



SUPPORTING COMMUNITY  
VOICES IN ACTION

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# Good Fruit Foundation Reporting on Community Health Needs Assessments (CHNA)

a preliminary Sampling of Surveys

Issue 1 2025

# CHNA



“He will rescue the poor when they cry to Him; He will help the oppressed, who have no one to defend them. He feels pity for the weak and the needy, and He will rescue them. He will redeem them from oppression and violence, for their lives are precious to Him.”

– Psalm 72:12-14 (NLT)

Community health needs assessments (CHNA) systematically identify and analyze a community's health needs, assets, and priorities, guiding community-driven health improvement efforts. When conducted by a local critical access hospital, CHNAs help ensure that already-limited resources target the most pressing health issues, align with its local community needs, and fosters collaboration with local organizations in collective impact.

**Key Aspects of the CHNA Process**

CHNAs utilize a data-driven approach that integrates both quantitative data (such as health statistics) and qualitative data (including surveys and focus groups) to create a comprehensive overview of community health. This process aids in identifying needs and assets, highlights significant health challenges, and clarifies community resources necessary for effective health improvement planning. The CHNA process culminates into action plans (CHIP) that outline goals, strategies, and timelines in partnership with community stakeholders.

**Importance of Hospital Leadership in CHNA**

with an aligned mission, critical access hospitals play a vital role in focusing on improving community health. CHNAs support effective resource allocation by ensuring that resources are directed toward critical needs, thereby avoiding misaligned investments. They also facilitate collaboration, fostering partnerships with local entities to develop a cohesive health strategy. Furthermore, CHNAs address local disparities by identifying unique rural health challenges that may not be apparent at larger levels. While conducting a CHNA is a requirement for non-profit hospitals under the Affordable Care Act (ACA) to maintain tax-exempt status, the true value of a CHNA lies in its ability to drive meaningful change within the community.

As part of the 2025 CHNA process led by Allendale County Hospital, this report includes insights from 59 surveys conducted at a new on-campus farmers market at the Allendale County Hospital. This is a preview of the broader report to be released later in 2025, capturing the voices shared through the surveys, ensuring they are heard.

# Building a Healthier Community

Key Findings and Trends from a sampling of the Allendale County CHNA Survey

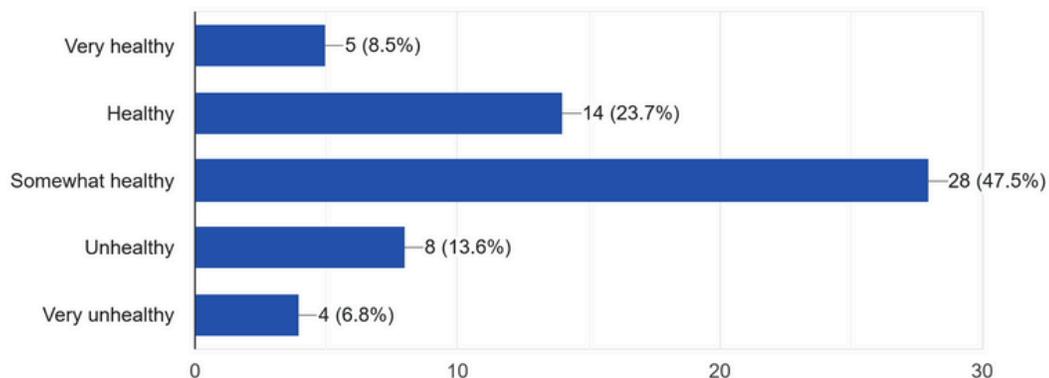
This survey report highlights key findings and trends regarding community health needs and priorities in Allendale County. The data reveals a strong desire for **inclusivity, mutual support, and equitable health resources**, with "Access to affordable healthcare," "Acceptance of all people," and "Neighbors helping each other" identified as top factors for a healthy community. Major health concerns include hypertension, high cholesterol, diabetes, and high blood pressure, while barriers to seeking medical treatment include lack of insurance, transportation issues, and inability to afford co-pays. Additionally, the community expressed a need for better access to healthy food, higher-paying jobs, affordable health services, and positive activities for teens. Fruit and vegetable consumption is low, with most respondents eating them only 1-2 times per day, and physical activity levels are also limited, with 25.5% reporting no exercise in the past week.

The survey also highlights the importance of demographic data in addressing health disparities and tailoring interventions. Most respondents are retired, earn less than \$25,000 annually, and identify as Black or African American. Many rely on word-of-mouth and radio for health service information, emphasizing the need for community-based communication strategies.

The Farmers Market initiative at Allendale County Hospital, the survey site of the data compiled for this report has been positively received by the community. While working to address healthy food access and food insecurity, healthy eating, and supports to local agriculture it's discovering a pathway in empowering community voices through survey participation, supported by the FoodRx coupons. This initiative is demonstrating the value of combining community engagement with practical solutions to improve health outcomes and foster a resilient, inclusive community.

## I would rate the overall health of our community as:

59 responses

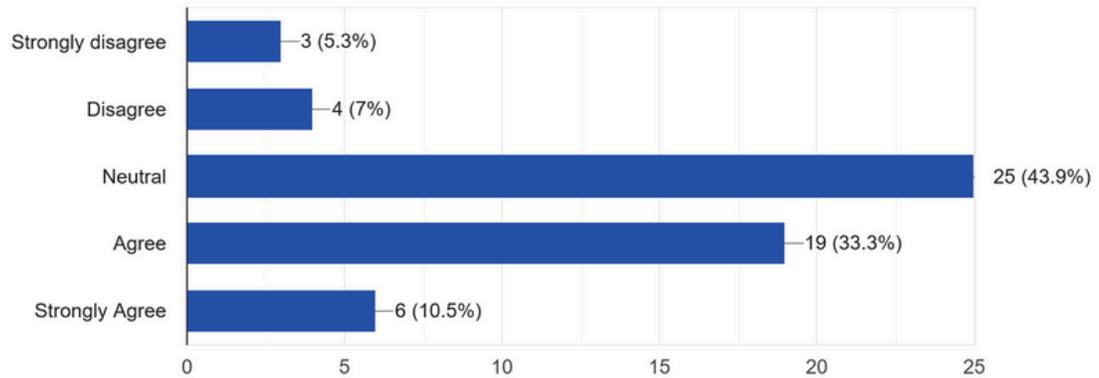


61%

*of respondents felt one of the most important factors for any healthy community is access to affordable healthcare.*

### How do you feel about this statement, "There is good healthcare in my community"?

57 responses

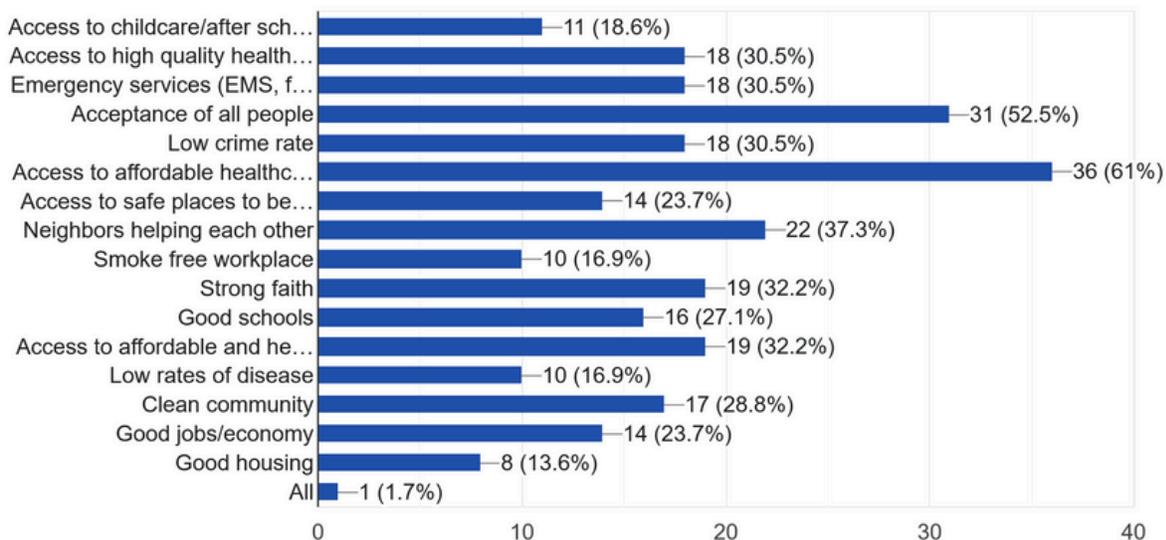


53%

Selected **"acceptance of all people"** as one of the top three most important factors for any healthy community.

### I think the most important factors for any healthy community are:

59 responses



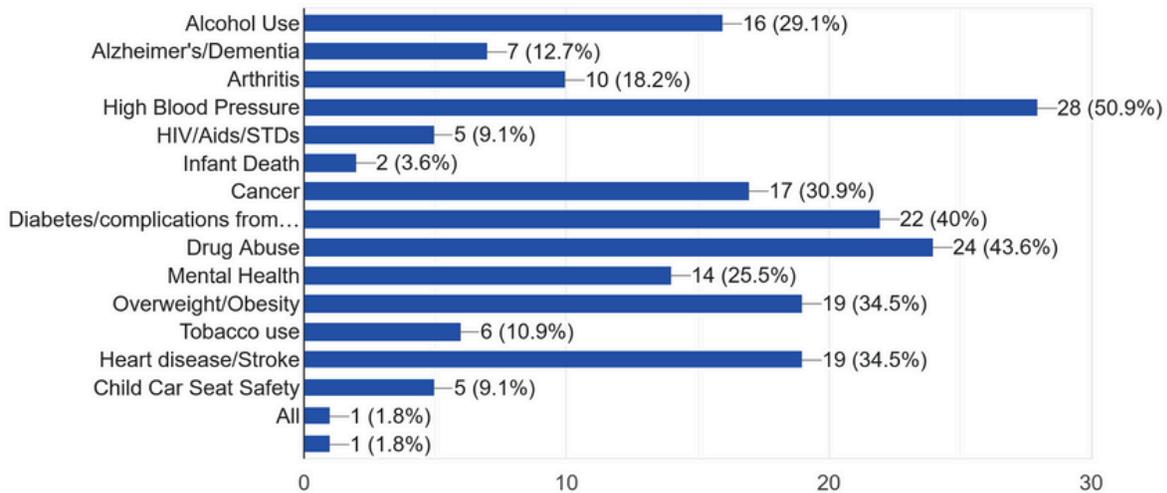
The most frequently cited factors for a healthy community included, **"Access to affordable healthcare," "Acceptance of all people,"** and **"Neighbors helping each other."** These elements highlight our local community's desire for inclusivity, mutual support, and equitable health resources. By prioritizing these values, our aims would be to foster an environment where everyone feels welcome and cared for. This approach not only enhances individual well-being but also strengthens the social fabric, creating a resilient and thriving community.

# 75%

of these health concerns have combinatory evidence-based interventions available through community-engaged lifestyle medicine, including **food as medicine**, **exercise as medicine**, and **positive social connections**.

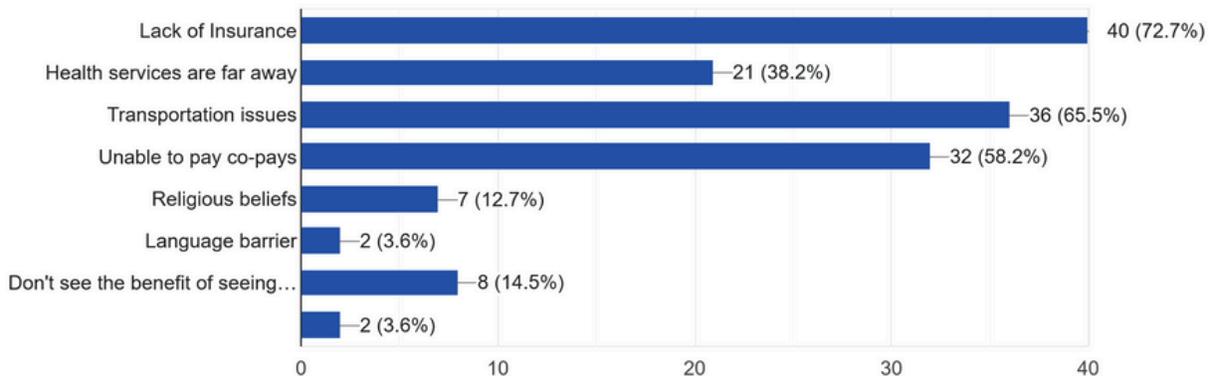
### I think the most important health concerns in my community are:

55 responses



### What are the top reasons that keep people in your community from seeking medical treatment?

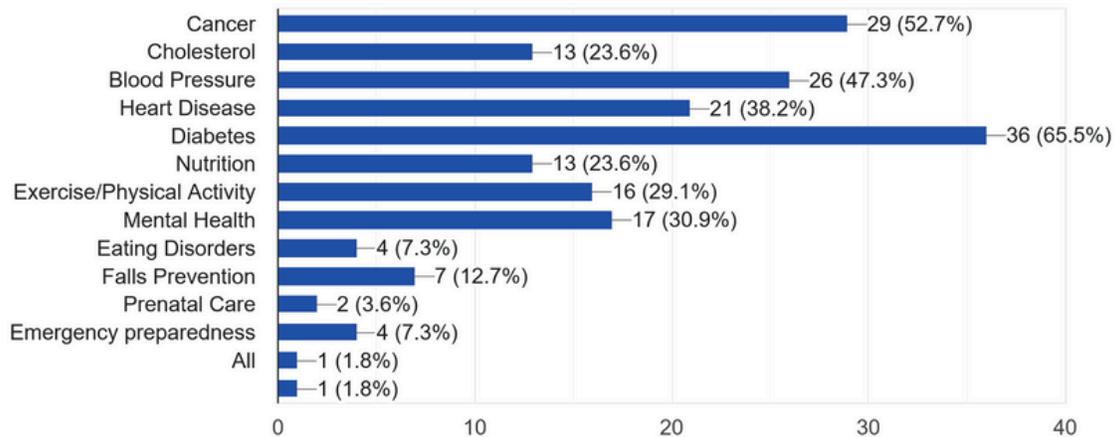
55 responses



The most frequently cited reasons preventing community members from seeking medical treatment based on their survey responses are a combination of "**Lack of Insurance**," "**Transportation issues**," and "**Unable to pay co-pays**". Addressing these barriers requires a multifaceted approach. Improving access to affordable healthcare insurance options can alleviate financial strain, while community-based initiatives could provide transportation solutions for those in need. Additionally, creating awareness campaigns about available resources and support systems can empower individuals to prioritize their health and well-being. Through collective impact, our community can foster an environment where seeking medical treatment becomes more accessible and less burdensome for every individual.

## What are the top health screenings or education/information services that are needed in your community?

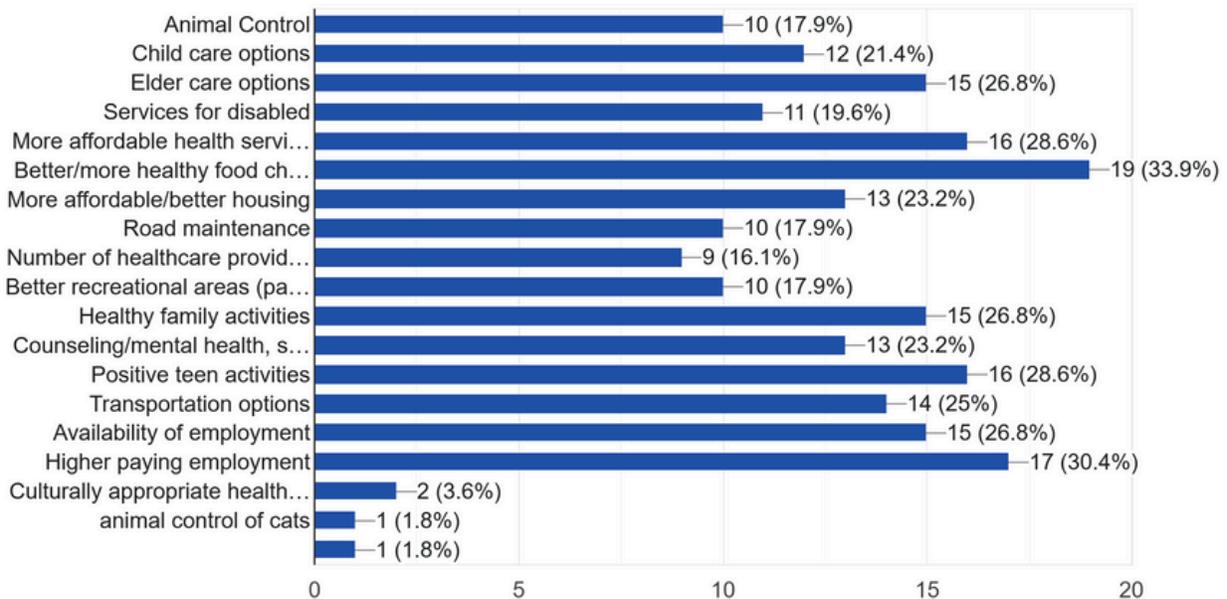
55 responses



The most frequently cited need in health screenings or education/information services include, “**Diabetes,**” “**Cancer,**” and “**Blood Pressure**” or hypertension.

## Which of the following services need the most improvement in your neighborhood or community?

56 responses



The most frequently cited services needing the most improvement include “**Better/more healthy food choices,**” “**Higher paying employment,**” “**More affordable health services,**” and “**Positive teen activities.**” These areas reflect our community’s desire for whole-person health, emphasizing the importance of addressing both physical health and socio-economic factors. Improved access to nutritious food can lead to better health outcomes, while higher-paying jobs can enhance financial stability, reducing stress and promoting a healthier lifestyle. Affordable health services ensure that everyone has the opportunity to seek necessary care without financial burden, and engaging activities for teens can foster a supportive environment for young people, encouraging positive development, reducing risky behaviors.

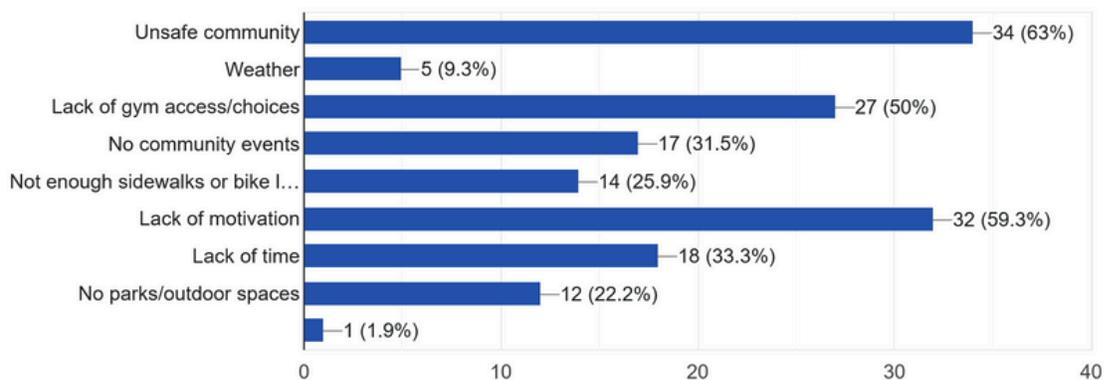
# HEAL | Healthy Eating, Active Living

HEAL, or “Healthy Eating and Active Living” are critical elements of health. By focusing on these key aspects, communities can significantly enhance overall well-being and quality of life. Emphasizing the importance of nutritious diets and regular physical activity, HEAL initiatives aim to empower individuals with the knowledge and opportunities they need to make healthier choices. This can lead to a reduction in chronic diseases, improved mental health, and a more vibrant, connected community. Encouraging active lifestyles and access to healthy foods is essential in addressing some of the barriers highlighted by community members, such as safety concerns and lack of facilities. By tackling these challenges head-on, we can create environments that support sustainable, healthy living for everyone.

Top responses in reasons preventing our community members from being physically active include, “**Unsafe community**,” “**Lack of motivation**,” and “**Lack of gym access/choices**” to exercise.

I think the main reasons that prevent people from being physically active are:

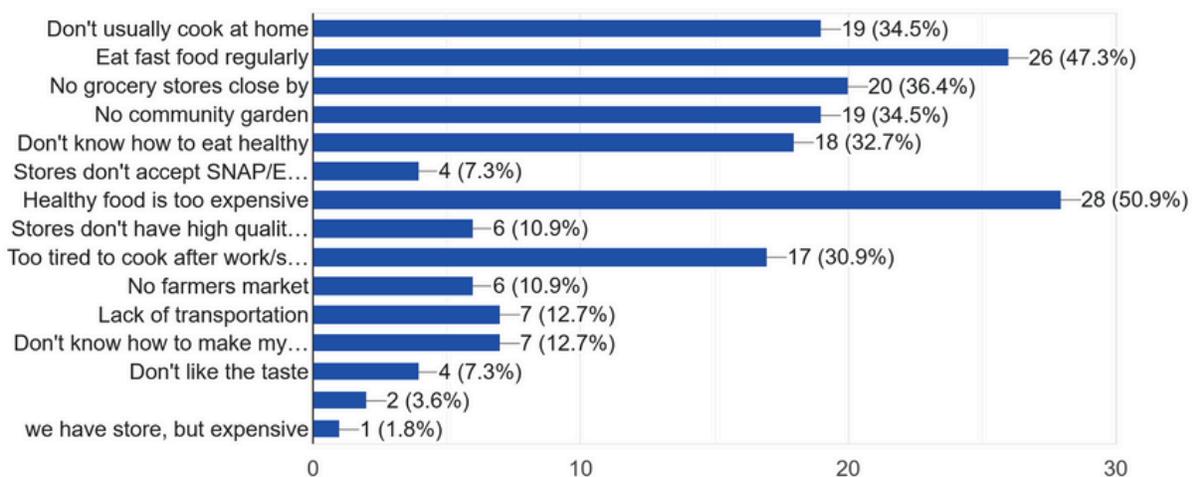
54 responses



Leading responses for reasons that prevent our community members from an ability to eat healthy foods include, “**Healthy food is too expensive**,” “**Eat fast food regularly**,” and “**No grocery stores close by**.”

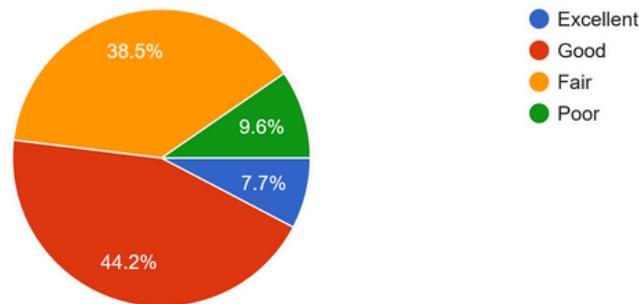
I think the main reasons that prevent people from eating healthy foods are:

55 responses



### How do you rate your knowledge of the health services that are available in the community?

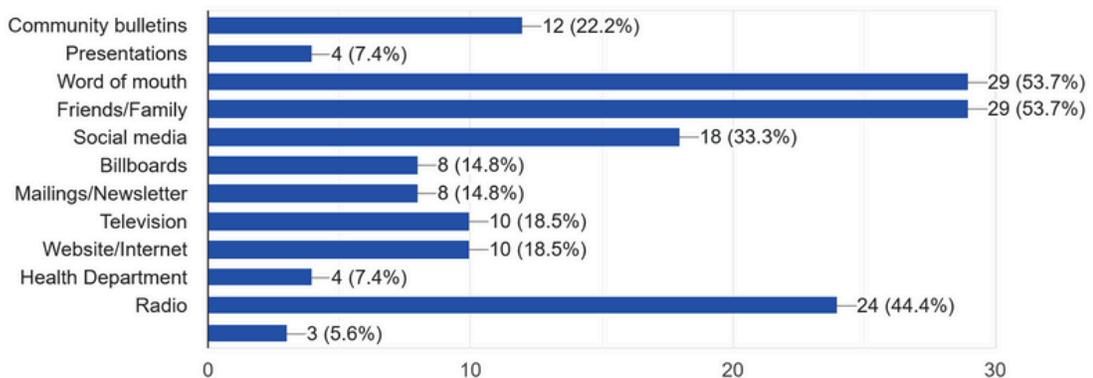
52 responses



Most respondents feel they have a “Fair,” to “Good” knowledge of the health services that are available in our community.

### What are the top ways in which you learn about the health services available in the community?

54 responses



In terms of top ways community members felt they learn about health services available in our community, “Word of mouth,” and “Friends/Family” led the majority of responses while “Radio” and “Social media” are also important.

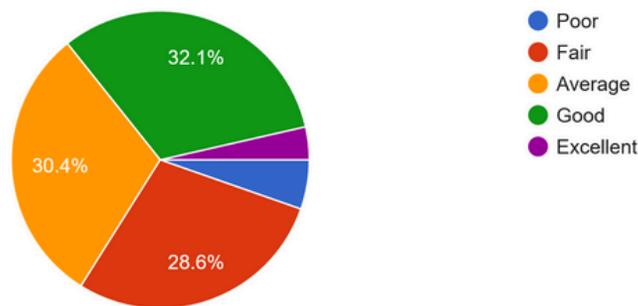
People often rely on personal networks within our community, to share information, which underscores the importance of fostering strong community connections. Additionally, more traditional media like radio (i.e. WDOG) continues to play a significant role locally, suggesting that a blend of old and new communication channels is essential for effective outreach within Allendale County. By understanding these preferences, health service providers can tailor their outreach efforts to ensure that information reaches as many community members as possible.

# Personal Health

Personal health is a multifaceted concept that encompasses the presence of physical, mental, and social well-being. It requires a proactive approach to lifestyle choices, including a balanced diet, regular exercise, sufficient sleep, and stress management. Equally important is the accessibility of healthcare resources and the support of a community that prioritizes holistic health. By nurturing both body and mind and addressing the broader determinants of health, individuals can achieve a more resilient and fulfilling life. In this dynamic landscape, personal health becomes a journey of continuous learning and adaptation, empowering individuals to take charge of their well-being and contribute positively to their communities.

## How would you describe your overall health?

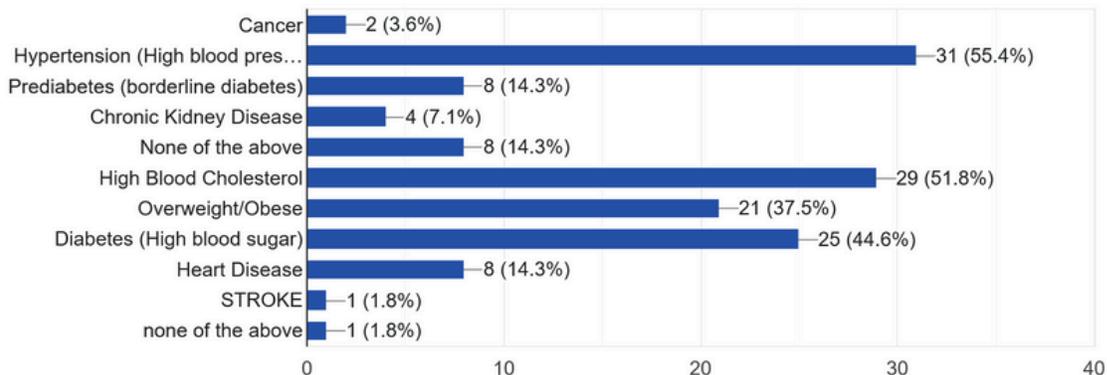
56 responses



Survey respondents generally considered themselves “Good” to “Average” in overall health.

## A doctor, nurse, or other healthcare provider has told me that I have the following condition(s): (Choose all that apply)

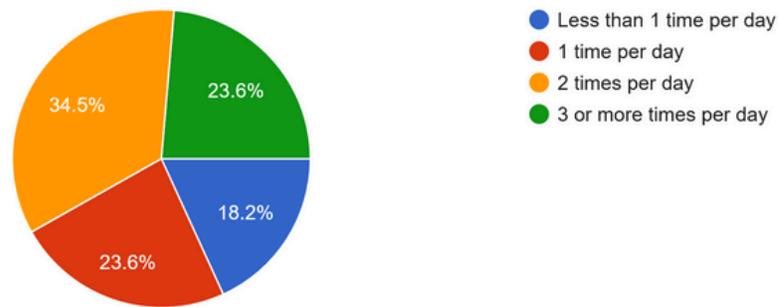
56 responses



Respondents shared that “Hypertension (High blood pressure)”, “High Cholesterol” and “Diabetes” are conditions for which they have experienced personally.

During the past 7 days, how many times, on average, did you eat fruits each day?

55 responses

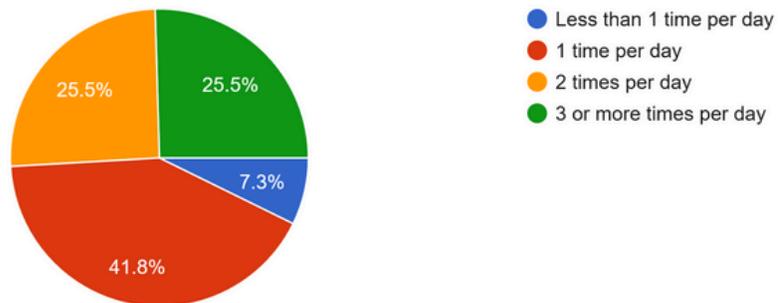


Survey respondents generally eat fruit one to two times/day.

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During the past 7 days, how many times, on average, did you eat vegetables each day?

55 responses



Survey respondents generally eat vegetables one to three times/day with the largest percentage only one time per day.

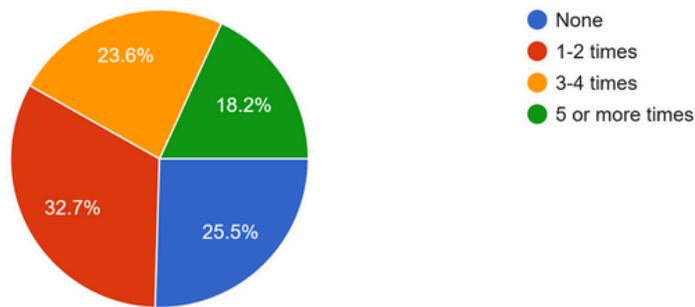
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## Why is fruit & vegetable consumption important?

Ensuring a diet rich in fruits and vegetables is consistently associated with numerous health benefits, including a reduced risk of chronic diseases such as heart disease, diabetes, and certain cancers. By examining the patterns of fruit and vegetable intake among respondents, the survey aims to highlight areas where nutritional interventions might be needed to improve overall community health. It's essential to promote awareness and accessibility to these nutrient-dense foods, as they play a crucial role in maintaining a balanced diet and supporting long-term wellness for individuals across different demographic communities.

During the past 7 days, how many times have you exercised or were physically active?

55 responses



32.7% of respondents exercise 1-2 times within a week (7 days), while 23.6% state they exercise 3-4 times within a week. At the same of note, 25.5% state zero or no exercise with the last seven days.

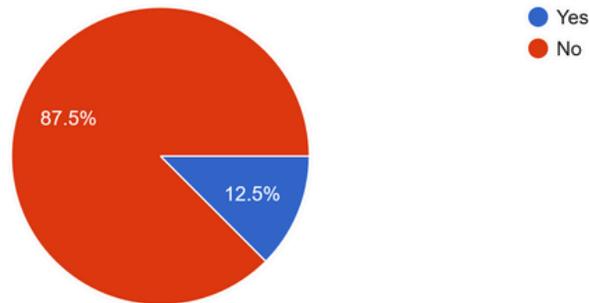
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## Why is exercise important?

Understanding the frequency of exercise among community members can provide valuable insights into their overall health and well-being. Regular physical activity is a key component of a healthy lifestyle, contributing to physical fitness, mental health, and the prevention of chronic diseases. By analyzing exercise patterns, community leaders and health professionals can identify trends or gaps in physical activity levels, which can inform targeted interventions or programs aimed at improving public health. Additionally, this information can help allocate resources more effectively and tailor fitness initiatives to meet the specific needs of the community, ultimately fostering a healthier and more active population or community.

Within the past 30 days, have you used any form of tobacco?

56 responses

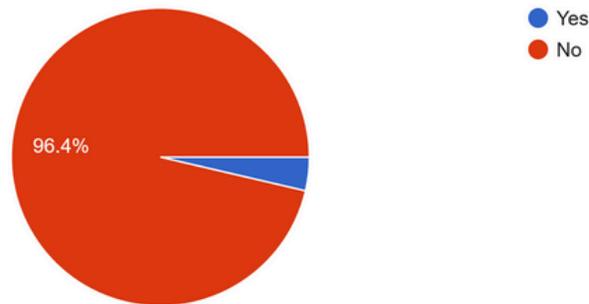


12.5% of survey respondents acknowledge using a form of tobacco.

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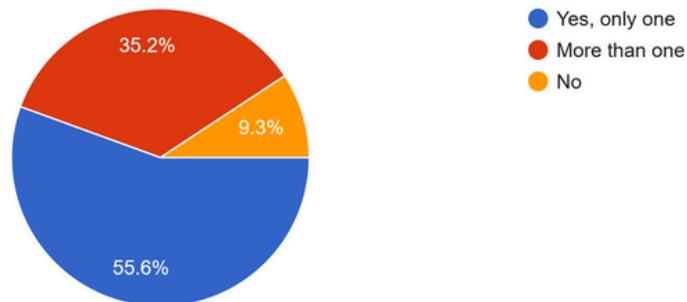
Within the past 30 days, have you used an electronic cigarette (e-cigarette) or vaped (e.g., Juul or mod)?

55 responses



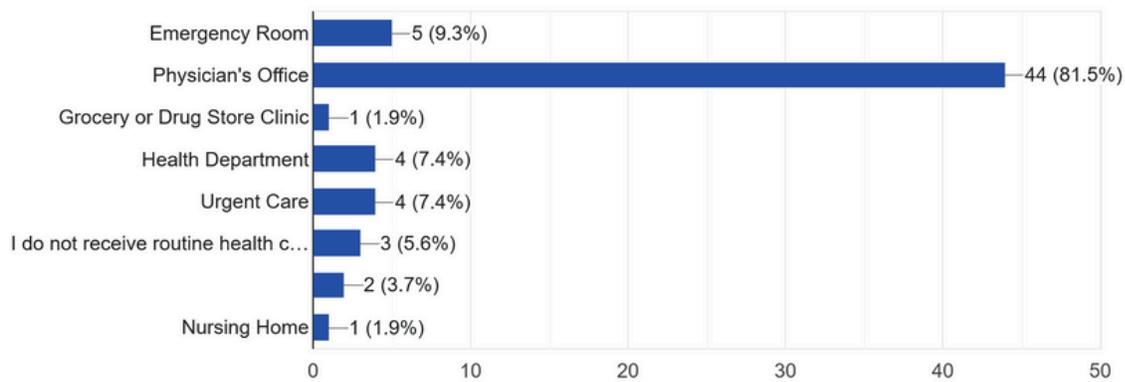
Do you have one person or a group of doctors that you think of as your personal health care provider?

54 responses



## Where do you typically get routine health care services (non-emergency) from?

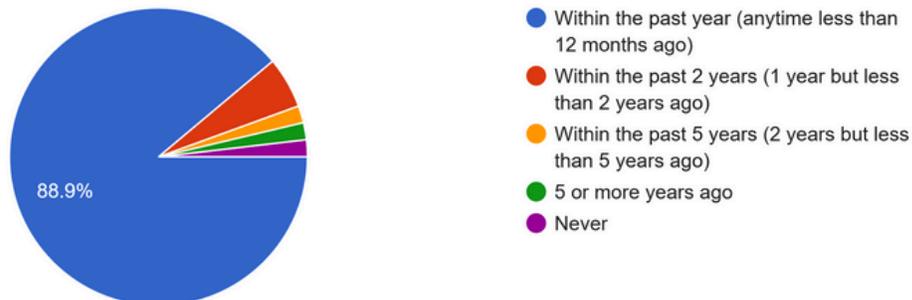
54 responses



81.5% of survey respondents shared they typically receive routine health care services through a physician's office, while 9.3% use the emergency room and 7.4% use either an urgent care or health department.

## About how long has it been since you last visited a doctor for a routine checkup?

54 responses



Understanding where and how often the community receives routine care is crucial for several reasons. Firstly, it helps identify potential gaps in healthcare access and delivery. If a significant portion of the population relies on emergency rooms for routine care, it might indicate a lack of accessible primary care options. This information can guide the allocation of resources and support the development of targeted interventions to improve healthcare accessibility and efficiency.

Secondly, this knowledge allows for better planning and implementation of community health initiatives. By understanding the community's healthcare habits, stakeholders can tailor programs to meet specific needs, ensuring that initiatives are relevant and effective.

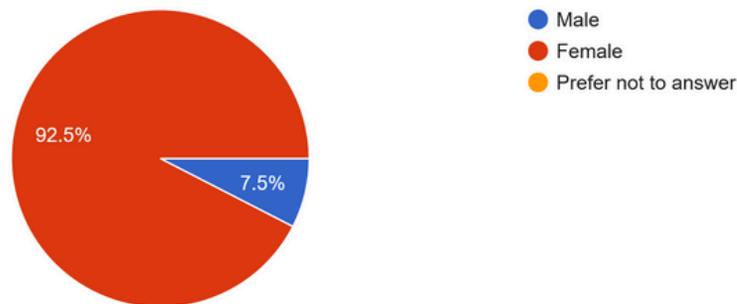
Finally, regular monitoring of these patterns can reveal trends and shifts in healthcare utilization, informing policy changes and adjustments to healthcare services to better align with the community's evolving needs. This proactive approach not only enhances public health outcomes but also optimizes the use of healthcare resources, ultimately contributing to a healthier, more resilient local community.

## Why is sharing demographic information important?

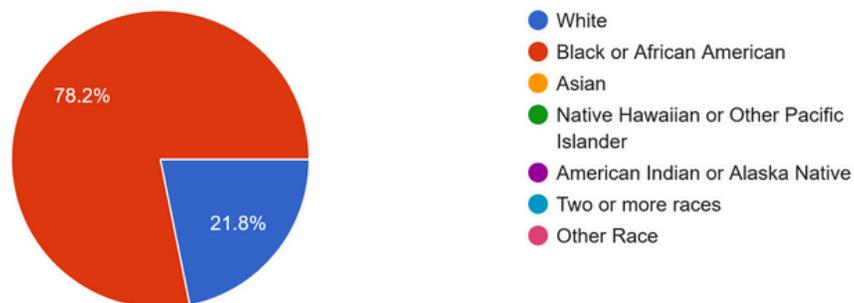
Sharing demographic data is crucial in a Community Health Needs Assessment (CHNA) because it can reveal health disparities among different groups, better ensuring that resources are directed where they are most needed. This gives power to the community voice by ensuring the assessment includes perspectives from all residents, particularly marginalized ones, and helps to define health needs beyond clinical care to include social determinants like food access, safety, and transportation. Overall, collecting demographic information is essential for creating informed, inclusive, and impactful health strategies that foster community well-being. By intentionally integrating community input and demographics, the CHNA becomes a valuable tool for co-designing community-led solutions rather than just a mandatory compliance exercise.

While 11.86% of respondents did not provide their age, among those who did provide their age, the distribution includes responses from 25 to 83 years old. The distribution includes a strong representation from middle-aged and older adults in the survey, with a smaller proportion of younger participants.

Gender:  
53 responses



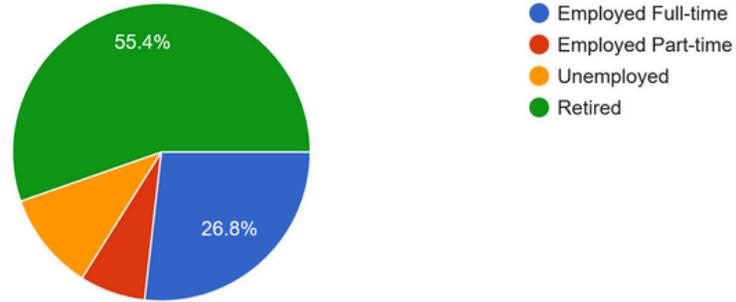
What race/ethnic group do you most identify with?  
55 responses



The survey respondents identified with the following race/ethnic groups: Black or African American (78.2%), White (21.8%), and 2 respondents did not provide a response.

### What is your current employment status?

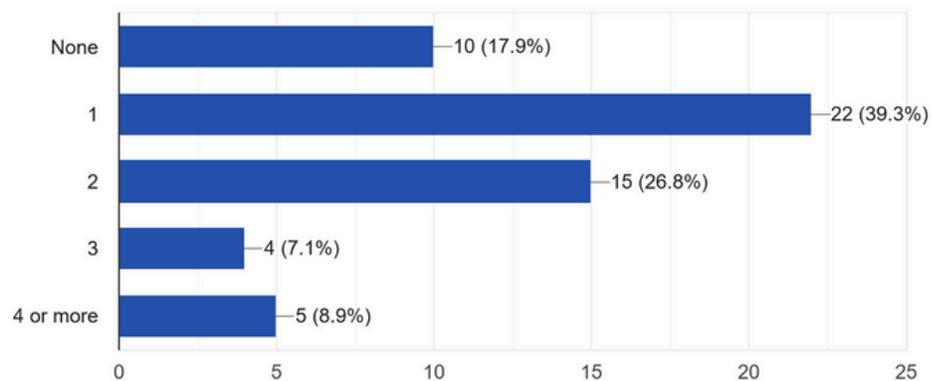
56 responses



Most of survey respondents are retired (55.4%) while the second highest respondents are employed (26.8%).

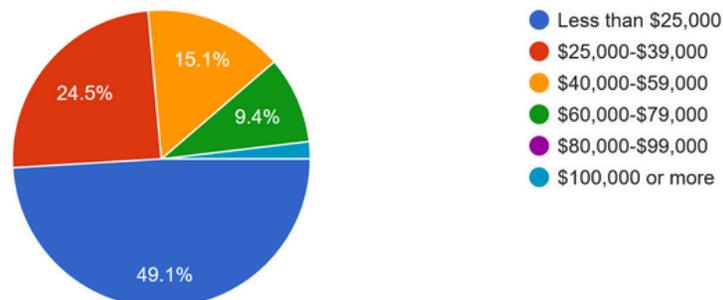
### Including yourself, how many adults (18+) in your household are employed full-time, year-round?

56 responses



### What was your total household income last year before taxes?

53 responses



Nearly half, 49.1% of the survey respondents earn less than \$25,000 annually.

# CULTIVATING SUSTAINABLE GOOD

## About the survey site | the Farmers Market at the Allendale County Hospital in Fairfax

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At the Farmers Market located at the hospital, we're dedicated to cultivating an environment of safety and trust. And through surveys at the market, community members are empowered by an opportunity for their voice to be heard. In our sincere appreciation of participating, community members can receive a **\$5 FoodRx gift certificate** for each survey, that can be used to purchase locally grown produce from the market. It's one way we're working hard to help make healthy options more affordable locally, while also working hard to help support local farmers, all by listening and sharing in a safe space. **Want to keep a good thing going?** Donors can play a vital role in sustaining this program. Reach out today, to learn how you can support the market. Email [growinghope@goodfruit.life](mailto:growinghope@goodfruit.life).



Customer comments about the market,

**"I Love It!"**

**"I truly love the fresh fruit and veggies which are cheaper and much better than the stores."**

**"Very nice for the community.  
Thank you Jesus."**

**"I like this farmer's market."**

**"I appreciate this market when i can walk  
and get fresh produce."**

**"I love the heart of the people working at the  
market. They really care for the community,  
lead with God's hands and feet."**

**"So happy to have the market  
here in our little town."**

**"The market and it's service is great."**

**"I love it."**

**"The farmers' market is excellent."**

# THANK YOU

This report demonstrates your investments in action.

The survey data presented in this report was gathered by The Good Fruit Foundation, with funding for the Farmers Market FoodRx \$5 coupons provided through the support of Allendale County HEALing Partners via a grant from the South Carolina Office of Rural Health (SCORH). We sincerely appreciate your investment in us, which empowers our community's voice.

Your commitment not only strengthens our initiatives but also fosters healthier, more sustainable communities. By supporting local farmers and providing nutritious options to families in need, you help us create a ripple effect of positive change. Together, we are sowing the seeds for a brighter future, where everyone has access to fresh, healthy food and the opportunity to thrive, as we cultivate the seeds for sustainable good, here at The Good Fruit Foundation. Thank you for making a difference in our community!



*cultivating the seeds to sustainable good*

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## CONTACT US

The Good Fruit Foundation

Post Office Box 827

Fairfax, SC 29827-0827

[growinghope@goodfruit.life](mailto:growinghope@goodfruit.life)