



Getting Science off the Shelf

KTT Mobilization

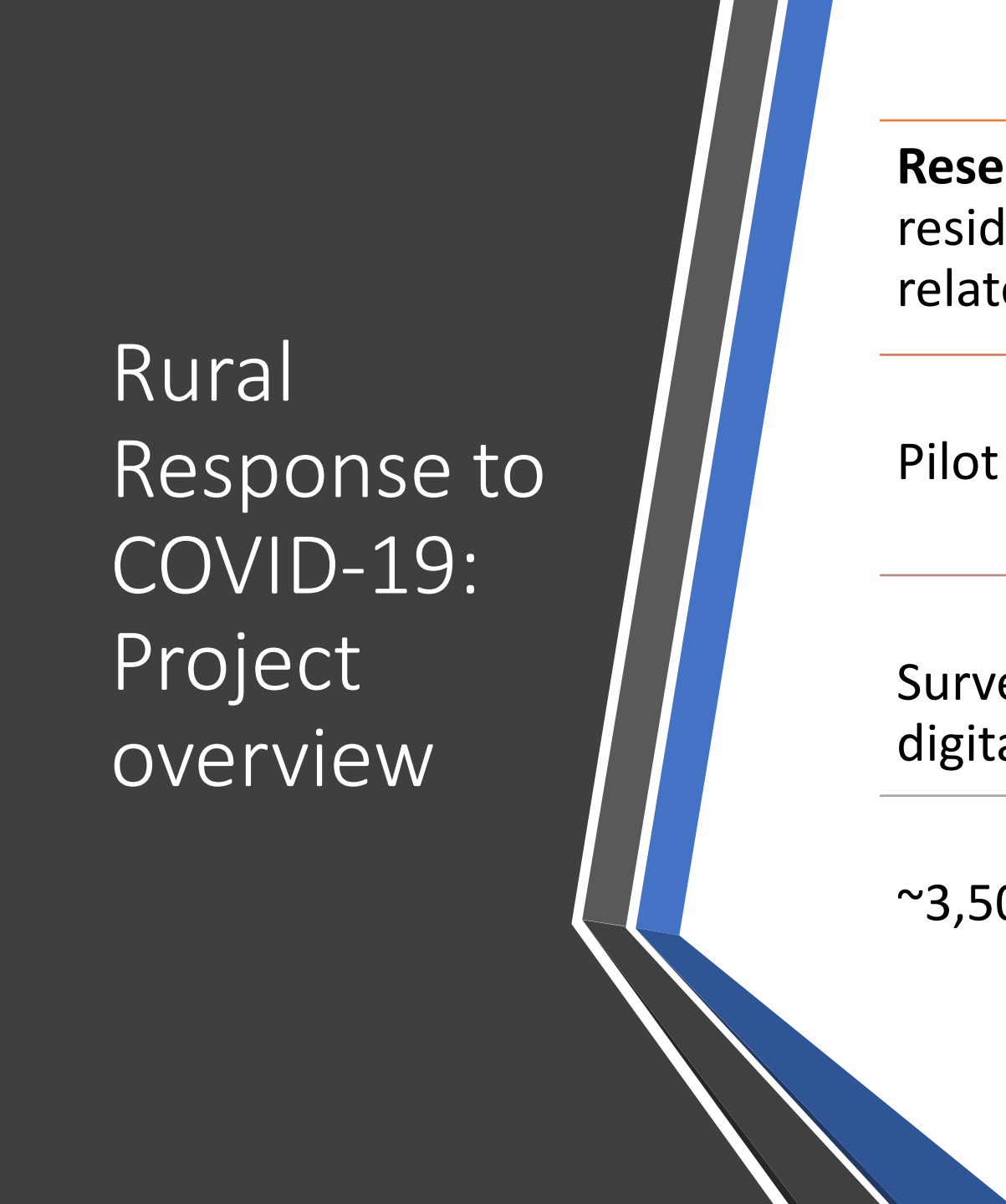
Rural Response to COVID-19

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Rural
Response to
COVID-19:
Project
overview

Research question: What are the experiences of residents from rural and small communities related to the ongoing COVID-19 pandemic?

Pilot study of Perth & Huron Counties

Survey (mail in St. Marys & Huron County plus digital)

~3,500 completed surveys



Target audiences


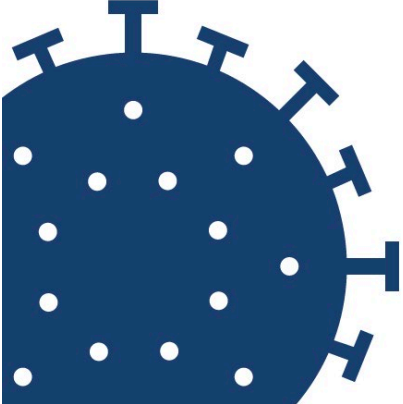
- OMAFRA
- County-level government
- Lower-tier municipalities
- Individual residents

What's appropriate & effective?

United Way
Perth-Huron
Social Research & Planning Council

RURAL RESPONSE TO COVID-19

Impact of COVID-19 on Housing and Homelessness


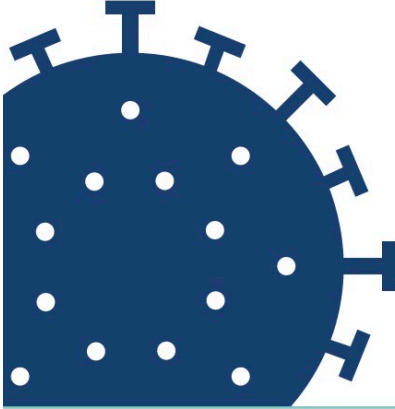


JULY
20
21

United Way
Perth-Huron
Social Research & Planning Council

RURAL RESPONSE TO COVID-19

COVID-19: The Impacts on Gender Across Perth and Huron Counties

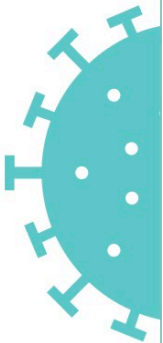
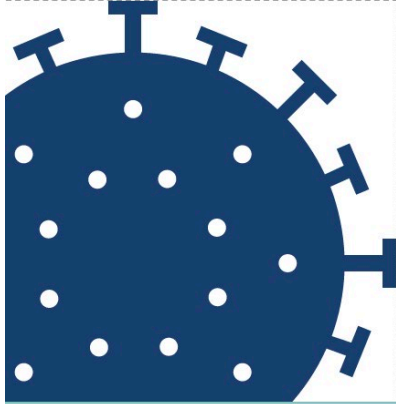


November
20
21

United Way
Perth-Huron
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RURAL RESPONSE TO COVID-19

Mental Health Across Perth-Huron



MARCH
20
21

Reports

Infographics

RURAL RESPONSE TO COVID-19

COVID-19 AND RURAL HOUSING

A summary of results pulled from around 3600 survey responses from rural residents in Huron and Perth County

The 'Rural Response to COVID-19' project analyzes resilience capacities and vulnerabilities of small and rural communities in Ontario.

HOUSING SNAPSHOT

How survey respondents described their current living situation:

- 45.7% Own without mortgage
- 35.7% Own with mortgage
- 8.1% Rent excluding utilities
- 5.1% Rent including utilities
- 1.7% No shelter expenses
- 0.6% Room and board
- 0.3% Retirement or long term care
- 2.6% Other/prefer not to answer

HURON COUNTY	PERTH COUNTY
78.4% of renters' annual income is under \$50,000	64.7% of renters' annual income is under \$50,000
5.86% of renters' annual income is over \$70,000	15.7% of renters' annual income is over \$70,000
45.2% of home owners' annual income is under \$50,000	42.2% of home owners' annual income is under \$50,000
54.7% of home owners' annual income is over \$70,000	36.3% of home owners' annual income is over \$70,000

Renters and respondents with no shelter expenses experienced overall highest levels of mental health decline.

- Renters experienced highest levels of physical health decline.
- Residents paying rent excluding utilities experienced highest levels of mental health decline.

RURAL RESPONSE TO COVID-19

IMPACT OF COVID-19 ON MENTAL HEALTH

A summary of results pulled from around 3600 survey responses from rural residents in Huron and Perth County

The 'Rural Response to COVID-19' project analyzes resilience capacities and vulnerabilities of small and rural communities in Ontario.

MENTAL HEALTH BEFORE & SINCE COVID-19

Survey respondents were asked to reflect on and assess their mental health as excellent, good, average, satisfactory or poor, prior to the pandemic and since the beginning of the pandemic.

- ↓ 10.9% in self assessment of "excellent" mental health
- ↑ 6.8% in self assessment of "poor" mental health

- Youth experienced highest levels of mental health decline.
- Women experienced highest levels of mental health decline.
- Those earning lower incomes faced highest levels of mental health decline.

RURAL RESPONSE TO COVID-19

IMPACT OF COVID-19 ON MENTAL HEALTH

A summary of results pulled from around 3600 survey responses from rural residents in Huron and Perth County

BY GENDER

*2 of 3600 respondents identified as intersex

BY AGE

Ages 18 - 29 faced the highest amount of mental health decline of all surveyed age groups.

Mental health self assessed as "excellent" reduced from **15.2%** to **4.6%**

Mental health self assessed as "poor" increased from **3.8%** to **20.1%**

BY INCOME

% change in categories of self-assessed mental health from before and since the start of COVID-19.

	Under \$30,000	\$30,000 - \$49,000	\$50,000 - \$69,000	\$70,000 - \$89,000	\$90,000 - \$109,000	\$110,000 - \$129,000	\$130,000 - \$159,000	Over \$160,000
Excellent	-8.5	-9.2	-13.1	-11.1	-12.8	-15	-18.8	-3.4
Good	-12.7	-14.1	-11	-15	-15.4	-16.7	-6.6	-8.5
Average	6.5	8.2	6.7	14.2	12.4	23.8	12.8	-5
Satisfactory	6.5	8.7	10.6	8.6	10.8	5.7	12.6	15.2
Poor	8.6	6.5	6.9	3.7	5.7	2.2	0.1	1.7

Presentations/Interviews

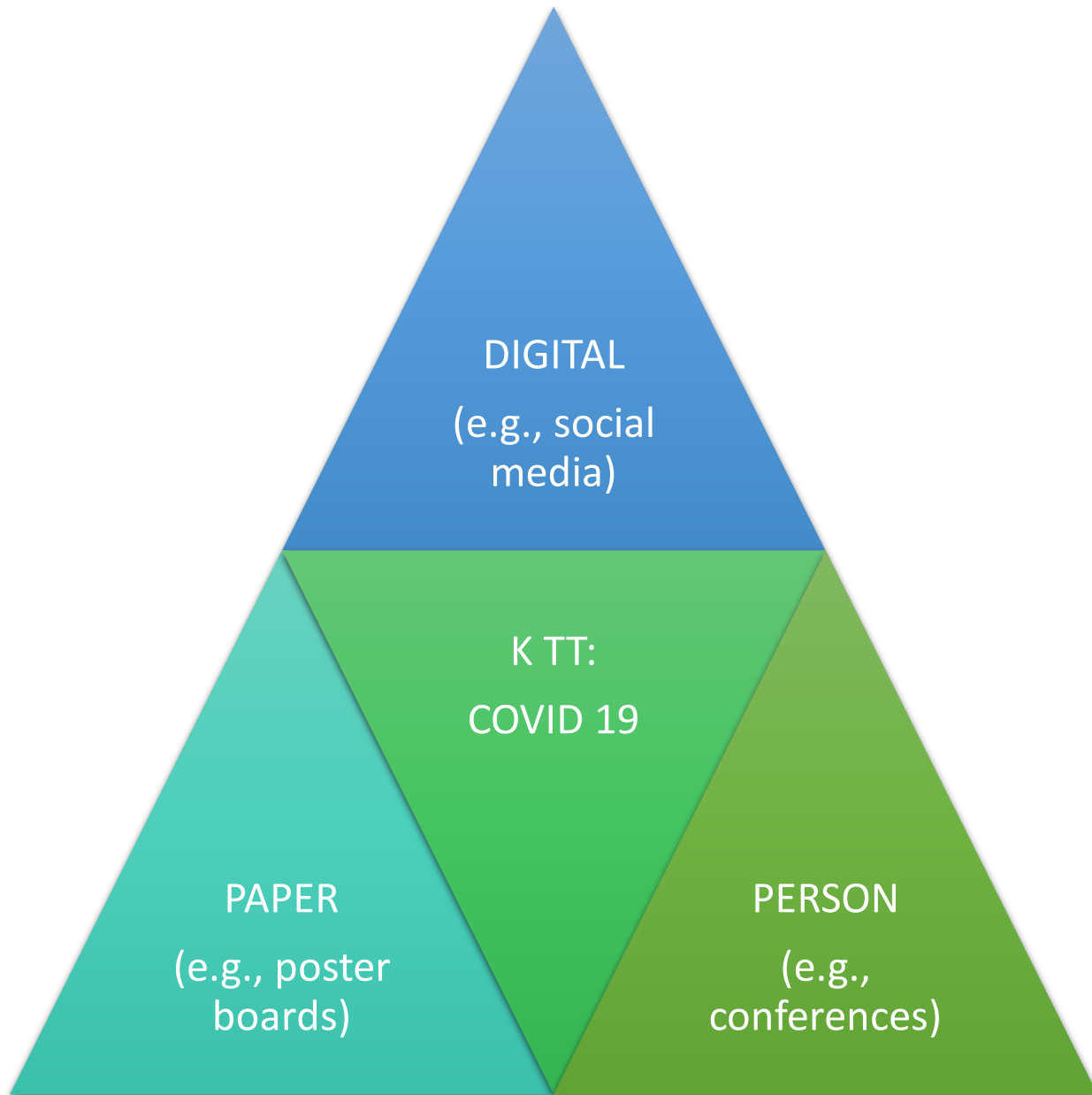
Over 35 given

- Rural Ontario Institute
- County of Huron
- Town of St. Marys
- UN-Habitat
- OPPI
- SPPI
- APPI
- UWPH
- CBC KW/London
- CTV KW/Windsor/London
- CKXM-FM Exeter
- Perth County Podcast
- UNIV 2020
- Gateway Centre of Excellence
- Ontario Health Team
- The Staysh

Expanded Project

- Over 23,000 completed surveys so far
- Seven additional counties participating
- Funding provided by OMAFRA





The crucial question is **what is the best way to get** information back to the target audience. It's not a one-size-fits-all.