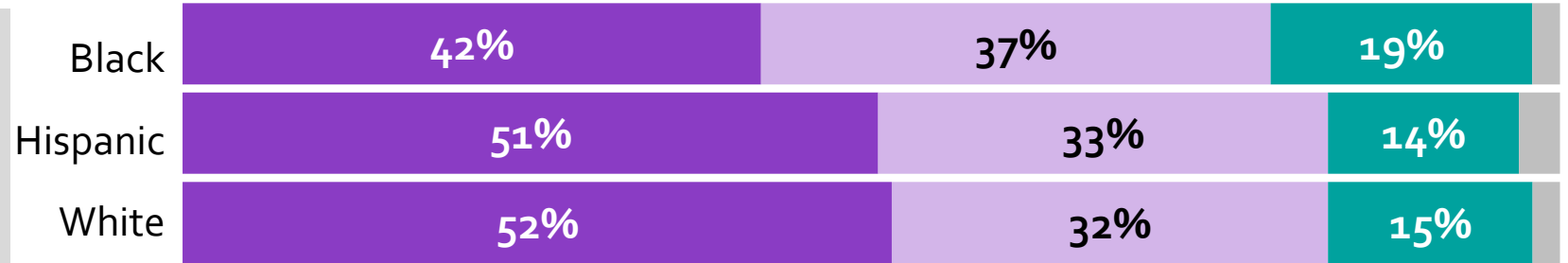
■ Often true

■ Sometimes true

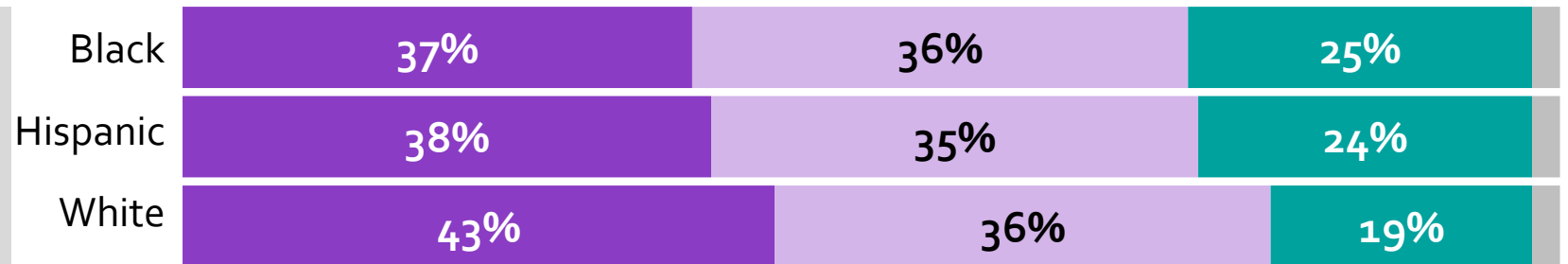
■ Never true

■ Unsure

I/We worried whether my/our food would run out before I/we got money to buy more



The food that I/we bought just didn't last, and I/we didn't have money to get more



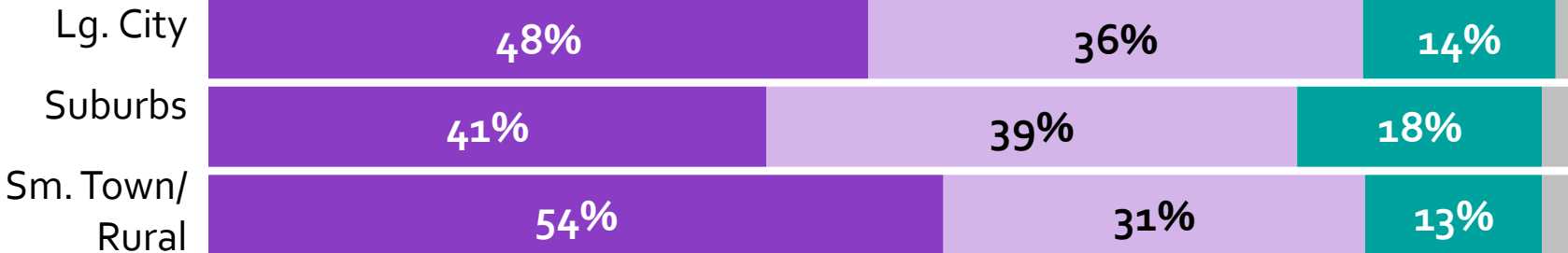
Ranked by Often true, New York. NY=New York, KY=Kentucky, IA=Iowa

Concerns About Food Situation, by Area

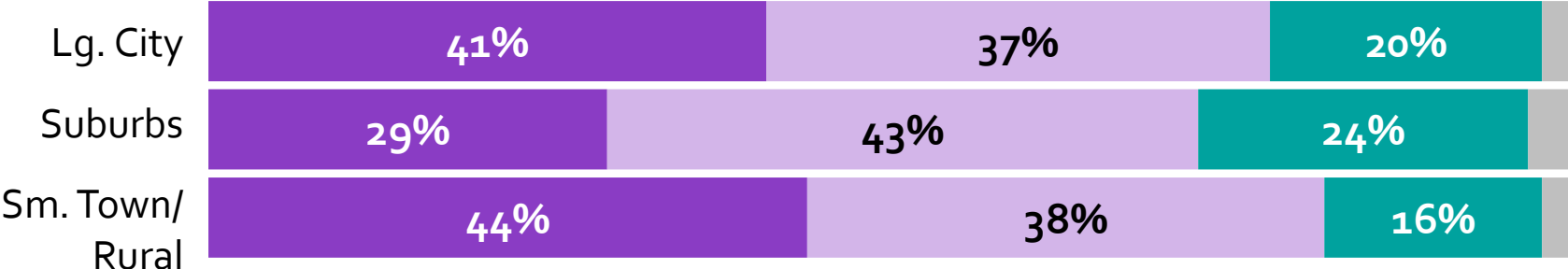
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 ■ Unsure

I/We worried whether my/our food would run out before I/we got money to buy more

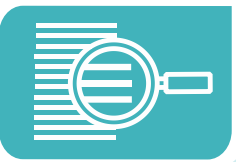


The food that I/we bought just didn't last, and I/we didn't have money to get more



Ranked by Often true, New York. NY=New York, KY=Kentucky, IA=Iowa

A Closer Look: Experiences with Food Insecurity



- Across the qualitative research phase, several participants share they manage food insecurities by staying conscious about prices and focusing on buying affordable foods.
- Even among those who say they have no difficulties getting food on the table, many share that they are not able to provide the kinds of variety and healthy foods they would want for themselves and their families.
- A few say they've experienced issues buying groceries and feel that sometimes they have to pick between buying food and other living expenses.

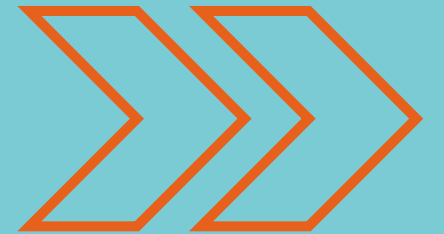
"I think for me getting the best food out there instead of eating canned foods, instead of eating ramen noodles consistently, just getting quality food is pretty hard for me because if you want quality food, it is going to come with the cost. I don't have the funds to purchase all those high-end foods."

–API man, New York

"Do you pay a light bill? Do you get groceries? Do you pay for the medication?"

–Black woman, Kentucky

Social Needs and Opportunities: FOOD



Discounts on Food Support/Services Perceived as Helpful

Below are different types of food supports or services that some people feel are helpful.

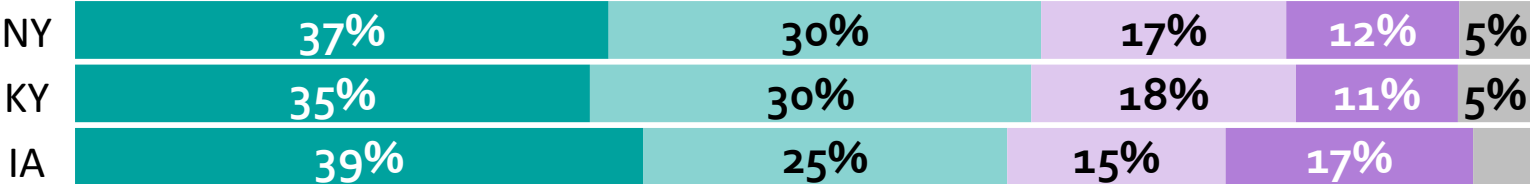
Please indicate how helpful each of these would be to you personally.

■ Very helpful
 ■ Somewhat helpful
 ■ A little helpful
 ■ Not helpful at all
 ■ Unsure

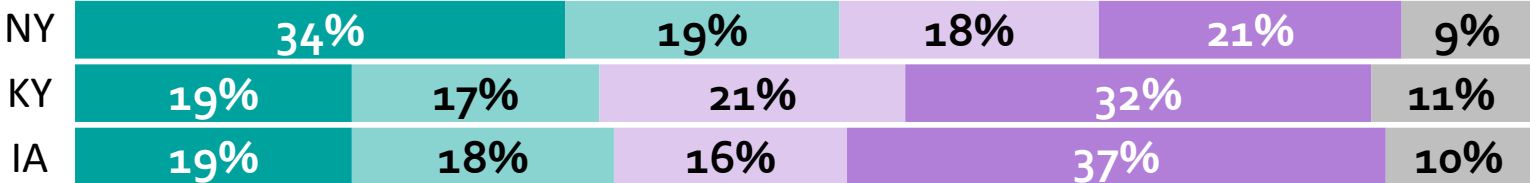
Getting a discount on food that I can prepare for myself at a later time



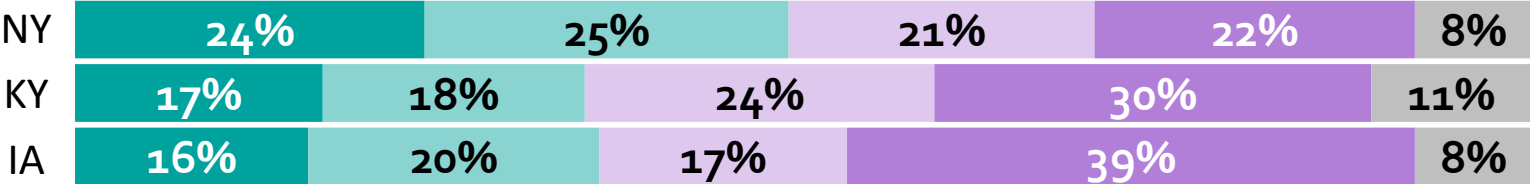
Getting a discount on ready-to-eat meals



Free online cooking classes



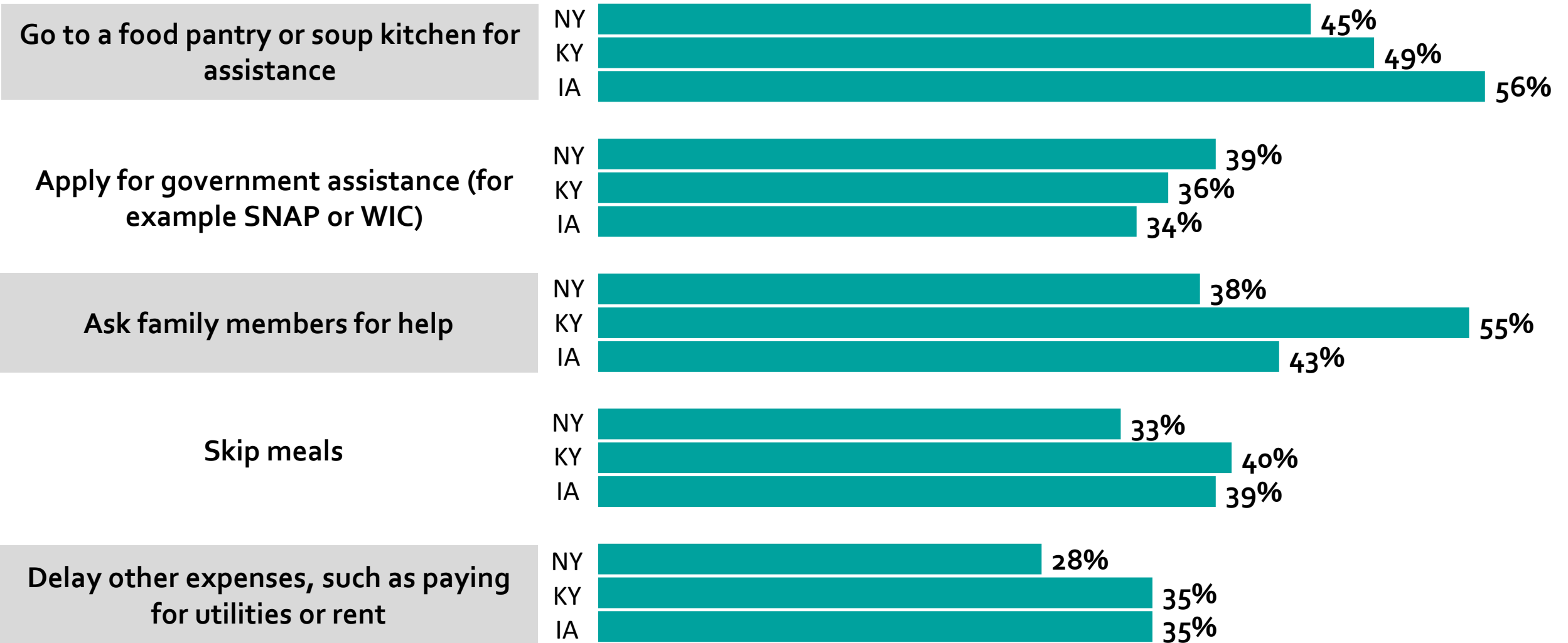
Free online nutrition coaching



Asked only of respondents who report that they often or sometimes worry about whether food would run out or food wouldn't last (n=403). Ranked by Very helpful, New York. NY=New York, KY=Kentucky, IA=Iowa

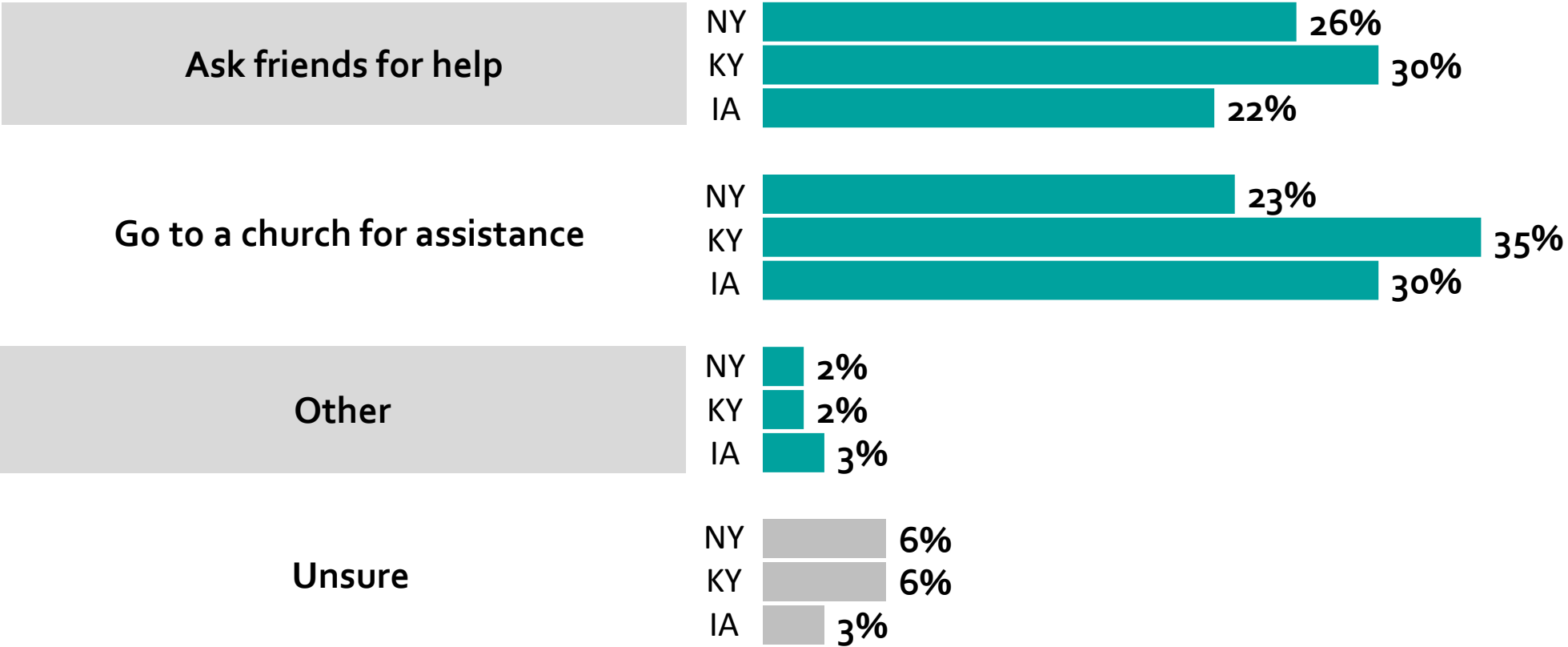
Food Pantries Seen as a Key Resource When Food Is Scarce

What would you do today if you didn't have enough food for everyone in your home? Please select all that apply.

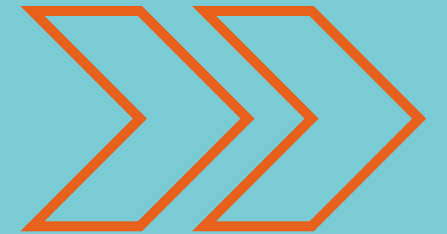


Friends and Churches Are Less Frequent Options

What would you do today if you didn't have enough food for everyone in your home? Please select all that apply.



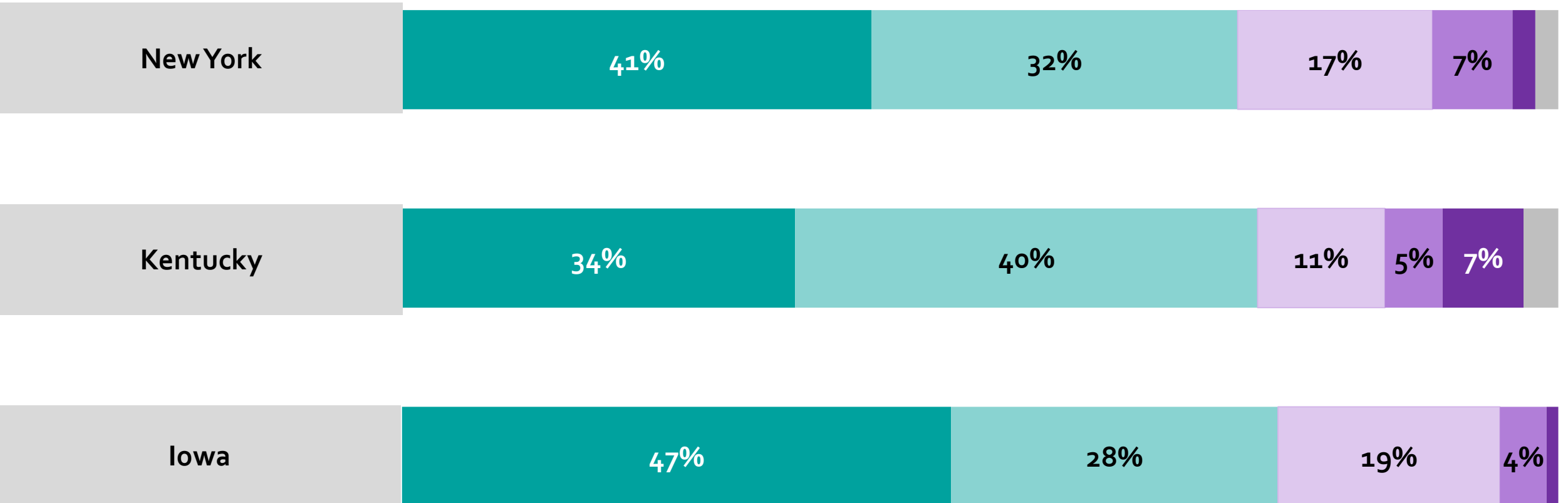
Social Needs and Challenges: EMPLOYMENT AND TRAINING



Less Than Half Report Very Stable Employment

How stable or steady does your current employment situation feel to you?

■ Very stable ■ Somewhat stable ■ A little stable ■ Not very stable ■ Not stable at all ■ Unsure



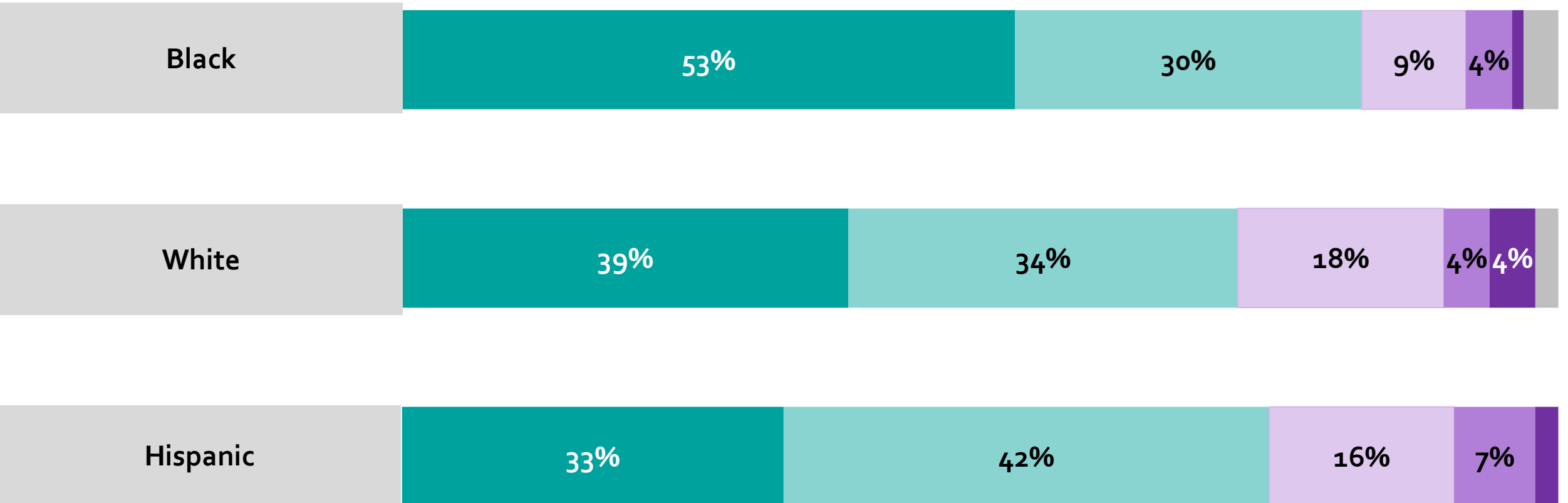
Asked only of respondents who report being employed full-time or part-time (n=408).

NY=New York, KY=Kentucky, IA=Iowa

White and Hispanic Report Less Stable Employment

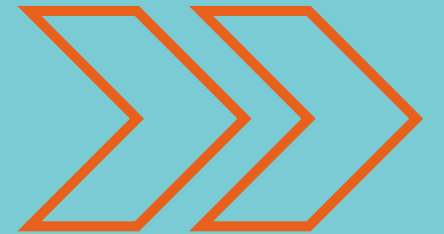
How stable or steady does your current employment situation feel to you?

■ Very stable ■ Somewhat stable ■ A little stable ■ Not very stable ■ Not stable at all ■ Unsure



Asked only of respondents who report being employed full-time or part-time (n=408).

Social Needs and Opportunities: EMPLOYMENT AND TRAINING



Most Helpful Work Supports/Services (1 of 2)

Here is the same list. Please select the two or three types of work supports and services that would be MOST helpful to you personally. If there are other types of work assistance that would be helpful to you, please select "Other."

Getting assistance finding job opportunities



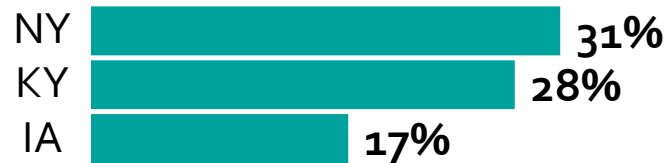
Getting assistance with learning new job skills (or updating current job skills)



Getting assistance creating or updating a resume



Getting assistance applying for jobs



Getting clothing for an interview or job

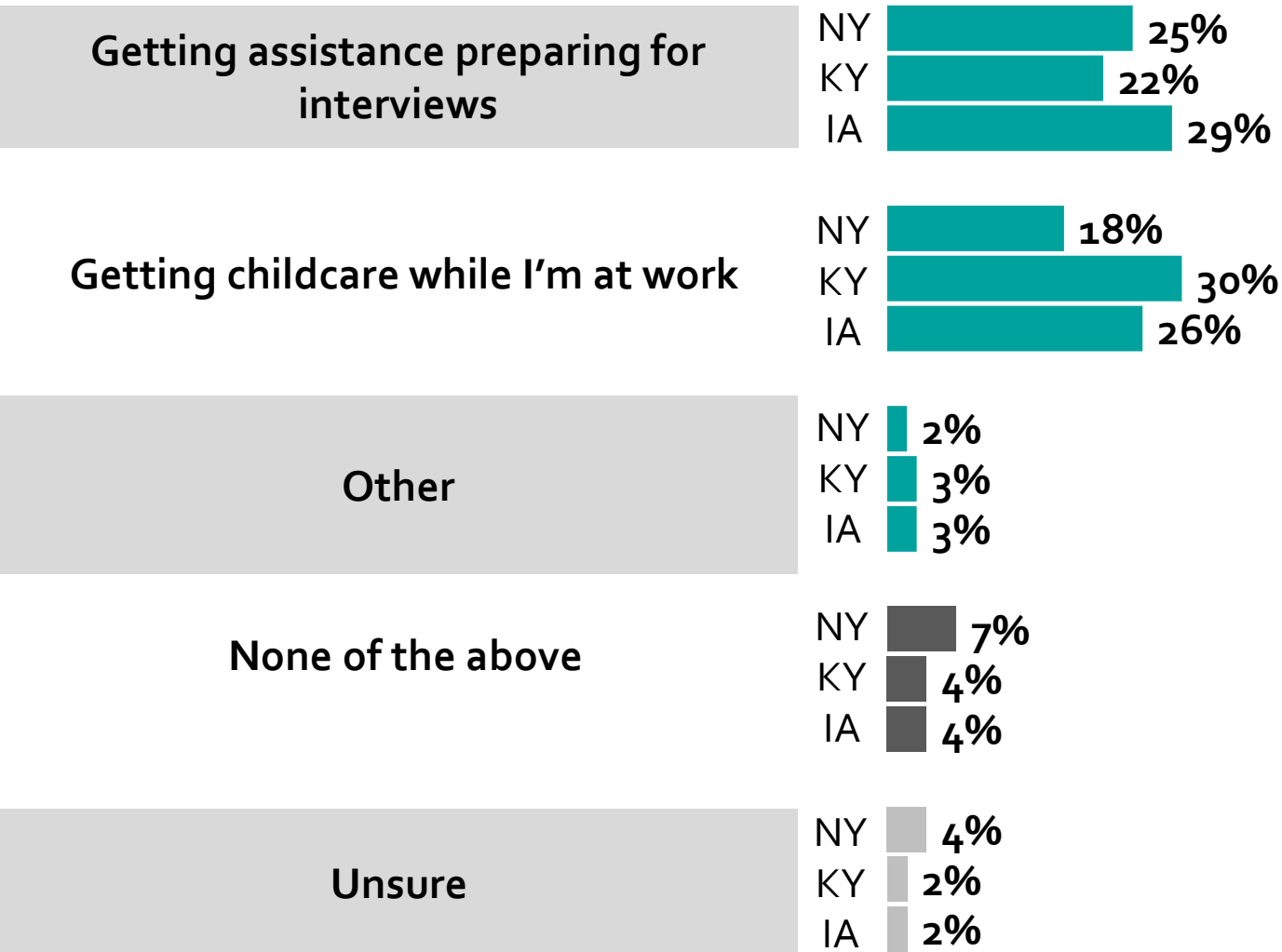


Asked only of respondents who report that each item would be very or somewhat helpful to them personally.

Ranked by New York. NY=New York, KY=Kentucky, IA=Iowa

Most Helpful Work Supports/Services (2 of 2)

Here is the same list. Please select the two or three types of work supports and services that would be MOST helpful to you personally. If there are other types of work assistance that would be helpful to you, please select "Other."

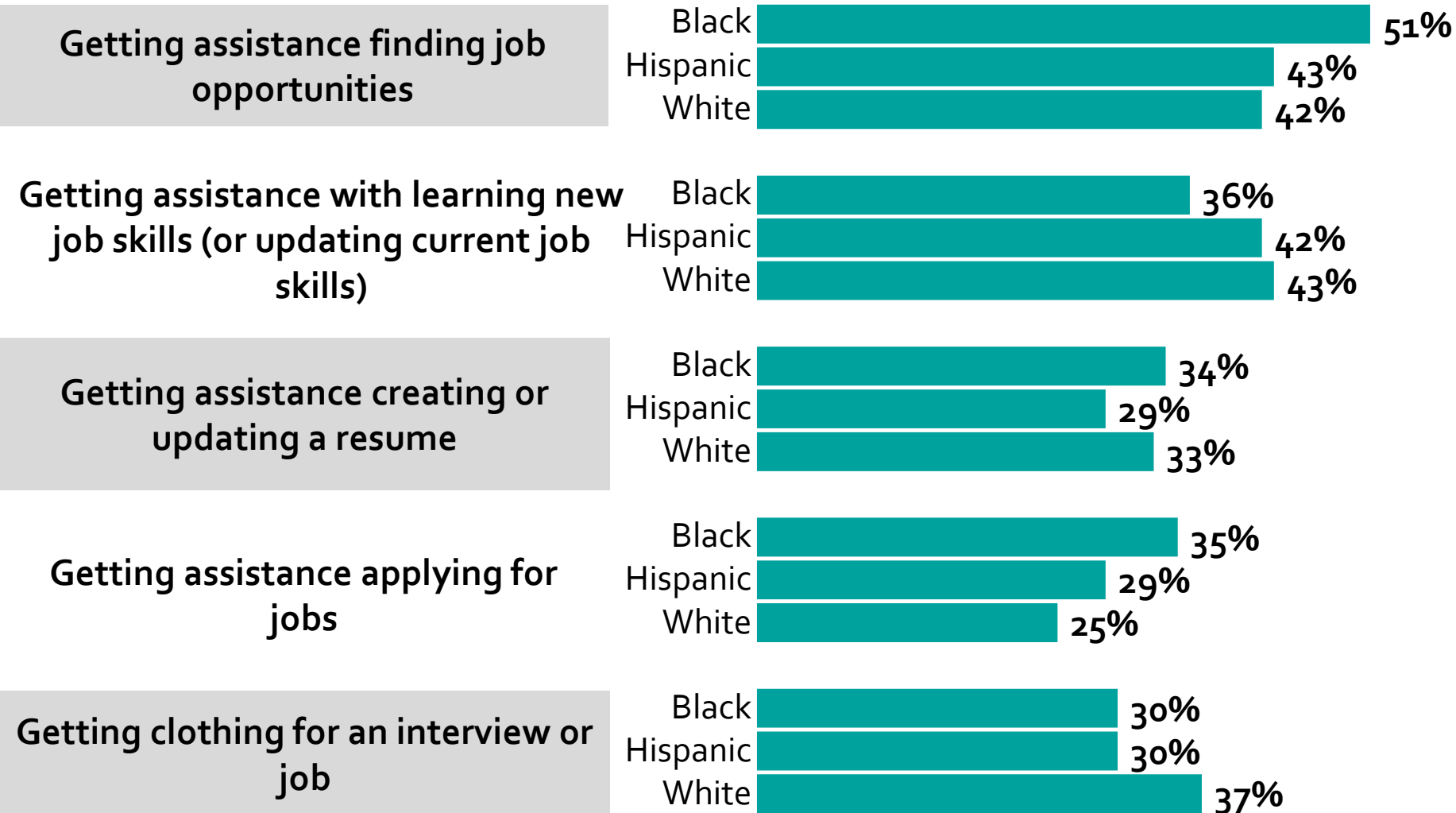


Asked only of respondents who report that each item would be very or somewhat helpful to them personally.

Ranked by New York. NY=New York, KY=Kentucky, IA=Iowa

Most Helpful Work Supports/Services, by Race (1 of 2)

Here is the same list. Please select the two or three types of work supports and services that would be MOST helpful to you personally. If there are other types of work assistance that would be helpful to you, please select "Other."

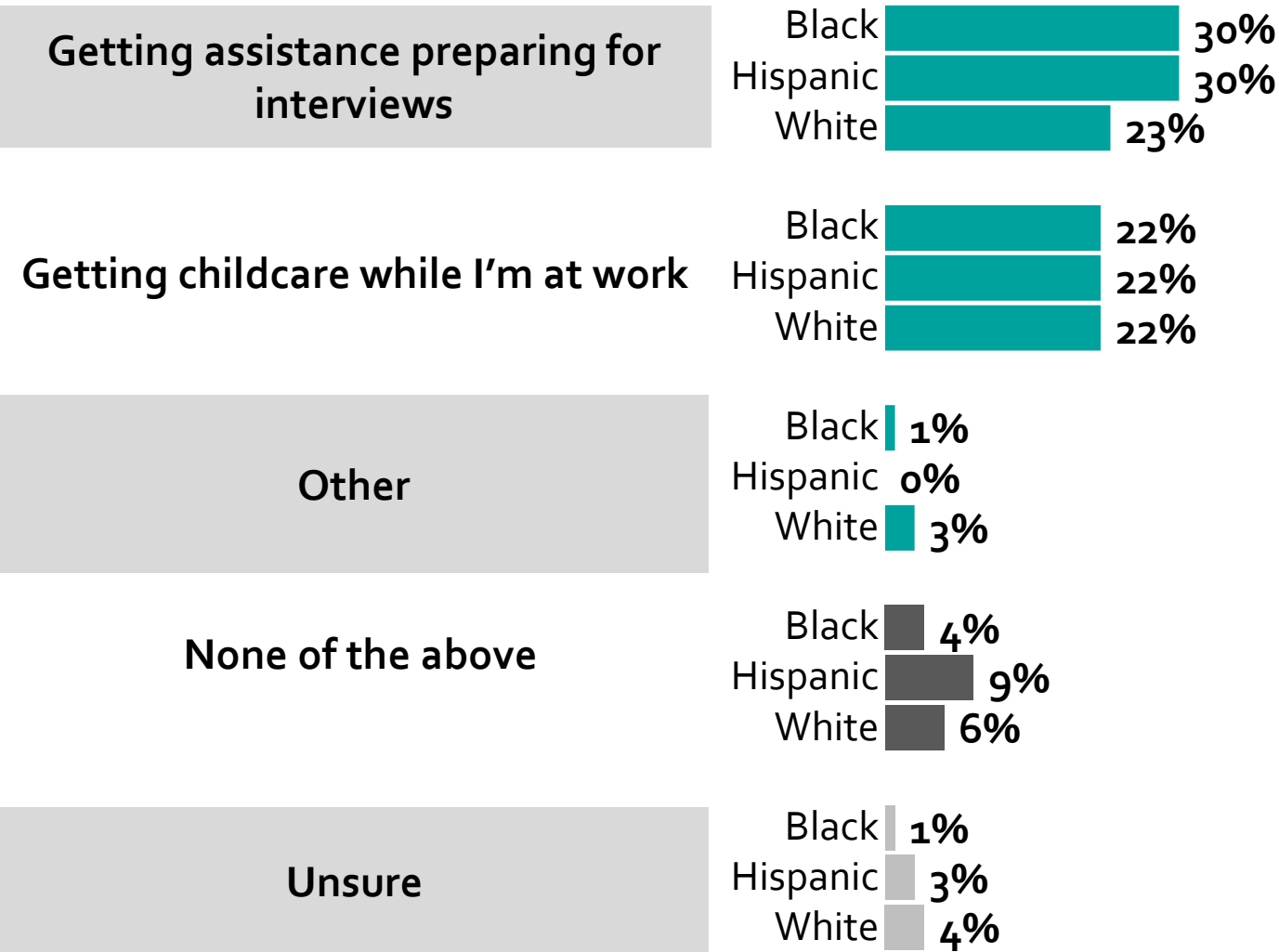


Asked only of respondents who report that each item would be very or somewhat helpful to them personally.

Ranked by New York. NY=New York, KY=Kentucky, IA=Iowa

Most Helpful Work Supports/Services , by Race (2 of 2)

Here is the same list. Please select the two or three types of work supports and services that would be MOST helpful to you personally. If there are other types of work assistance that would be helpful to you, please select "Other."



Asked only of respondents who report that each item would be very or somewhat helpful to them personally.

Ranked by New York. NY=New York, KY=Kentucky, IA=Iowa

Preferences for Job Skills and Education Assistance—In Their Own Words



"...evenings would be best and online would be best...And also if possible if it is recorded as well, so let's say something happens where I can't make it I am not penalized for it and I can watch it later."

-White man, Iowa

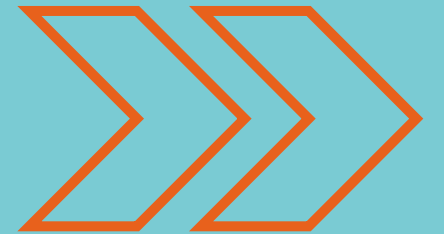
"Out of all of that I would say locating internship programs...when you get out in the workforce, once you finish your studies, it is always different in practice and when you are in the field. I feel an internship is a perfect bridge to really getting out there."

-Black man, Kentucky

"It would be nice to think about it down the line once I am done with training and stuff. Let's say I did go to school and take courses being an electrician or something like that would be nice, but I am not at that point where -- I never really looked into apprenticeship but maybe I should."

-White man, Kentucky

Social Needs and Challenges: HOUSING



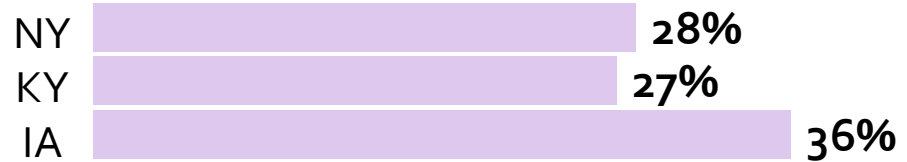
Current Living Situation

What is your living situation today?

I have a steady place to live



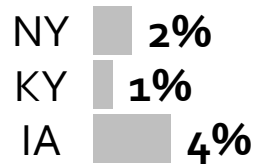
I have a place to live today, but I am worried about losing it in the future



I do not have a steady place to live (For example, I'm temporarily staying with others, in a hotel, in a shelter, living outside on the street, on a beach, in a car, abandoned building, bus or train station, or in a park)



Unsure



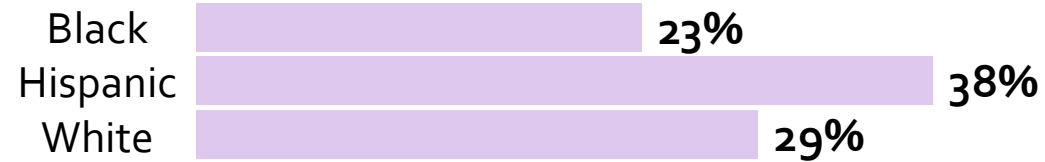
Current Living Situation, by Race

What is your living situation today?

I have a steady place to live



I have a place to live today, but I am worried about losing it in the future



I do not have a steady place to live (For example, I'm temporarily staying with others, in a hotel, in a shelter, living outside on the street, on a beach, in a car, abandoned building, bus or train station, or in a park)



Unsure



Current Living Situation—In Their Own Words—

Detailed Findings



"It was really hard; man, I didn't have anywhere to go. I didn't know how I was going to make it from the next step to the next step, how I was going to eat. I didn't know how I was going to shower. I didn't know how I was going to do anything, and it was hard. Yeah, I slept in my car. I walked around. I was in the shelter before. Oh yeah, it is hard."

—Black woman, Kentucky

"It was in a shelter...I would never recommend anyone stay in one. It was in New York City and it is overpopulated out there and the one I was staying in there were drug addicts in there and they were doing drugs and stuff in there. It was a horrible experience... It was like 6 months."

—Hispanic woman, New York

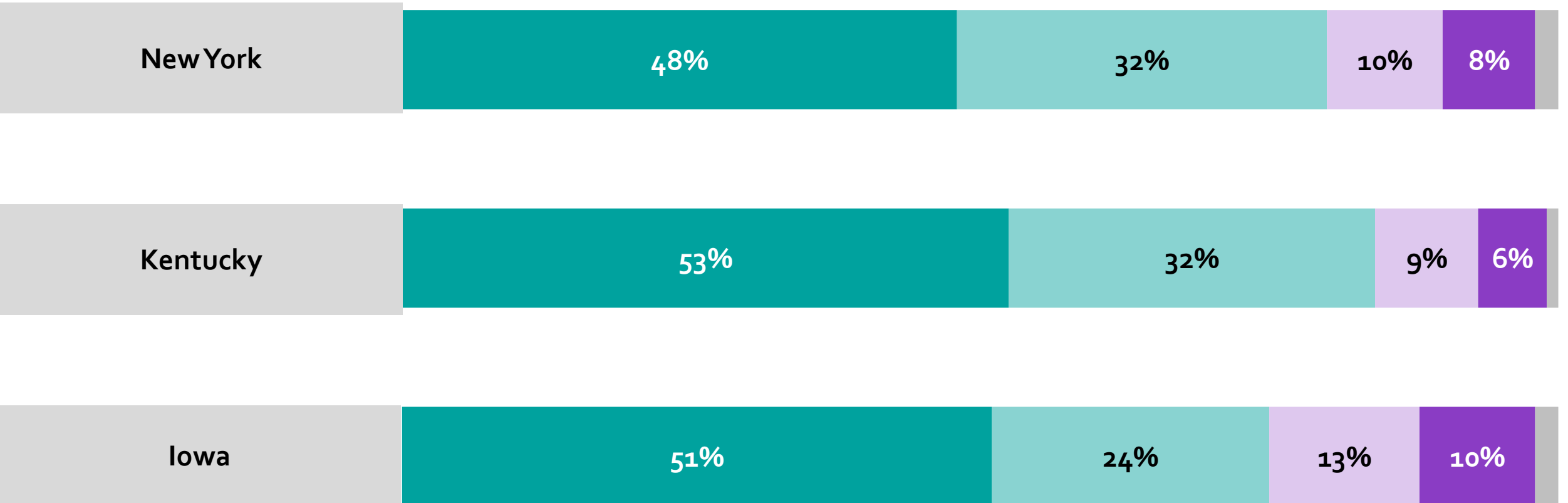
"I am currently staying in a one bedroom with my son and I have been on the waiting list for maybe 8, 9 years for a 2 bedroom, so it is kind of frustrating trying to make the living room into a living room/bedroom for my son so that he can have his own space. But definitely make the best of it and definitely grateful that we even have somewhere to stay."

—Hispanic woman, New York

Safety of Current Housing Situation

How safe does your current housing situation feel?

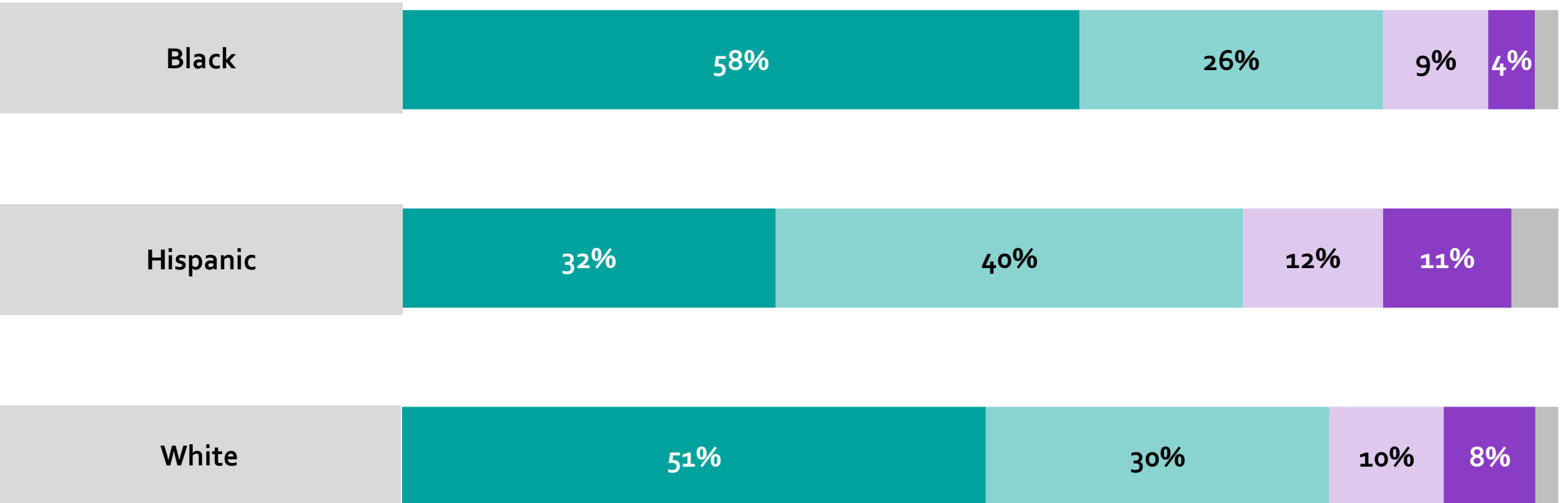
■ Very safe ■ Somewhat safe ■ A little safe ■ Not safe at all ■ Unsure



Safety of Current Housing Situation, by Race

How safe does your current housing situation feel?

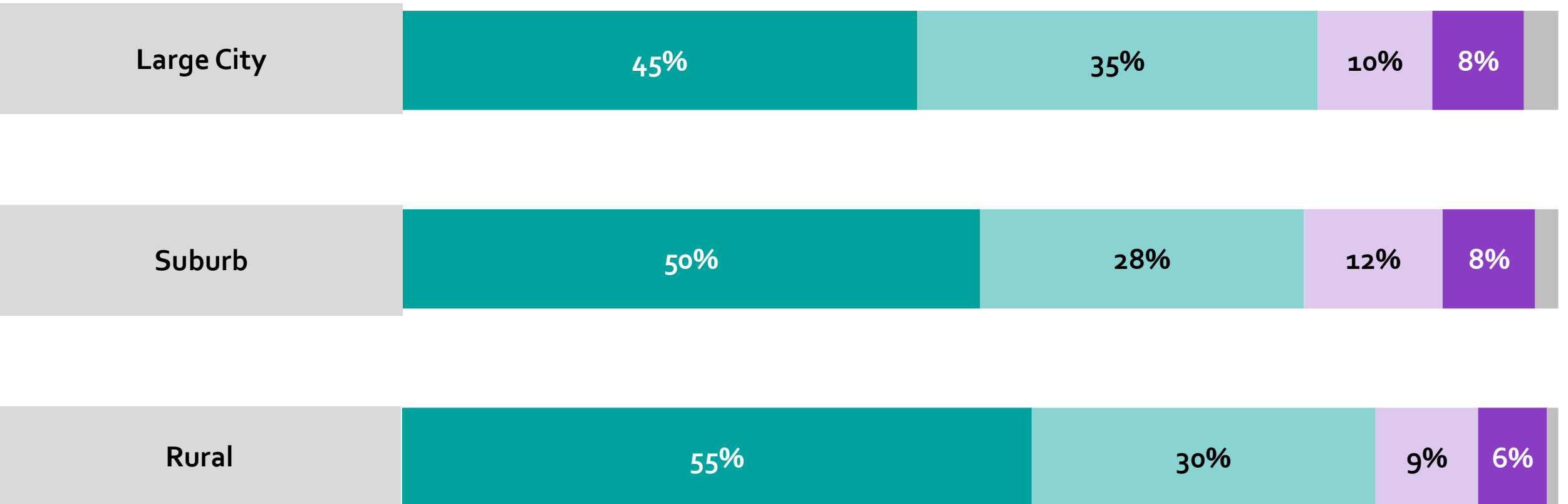
■ Very safe ■ Somewhat safe ■ A little safe ■ Not safe at all ■ Unsure



Safety of Current Housing Situation, by Area

How safe does your current housing situation feel?

■ Very safe ■ Somewhat safe ■ A little safe ■ Not safe at all ■ Unsure



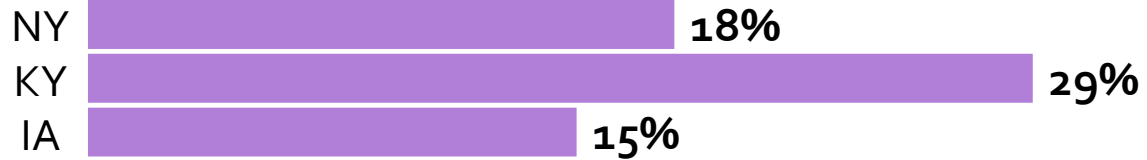
Problems with Current Living Space (1 of 2)

Think about the place you live. Do you have problems with any of the following? Please select all that apply.

Pests such as bugs, ants, or mice



Water leaks



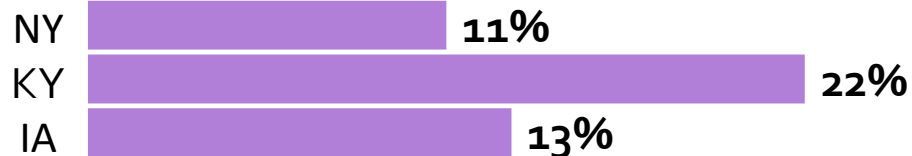
Lack of heat



Mold

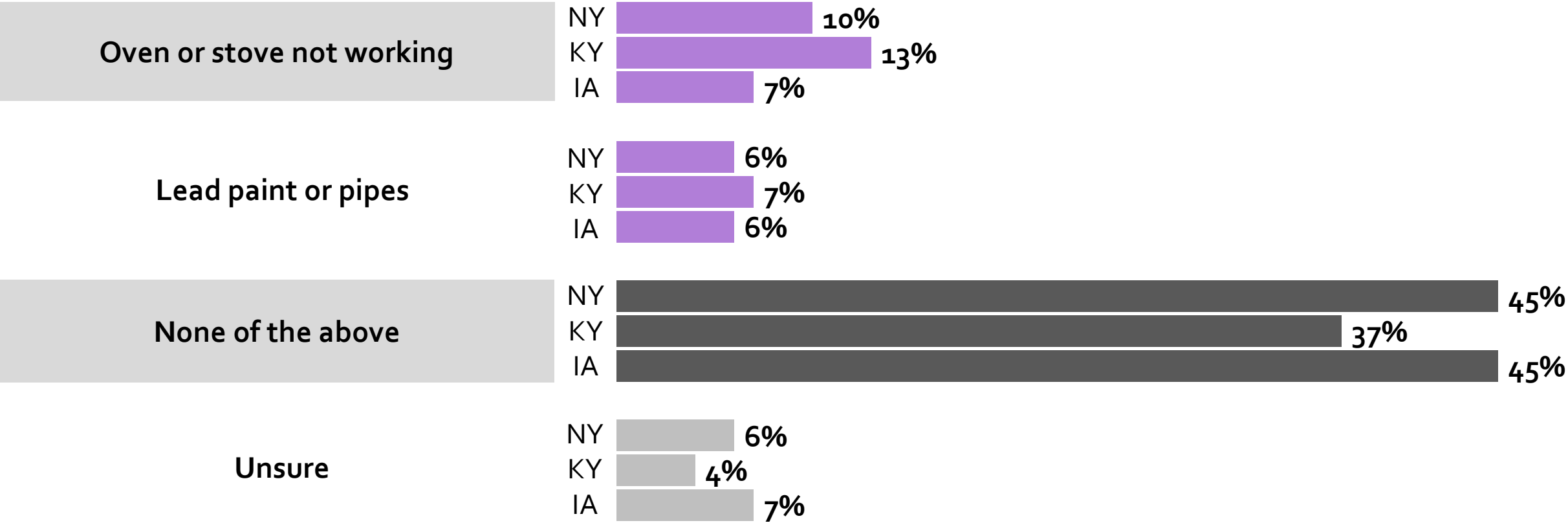


Smoke detectors missing or not working

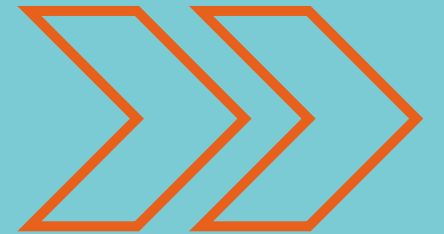


Problems with Current Living Space (2 of 2)

Think about the place you live. Do you have problems with any of the following? Please select all that apply.



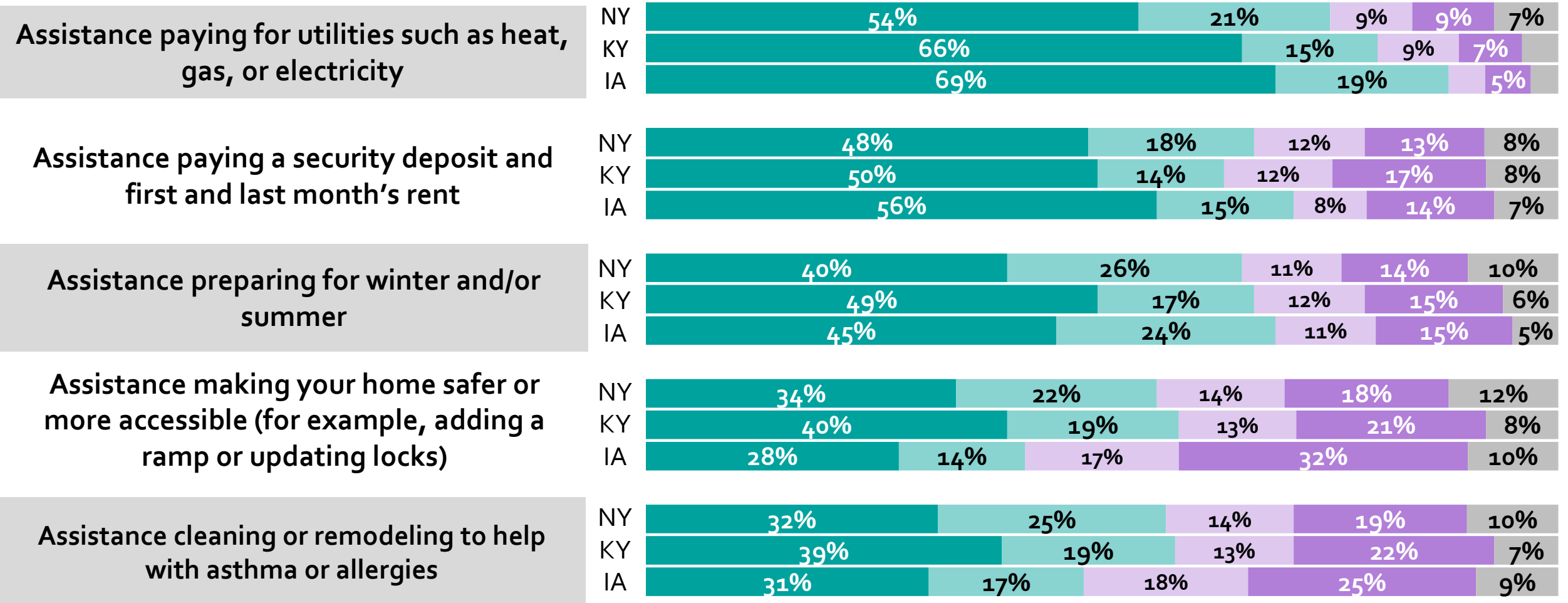
Social Needs and Opportunities: HOUSING



Helpful Housing Supports/Services

Below are different types of housing supports or services that some people feel are helpful.
Please indicate how helpful each of these would be to you personally.

■ Very helpful
 ■ Somewhat helpful
 ■ A little helpful
 ■ Not helpful at all
 ■ Unsure

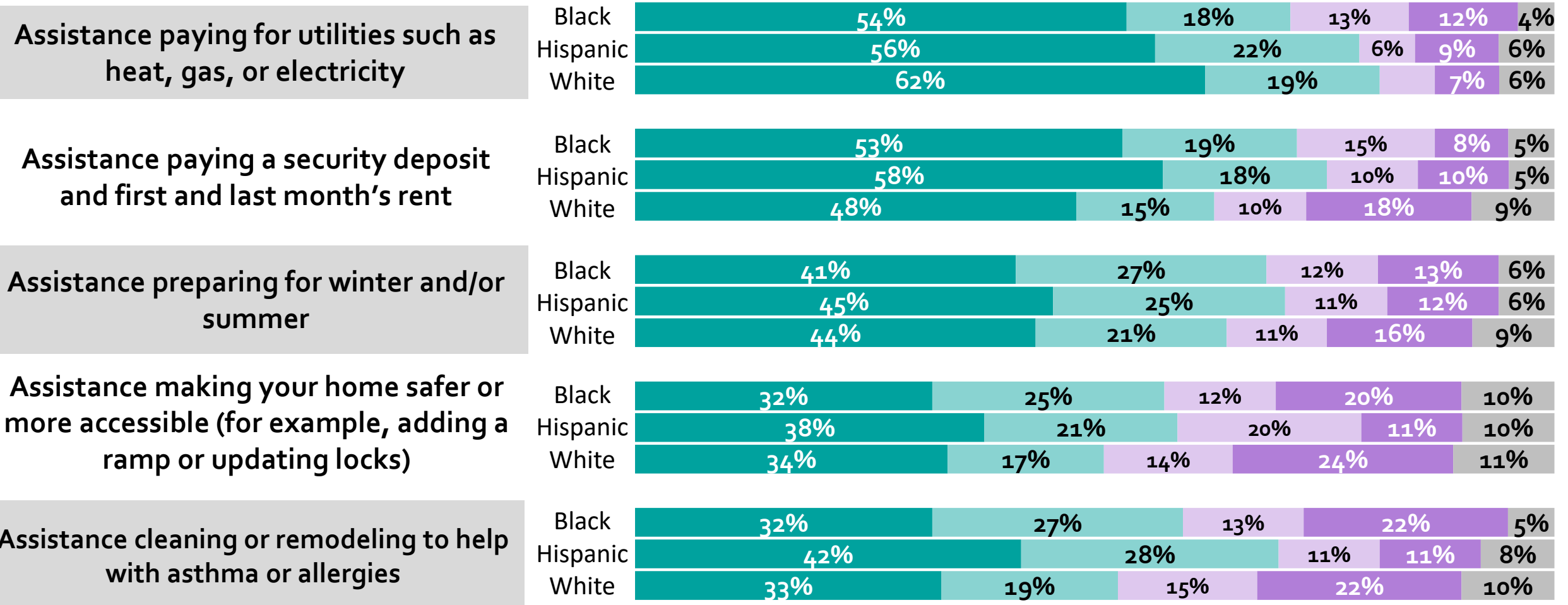


Ranked by Very helpful, New York. NY=New York, KY=Kentucky, IA=Iowa

Helpful Housing Supports/Services, by Race

Below are different types of housing supports or services that some people feel are helpful.
Please indicate how helpful each of these would be to you personally.

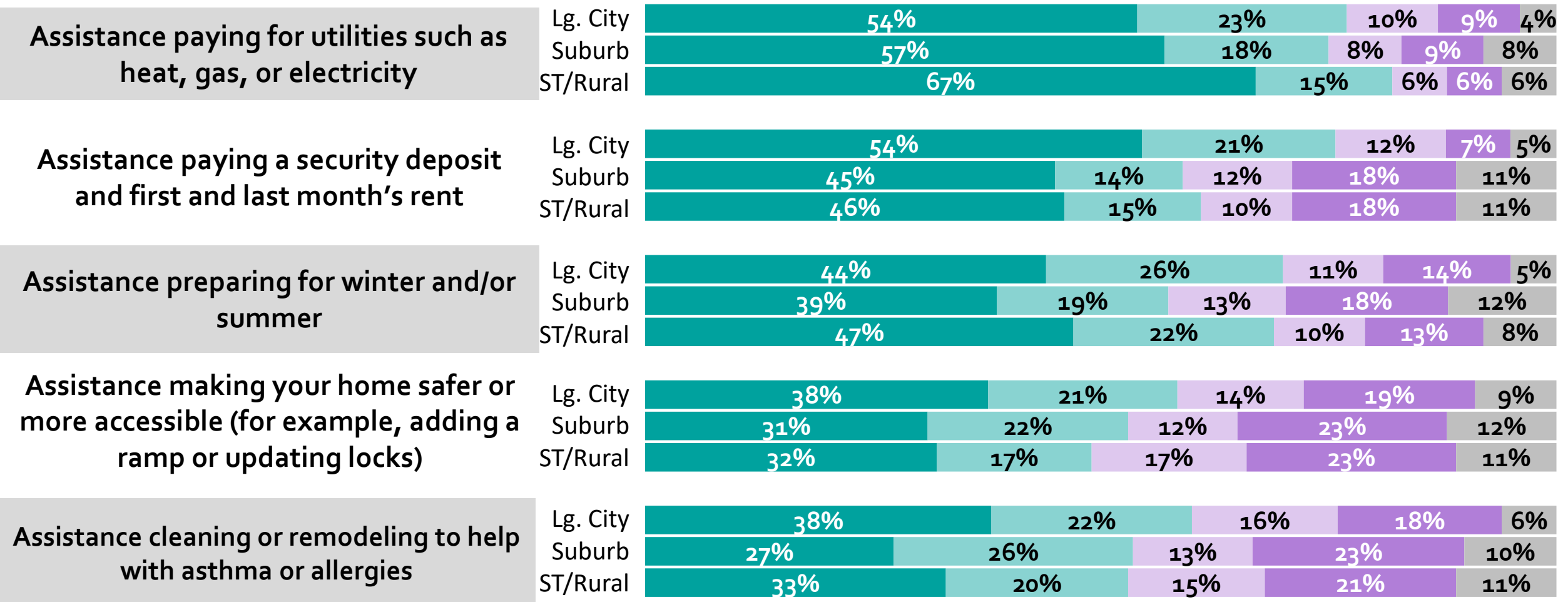
■ Very helpful
 ■ Somewhat helpful
 ■ A little helpful
 ■ Not helpful at all
 ■ Unsure



Helpful Housing Supports/Services, by Area

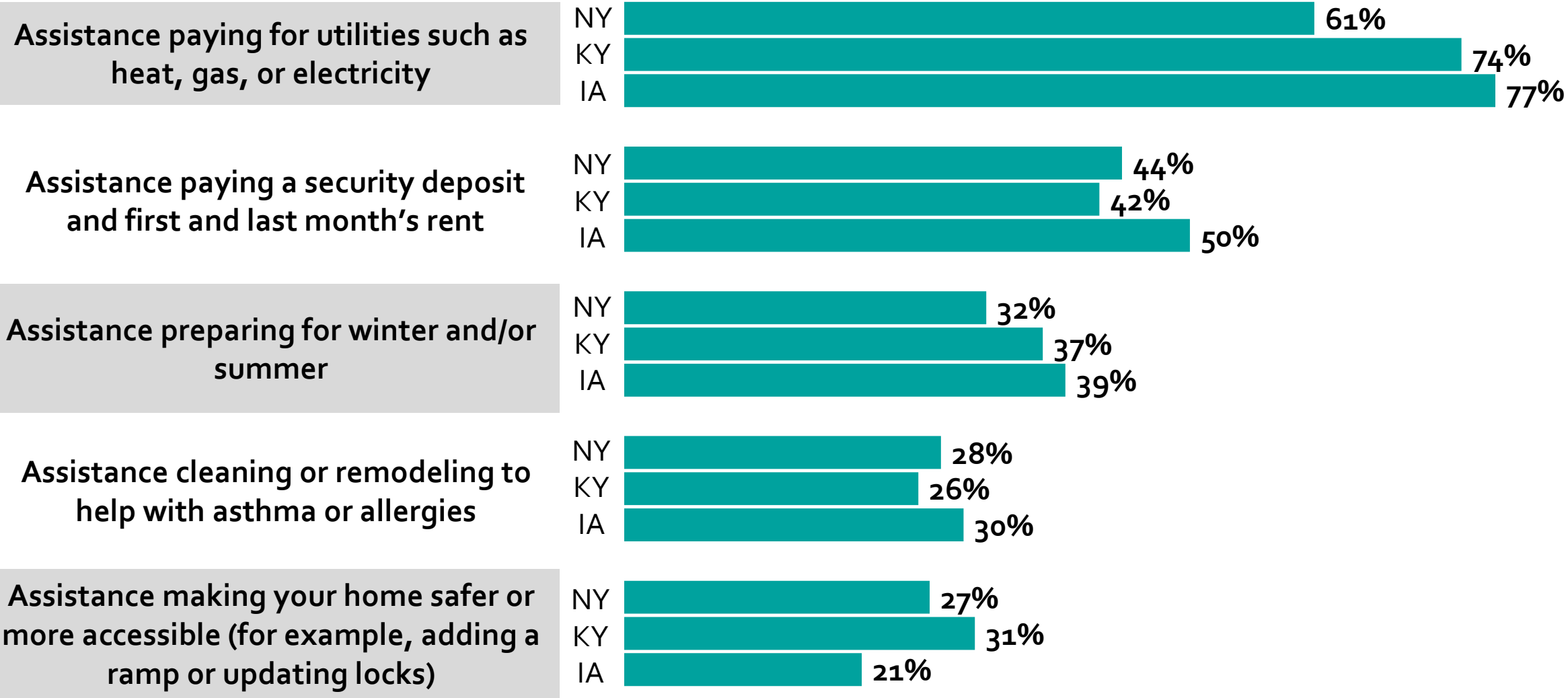
Below are different types of housing supports or services that some people feel are helpful.
Please indicate how helpful each of these would be to you personally.

■ Very helpful
 ■ Somewhat helpful
 ■ A little helpful
 ■ Not helpful at all
 ■ Unsure



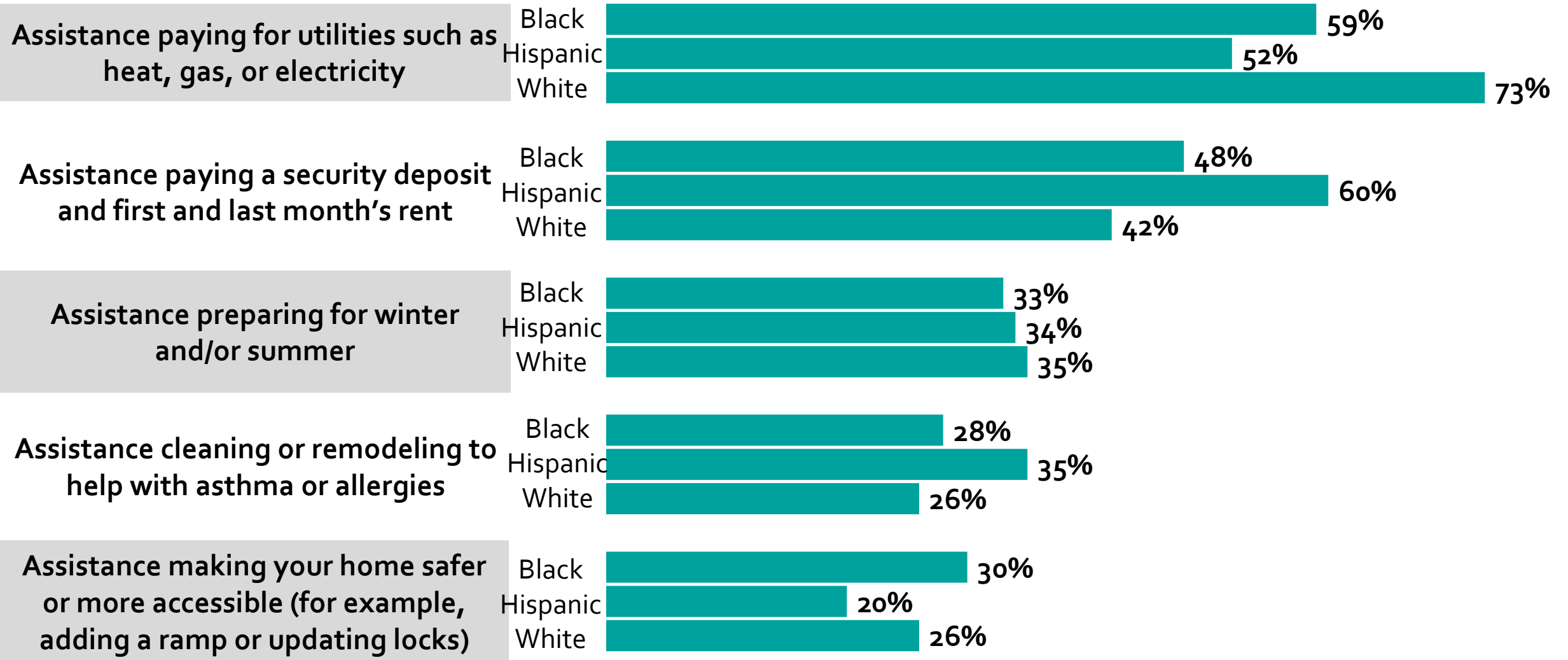
Most Helpful Housing Supports/Services

Please select the two or three types of housing supports and services that would be MOST helpful to you personally.



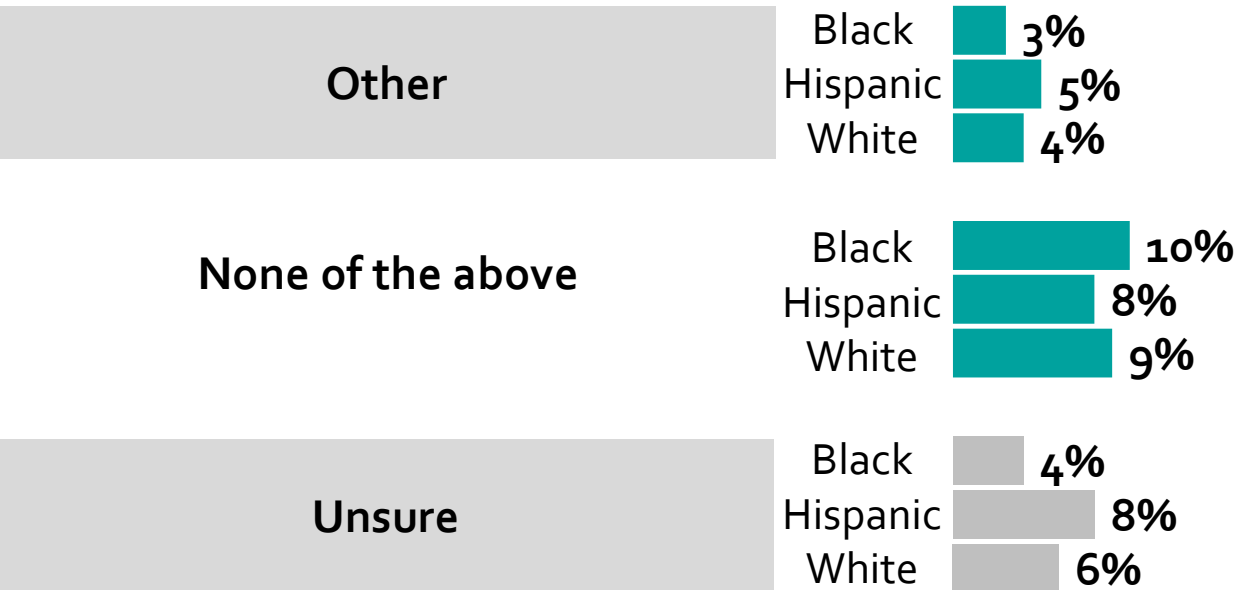
Most Helpful Housing Supports/Services, by Race (1 of 2)

Here is the same list. Please select the two or three types of housing supports and services that would be MOST helpful to you personally. If there are other types of housing assistance that would be helpful to you, please select "Other."



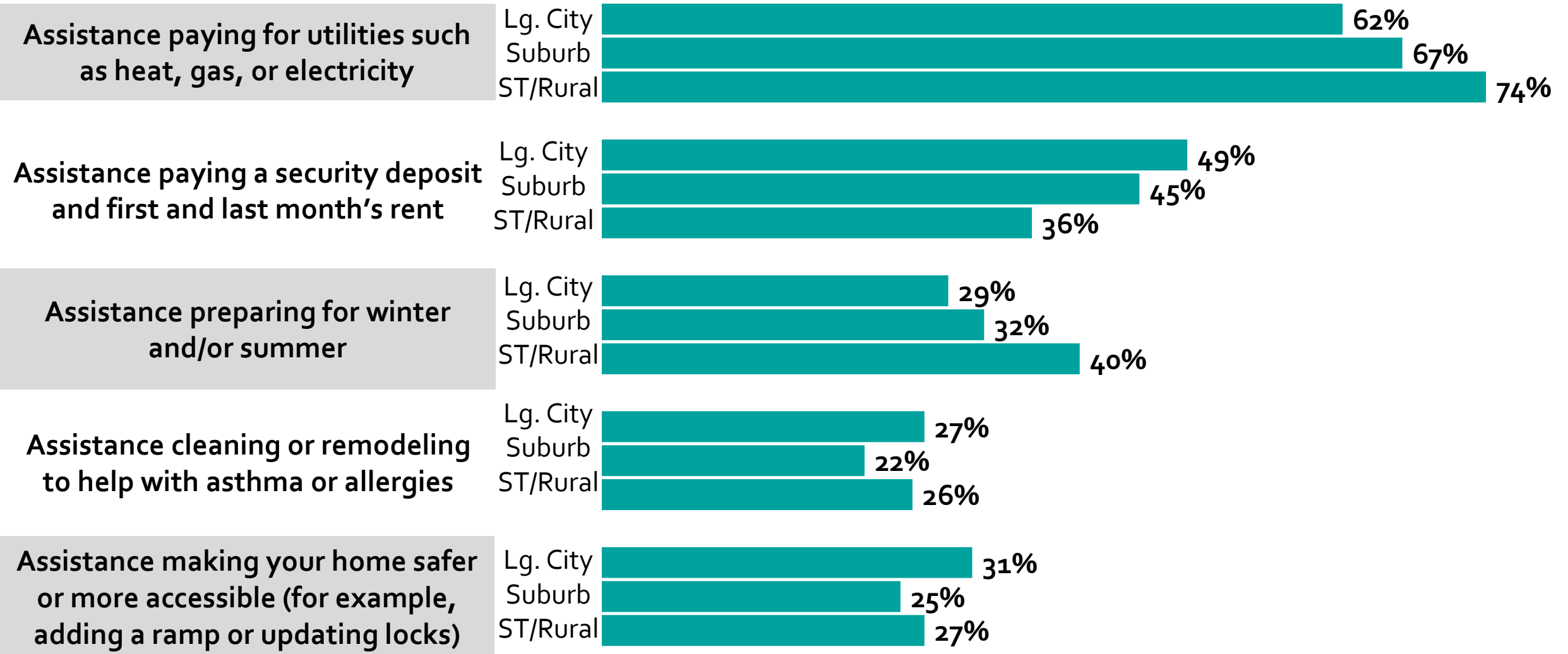
Most Helpful Housing Supports/Services, by Race (2 of 2)

Here is the same list. Please select the two or three types of housing supports and services that would be MOST helpful to you personally. If there are other types of housing assistance that would be helpful to you, please select "Other."



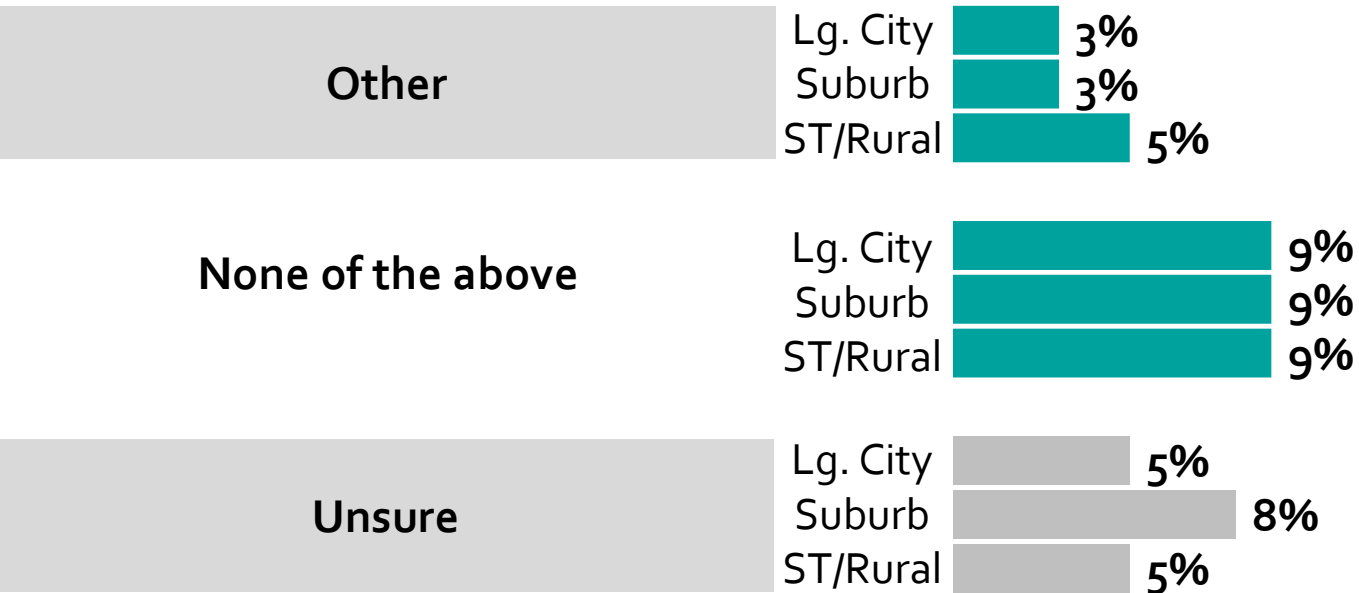
Most Helpful Housing Supports/Services, by Area (1 of 2)

Here is the same list. Please select the two or three types of housing supports and services that would be MOST helpful to you personally. If there are other types of housing assistance that would be helpful to you, please select "Other."

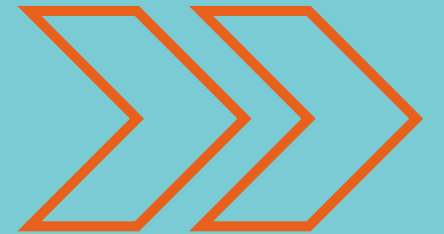


Most Helpful Housing Supports/Services, by Area (2 of 2)

Here is the same list. Please select the two or three types of housing supports and services that would be MOST helpful to you personally. If there are other types of housing assistance that would be helpful to you, please select "Other."



Social Needs and Challenges: TRANSPORTATION



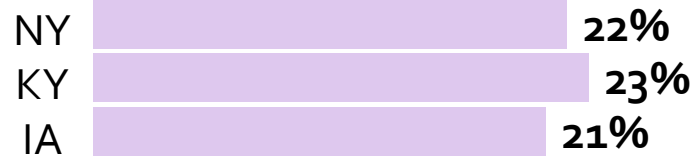
Current Transportation Situation

The next few questions ask about transportation. What is your transportation situation today?

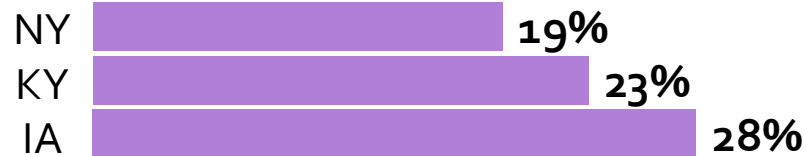
I have a reliable way to get around



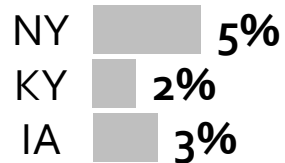
I have a reliable way to get around today, but I am worried that I may not in the future



I do not have a reliable way to get around



Unsure



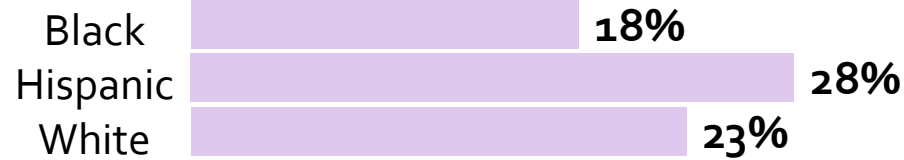
Current Transportation Situation, by Race

The next few questions ask about transportation. What is your transportation situation today?

I have a reliable way to get around



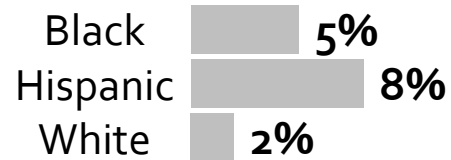
I have a reliable way to get around today, but I am worried that I may not in the future



I do not have a reliable way to get around



Unsure



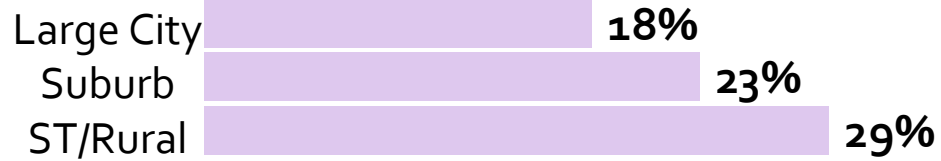
Current Transportation Situation, by Area

The next few questions ask about transportation. What is your transportation situation today?

I have a reliable way to get around



I have a reliable way to get around today, but I am worried that I may not in the future



I do not have a reliable way to get around



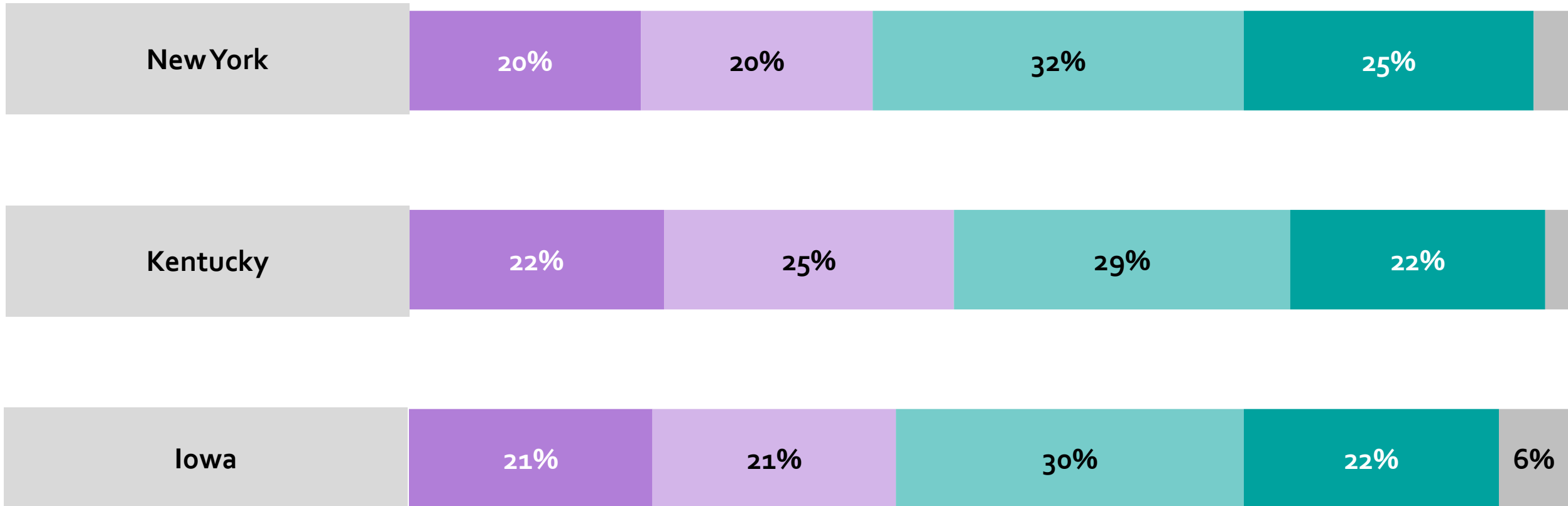
Unsure



About 4 in 10 Cancel/Change Plans Due to Unreliable Transportation

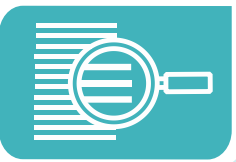
How often do you have to cancel or change your plans or appointments because you don't have access to transportation?

Very often Somewhat often Rarely Never Unsure



Current Transportation Situation

—In Their Own Words—



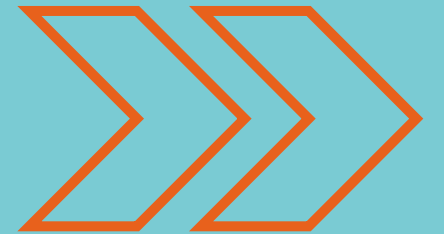
"I had some work I could have made some extra money but I didn't have a car and I couldn't ask somebody else because people need their cars. So, of course, having transportation is very, very vital but unfortunately we don't have access to such transportation as other states. We make the best of what we have."

—White man, Kentucky

"I could walk there if I wanted to. It is only like 3 miles from our house, but it is getting cold outside and I really don't want to walk in the snow. It just works better because my parents live an hour from us, so borrowing a car to go to work isn't really feasible....He works during the day and then I would work over nights because we needed two incomes to be able to provide for our families and everything."

—White woman, Iowa

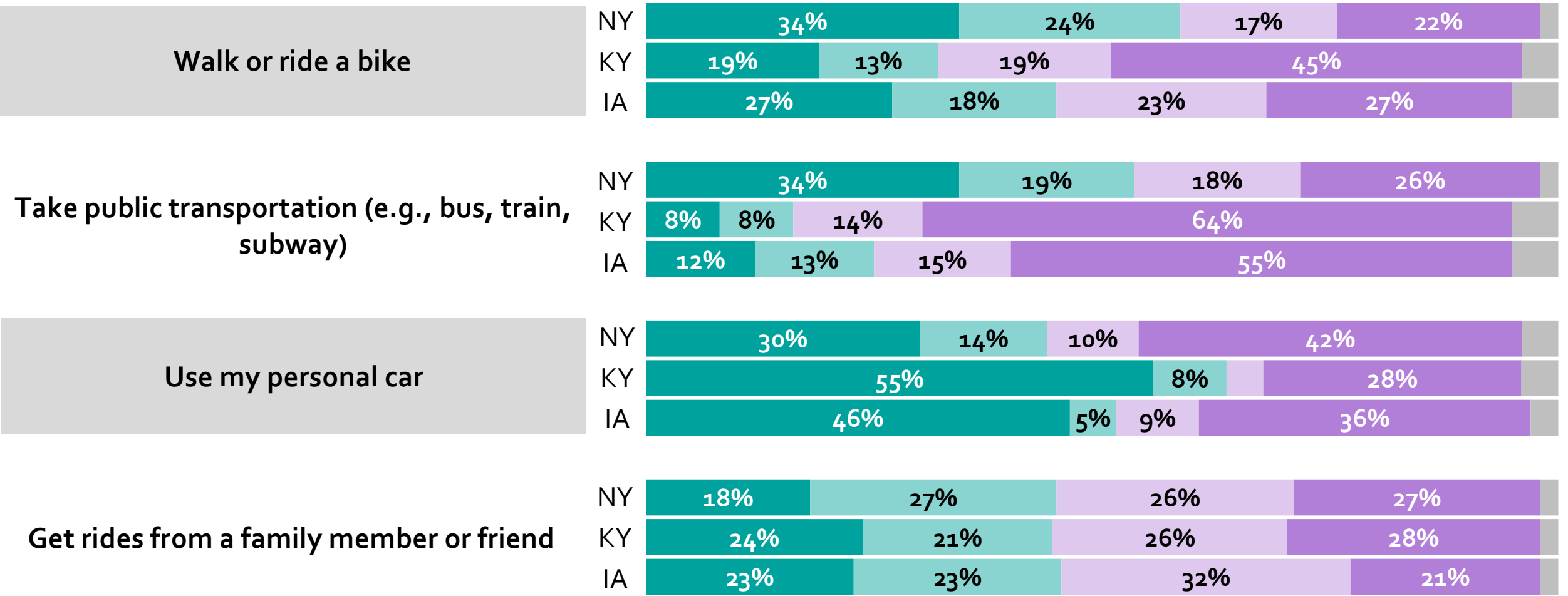
Social Needs and Opportunities: TRANSPORTATION



How Often Use Modes of Transportation (1 of 2)

How often do you typically use the following modes of transportation?

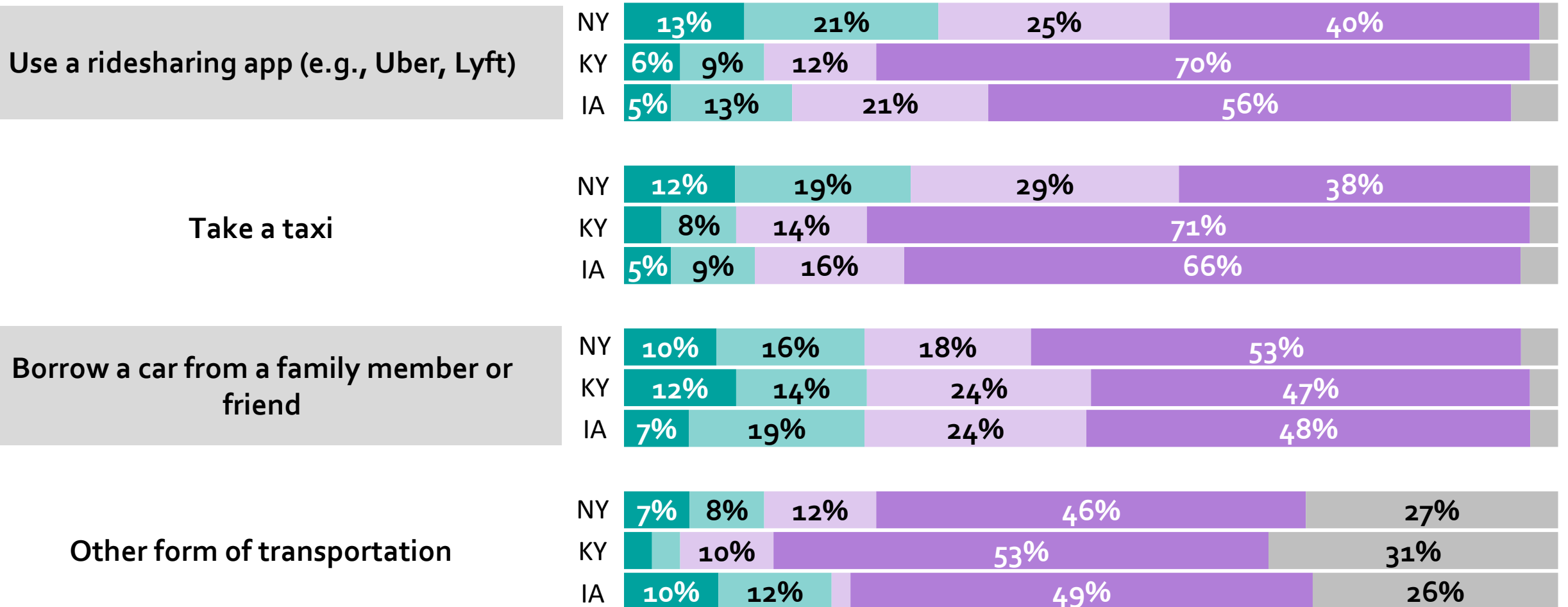
■ Very often
 ■ Somewhat often
 ■ Rarely
 ■ Never
 ■ Unsure



How Often Use Modes of Transportation (2 of 2)

How often do you typically use the following modes of transportation?

■ Very often
 ■ Somewhat often
 ■ Rarely
 ■ Never
 ■ Unsure



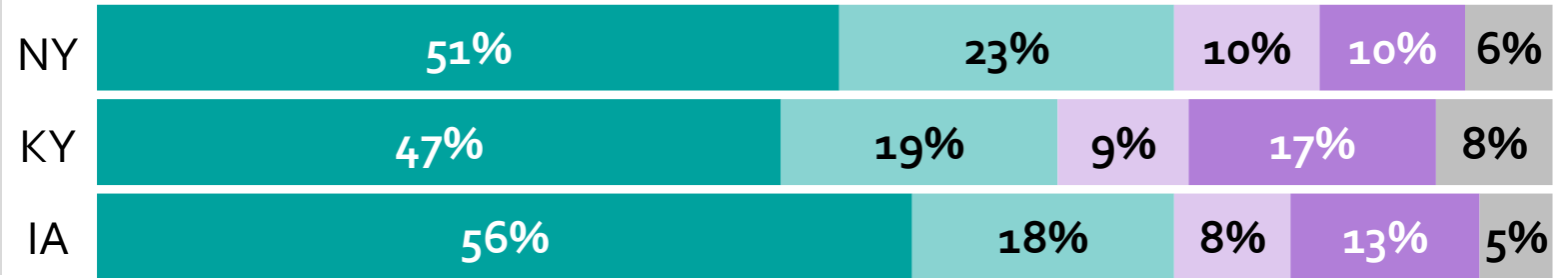
Ranked by Very often, New York. NY=New York, KY=Kentucky, IA=Iowa

Helpful Transportation Support/Services, by State

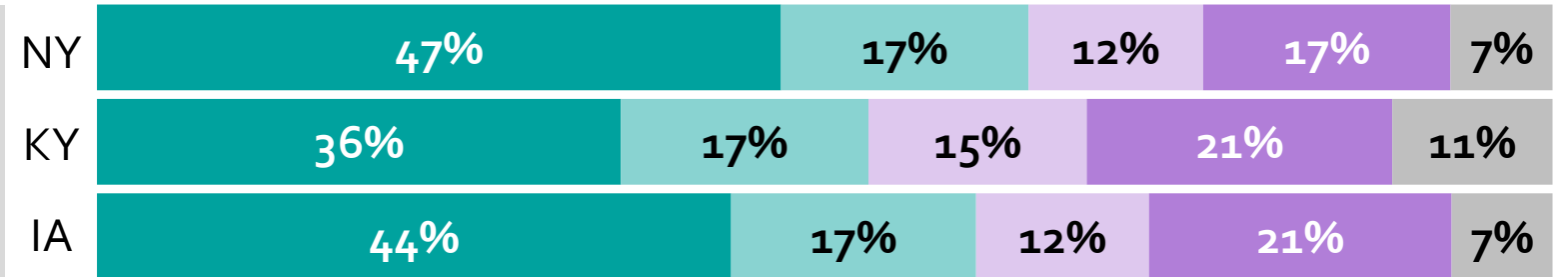
Below are different types of transportation supports or services that some people feel are helpful.
Please indicate how helpful each of these would be to you personally.

■ Very helpful
 ■ Somewhat helpful
 ■ A little helpful
 ■ Not helpful at all
 ■ Unsure

Getting money back for gas or bus/train fees



Free or discounted ridesharing services (such as Uber and Lyft)



Ranked by Very helpful, New York. NY=New York, KY=Kentucky, IA=Iowa

Helpful Transportation Support/Services, by Race

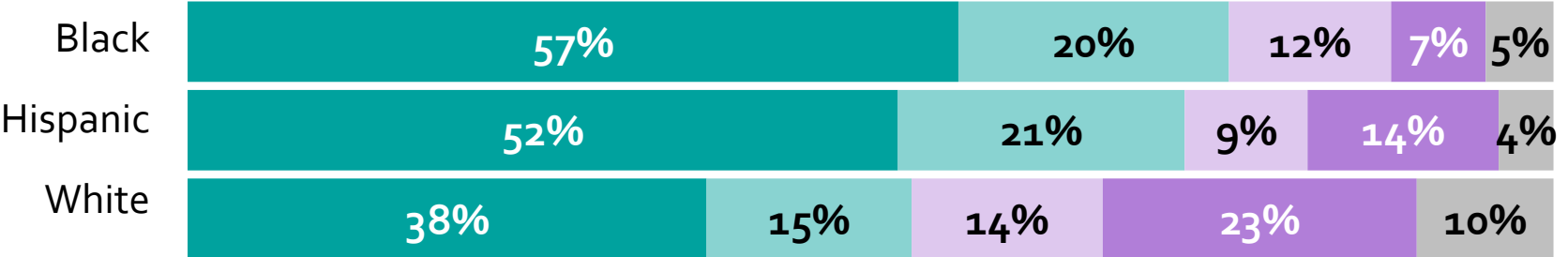
Below are different types of transportation supports or services that some people feel are helpful. Please indicate how helpful each of these would be to you personally.

■ Very helpful
 ■ Somewhat helpful
 ■ A little helpful
 ■ Not helpful at all
 ■ Unsure

Getting money back for gas or bus/train fees



Free or discounted ridesharing services (such as Uber and Lyft)



Helpful Transportation Support/Services, by Area

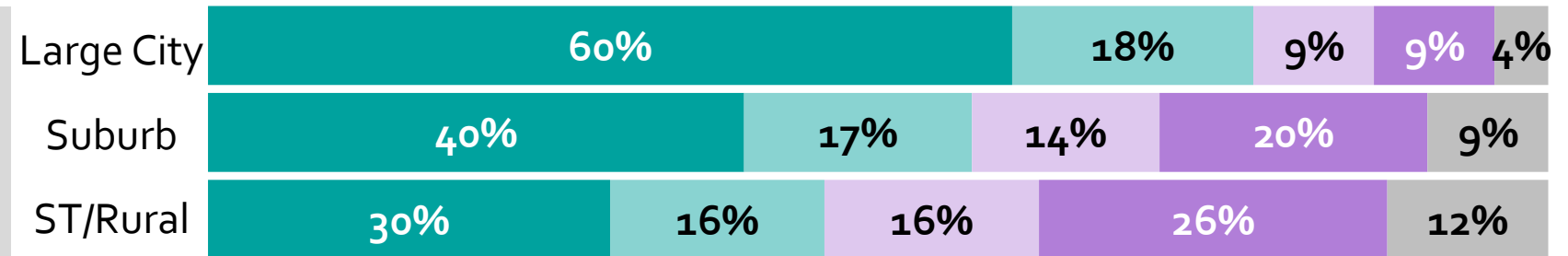
*Below are different types of transportation supports or services that some people feel are helpful.
Please indicate how helpful each of these would be to you personally.*

■ Very helpful
 ■ Somewhat helpful
 ■ A little helpful
 ■ Not helpful at all
 ■ Unsure

Getting money back for gas or bus/train fees



Free or discounted ridesharing services (such as Uber and Lyft)



Ridesharing Service Discounts – Ranked 1st

If you or your family were to receive free or discounted ridesharing services, which of the following would be most helpful to you? Please rank each of the following features from most helpful to least helpful.

Reason	New York	Kentucky	Iowa
Being able to request a ride at the time I need it (and not scheduling it ahead of time)	41%	38%	37%
Being picked up and dropped off on time	34	34	39
Being picked up and dropped off ahead of time	25	27	24

Ranked by most helpful (1st), New York

Asked of respondents who feel that free or discounted ridesharing services would be helpful (n=401).

Ridesharing Service Discounts – Ranked 1st, by Race

If you or your family were to receive free or discounted ridesharing services, which of the following would be most helpful to you? Please rank each of the following features from most helpful to least helpful.

Reason	Black	Hispanic	White
Being able to request a ride at the time I need it (and not scheduling it ahead of time)	40%	29%	40%
Being picked up and dropped off on time	27	50	35
Being picked up and dropped off ahead of time	33	21	25

Ranked by most helpful (1st), Black

Asked of respondents who feel that free or discounted ridesharing services would be helpful (n=401).

Ridesharing Service Discounts – Ranked 1st, by Area

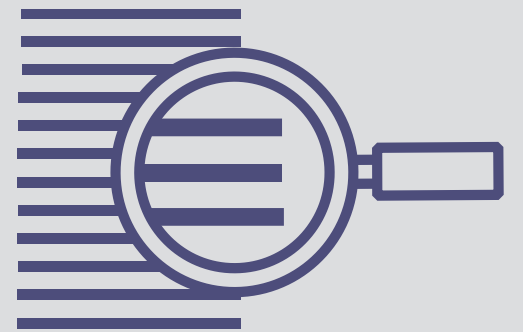
If you or your family were to receive free or discounted ridesharing services, which of the following would be most helpful to you? Please rank each of the following features from most helpful to least helpful.

Reason	Large City	Suburb	Small Town/ Rural
Being able to request a ride at the time I need it (and not scheduling it ahead of time)	42%	31%	41%
Being picked up and dropped off on time	37	39	31
Being picked up and dropped off ahead of time	21	30	28

Ranked by most helpful (1st), large city

Asked of respondents who feel that free or discounted ridesharing services would be helpful (n=401).

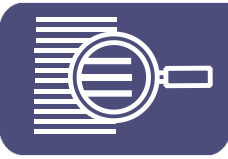
Implications for Solutions



These participants are looking for solutions that can efficiently address their multiple and interrelated needs

- These solutions will need to overcome reticence to share information by establishing trust and meeting personalized needs
- Testimonials from satisfied users can play a key role in modeling non-judgment, caring, and results
- Technological solutions will still require a human component—especially as a way to demonstrate empathy and action

Implications



"I love finding resources. I think [findhelp.org] is amazing. It is like a dictionary, kind of like an encyclopedia of resources and services and information. They even have a thrift store on there, that is amazing. I love it and I love that it is user friendly, easy to find...That is really great."

—Black woman, New York

"The website is very simple. It is easy to navigate. Normally you've got a lot of loops, a lot of paperwork, so that is the only thing. Like what is the catch? How easy is it going to be?"

—API woman, Iowa

"When I type in my zip code, I click on food and it popped up a community garden because I would be interested in that. But then it showed me somewhere in Virginia."

—Hispanic woman, Kentucky

thank you!

For more information,
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