

New Hampshire Public Health Association 2019 Annual Member Survey Report

Table of Contents

Overview	2
NHPHA Membership.....	2
Membership Types	2
Member Satisfaction.....	2
Membership Value.....	3
Membership Benefits.....	3
Member Referral.....	3
Membership Renewal	4
NHPHA Engagement and Communication.....	4
NHPHA Special Member Sections	5
NHPHA Events	5
NHPHA Advocacy	6
Future Topics of Interest.....	7
Future Training Needs.....	7
Opportunities for Improvement and Recommendations	8
Membership.....	8
Engagement and Communication.....	8
Events.....	8
Advocacy	8

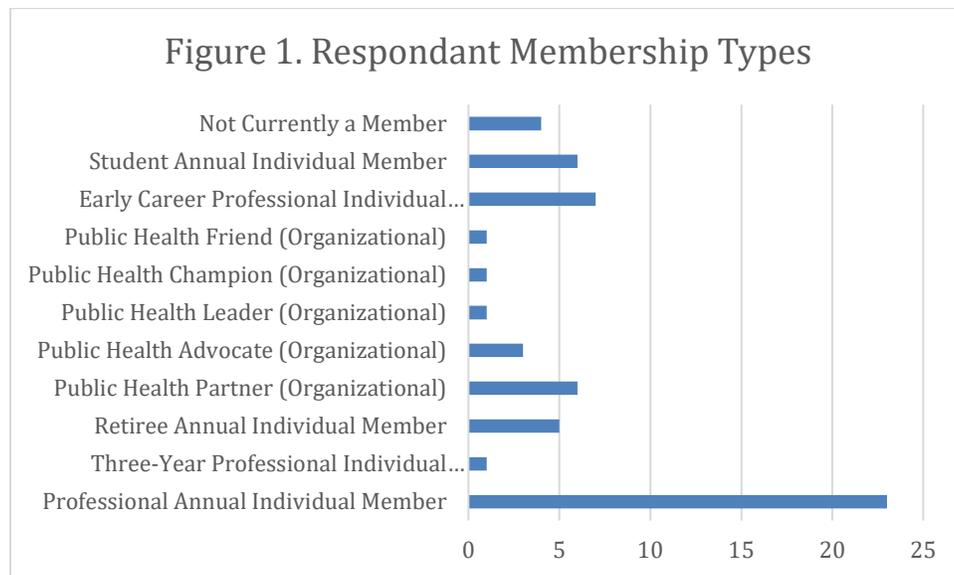
Overview

In September 2019, the New Hampshire Public Health Association (NHPHA) distributed its annual member survey. The survey seeks feedback from NHPHA’s individual and organizational members so that we are better able to continuously improve the organization for our membership. The survey had a 39% response rate, with 58 respondents, which is the highest rate of response since administering the survey in 2013. This report provides an overall summary of survey results, comparisons to previous years’ survey results, and action steps NHPHA committees intend to take to address feedback received.

NHPHA Membership

Membership Types

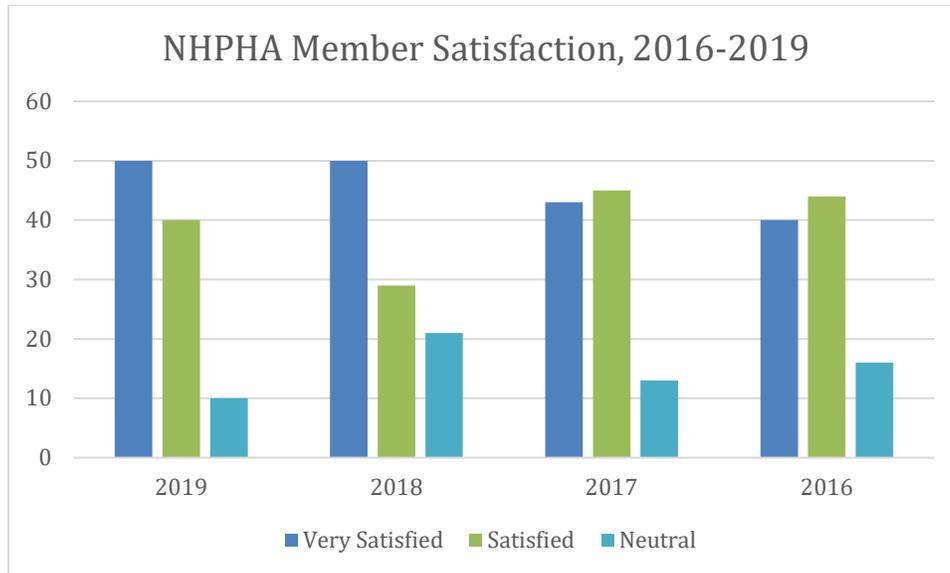
Figure 1 provides an overview of survey respondent membership types. 72.4% of respondents were individual members, 20.7% took the survey representing their organization, and 6.9% were non-members.



Member Satisfaction

Members who reported they were *Very Satisfied* or *Satisfied* with their membership increased in 2019 compared with the 2018 survey. As in last year’s survey, no members identified that they were dissatisfied or very dissatisfied with their membership. In 2019, 50% of respondents indicated they were *Very Satisfied* with their membership, compared with 50% in 2018, 43% in 2017 and 40% in 2016. 40% of respondents indicated they were *Satisfied* with their membership this year, compared with 29% in 2018,

45% in 2017 and 44% in 2016. This year, 10% of respondents indicated they felt *Neutral* with their membership compared with 21% in 2018, 13% in 2017 and 16% in 2016.



Membership Value

Several questions asked what respondents consider contributes to membership value. Those questions are related to membership benefits contributing to personal professional development, to an organization’s work, as well as questions around whether a member would recommend NHPHA membership to a colleague and whether a member would renew their membership upon expiration.

Membership Benefits

In 2018, 87% of respondents indicated they felt NHPHA membership benefits contributed *A lot* or *Some* to their personal professional development. This was an increase from 2017, when 72% of members reported that NHPHA membership could benefit their personal professional development. However, in 2019 this decreased to 75.9%. Nineteen percent reported *Little* and 5% reported no benefit. This continues to be a potential area for improvement.

Sixty-two percent of respondents *Agreed* or *Strongly Agreed* when asked if their NHPHA membership helps them when they need to develop professional relationships with other organizations. Thirty-six percent of respondents were neutral on this question.

Member Referral

84.5% of respondents indicated that they would be *Very Likely* or *Likely* to recommend an NHPHA

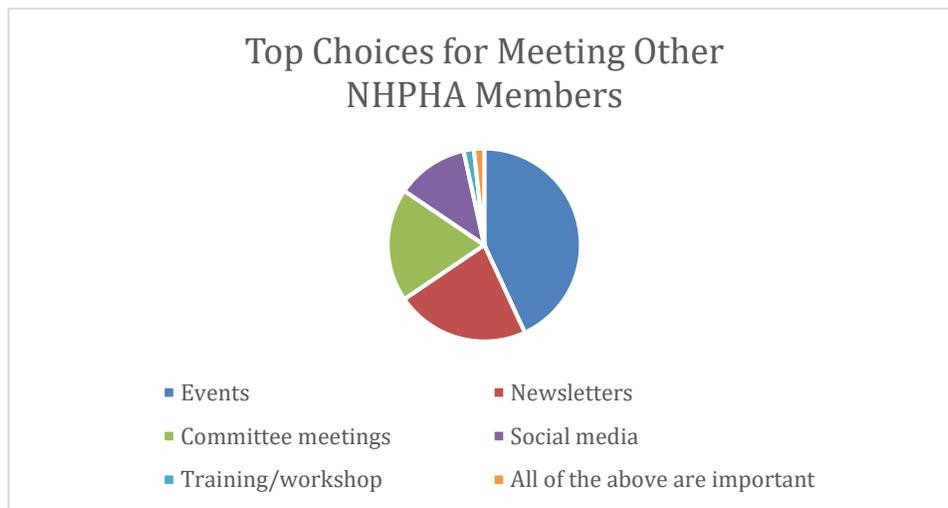
membership to a colleague; this was a slight decrease from the 89% reported in last year’s survey. No respondents indicated that they would be *Unlikely* or *Very Unlikely* to recommend membership to a colleague.

Membership Renewal

In 2019 81% of respondents indicated they plan to renew their NHPHA membership when their current membership expires. This is a decrease from 89% in 2018. Seventeen percent said they weren’t sure if they would renew.

NHPHA Engagement and Communication

When asked how members would like to get to know other members, the most popular answer was through events (43.1%), followed by newsletters (22.4%), committee meetings (19%) and social media (12.1%). Many respondents in 2019, 79.3%, said that they read NHPHA-related articles on the website, through the listserv, or through our social media outlets. This was a decrease from 95% in 2018.

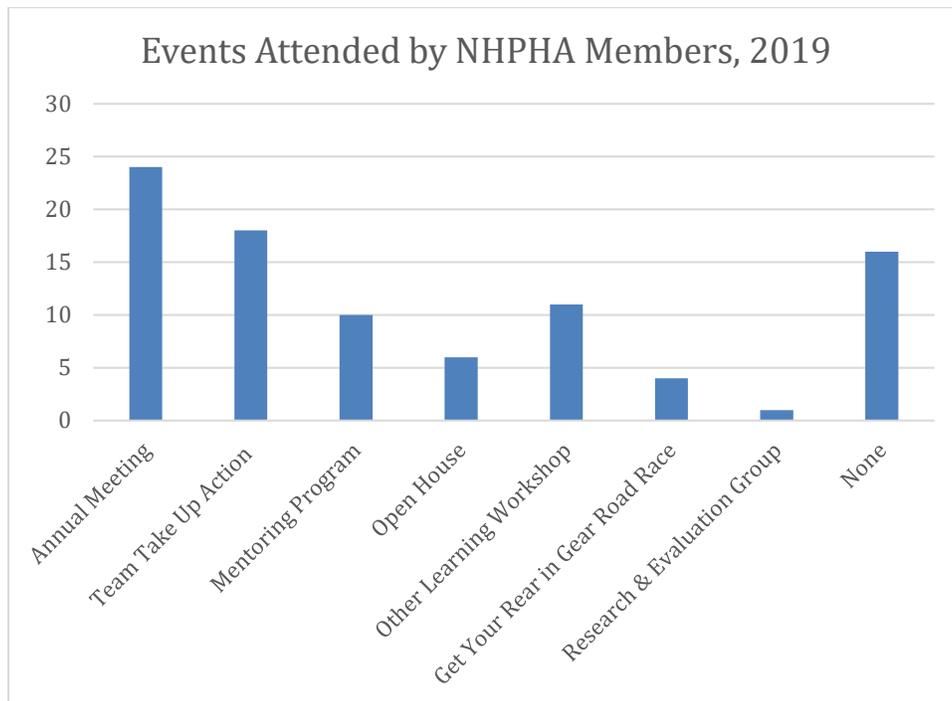


NHPHA Special Member Sections

When asked whether they were aware of NHPHA’s special member sections, 65.5% of respondents said that they were. Twenty-nine respondents indicated an interest in joining a special member section: 75.9% (22) were interested in the Research and Evaluation group; 17.2% (5) were interested in the Public Health Nurses group; and 6.9% (2) were interested in the Rising Stars group. Reaching out to these respondents to facilitate a connection with special member sections may help to further engage them in NHPHA work.

NHPHA Events

Of the 42 respondents that reported attending one or more NHPHA events in the past year, 77.5% reported seeing *More Value than Expected* or *Good Value for the Price* of the event. This is a slight increase from the 71% reported in 2018.



Respondents were asked how NHPHA could make events more valuable to them. Several respondents commented that they find the current offerings to be beneficial. The 19 responses included recommendations to offer a greater number of learning opportunities, vary times and the locations of

events across the state, provide continuing education credit, and provide for more networking opportunities at events. Topics suggested were:

- Branding, Outreach, Communications
- Environmental health
- Injury prevention
- Substance misuse and mental health
- HIV
- General public health knowledge at the state and local levels
- Making career changes, career spotlights, and information on public health roles

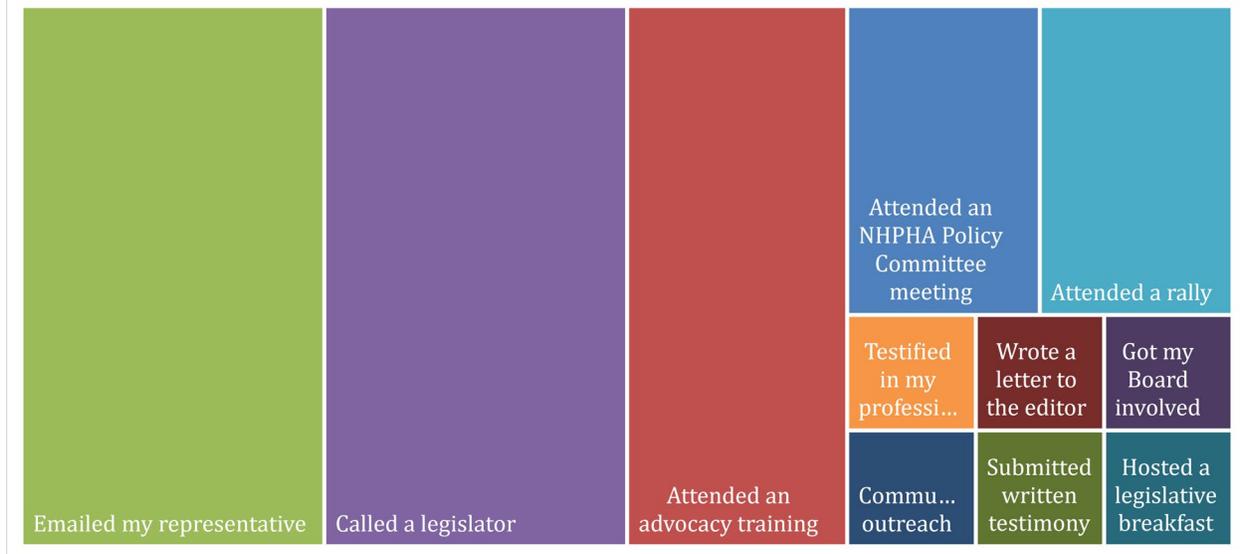
Other suggestions for improving NHPHA events included: smaller more frequent events for building on professional skills; discussions about continuing education post-MPH (or other degree); meet and greet sessions for networking or 'coffee and conversations with particular topic'; and more events with a section for nursing or a nursing speaker. One respondent commented on the cost of events, "The student rate is affordable, I'll be a student for another year or so, then I may not be able to attend."

NHPHA Advocacy

Eighty-five percent of members reported being aware of NHPHA advocacy efforts. In this year's survey, 48.3% of respondents reported that NHPHA's advocacy efforts are *Very Important* in consideration of their decision to be a member; 36.2% reported that advocacy efforts are *Somewhat Important*.

Respondents were asked about their engagement in NHPHA policy and advocacy activities. Forty-three percent of respondents (25) participated in one or more advocacy activities; this was similar to the 42% reported in 2018. For those who responded to the question, the most common activities reported were calling a legislator or emailing their representative (81%) followed by attending an advocacy training (29.6%), attending a rally (15%) and attending an NHPHA Policy Committee meeting (15%).

NHPHA Member Advocacy Efforts, 2019



Future Topics of Interest

Each year in the member survey we ask about future topics of interest for NHPHA publications and events. In 2019, the following topics were reported, in ranked order:

1. Social determinants of health (46 responses, 79.3%)
2. Health promotion and prevention (37 responses, 63.8%)
3. Healthcare system reform (30 responses, 51.7%)
4. Environmental public health and climate change (26 responses, 44.8%)
5. Substance misuse treatment and prevention (including tobacco) (24 responses, 41.4%)
6. Epidemiology (19 responses, 32.8%)
7. Infectious disease (15 responses, 25.9%)

Future Training Needs

We asked members to indicate their top five current training and information needs in this year's survey. Members reported the following top five choices:

1. Updates on key current public health policies and their effects on public health programs (35, 60.3%)
2. Communicating ideas and information in ways different audiences can understand (28, 48.3%)
3. Applying evidenced-based approaches to manage public health problems (26, 44.8%)
4. Interpreting public health data to answer questions (24, 41.4%)

5. Behavioral Health and Public Health (24, 41.4%)

Opportunities for Improvement and Recommendations

Based on feedback from this year's survey, NHPHA leadership will focus on the following areas for improvement in the coming year.

Membership

- Increase how NHPHA membership benefits the organizational work of members.

Engagement and Communication

- Increase engagement through events and continue communications strategies utilizing the newsletter and NHPHA-related articles.

Events

- Offer webinars throughout the year on key topics.
- Offer more frequent events at various locations throughout the state.
- Offer online continuing education credit for events.

Advocacy

- Continue current efforts based on the results of this survey.

Results from the member survey are also used to contribute to the NHPHA Operational Analysis Report and inform our three-year growth plan and overall improvements for the association.