

New Hampshire Public Health Association 2018 Annual Member Survey Report

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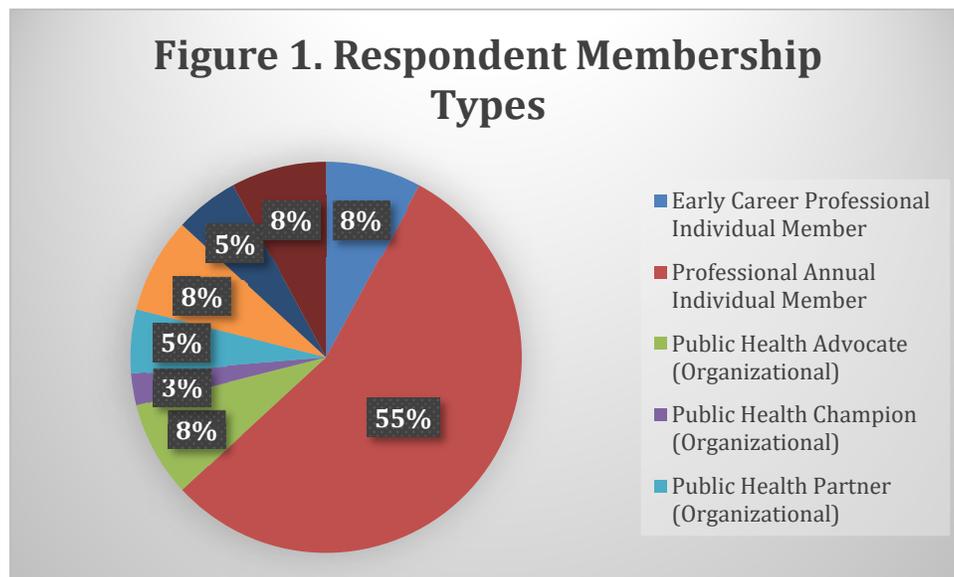
Overview

In September 2018, the New Hampshire Public Health Association distributed its annual member survey. The survey cultivates feedback from NHPHA's individual and organizational members each year so that we are better able to continuously improve the organization for our membership. The survey received a 33% response rate, with 38 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

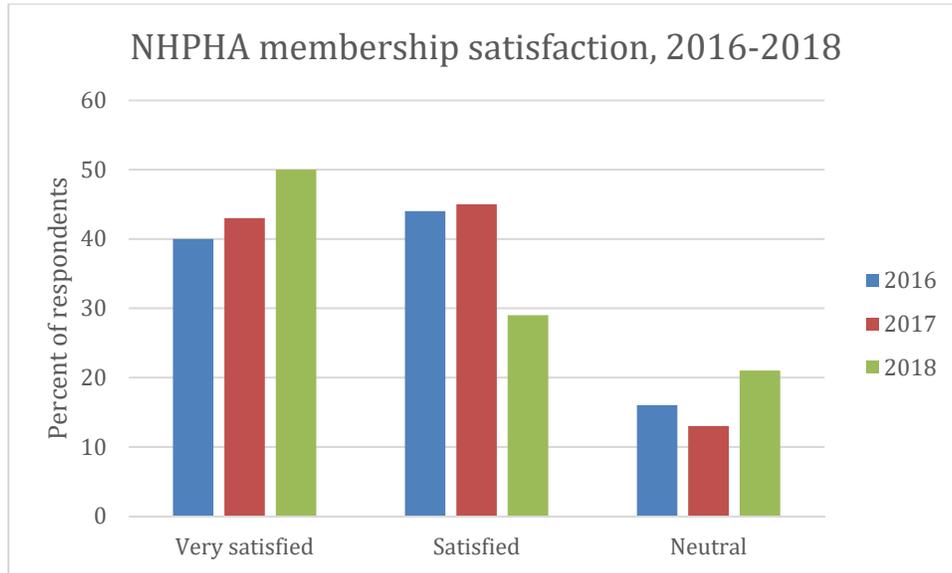
Figure 1 provides an overview of survey respondent membership types. 84% of respondents were individual members and 16% took the survey representing their organization.



Member Satisfaction

Member satisfaction in 2018 increased in comparison with 2017 survey responses, although overall the results are not statistically significant. As in last year's survey, no members identified that they were dissatisfied or very dissatisfied with their membership. In 2018, 50% of respondents indicated they were *Very Satisfied* with their membership, compared with 43% in 2017 and 40% in 2016. 29% of respondents

indicated they were *Satisfied* with their membership this year, compared with 45% in 2017 and 44% in 2016. This year, 21% of respondents indicated they felt *Neutral* with their membership compared with 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.

When asked how NHPHA could add value to respondents’ memberships, feedback included events outside of the work day; more webinars; opportunities for online continuing education/trainings; and a more robust, broad annual meeting. The NHPHA Executive Committee and Board of Directors will review this feedback.

Membership Benefits

In 2017, 72% of members reported that NHPHA membership could benefit their personal professional development; this was a major decrease from what was reported in 2016 (83%) and was identified as an area of improvement for 2018. NHPHA was successful in improving this as 87% of respondents indicated they felt NHPHA membership benefits contributed *A lot* or *Some* to their personal professional development this year. Five percent reported *Little* and 8% reported no benefit.

A potential area for improvement is increasing how NHPHA membership could benefit the organizational work of members. Last year, 81% of respondents indicated that NHPHA membership *Frequently* or *Occasionally* contributed to their organization’s work compared with only 71% this year.

Member Referral

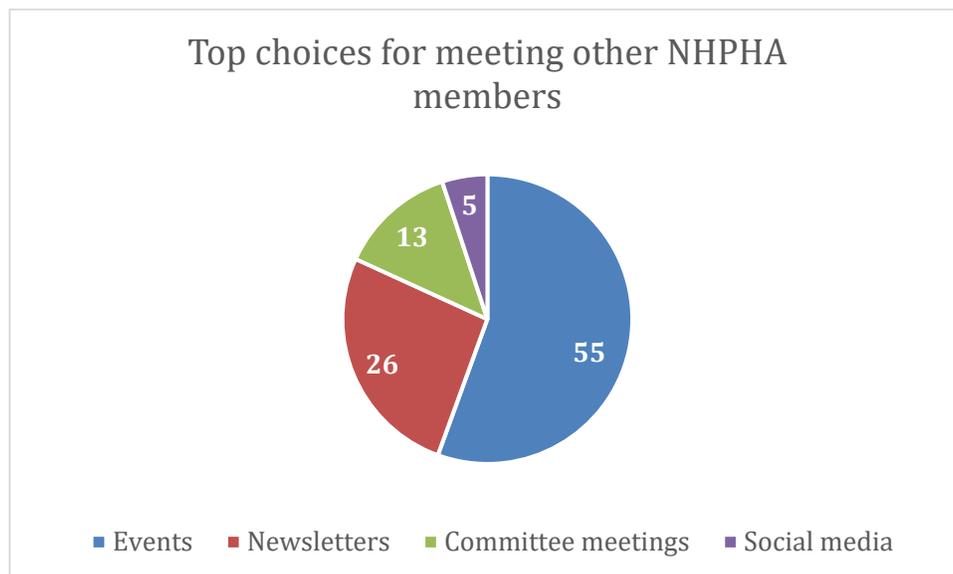
89% of respondents indicated that they would be *Very Likely* or *Likely* to recommend an NHPHA membership to a colleague; this was a slight increase from the 86% reported in last year’s survey.

Membership Renewal

In an increase from last year’s response of 87%, 89% of respondents indicated they plan to renew their NHPHA membership when their current membership expires. The remaining 11% 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 (55%), followed by newsletters (26%), committee meetings (13%) and social media (5%). An overwhelming majority of respondents, 95%, said that they read NHPHA-related articles on the website, through the listserv, or through our social media outlets.

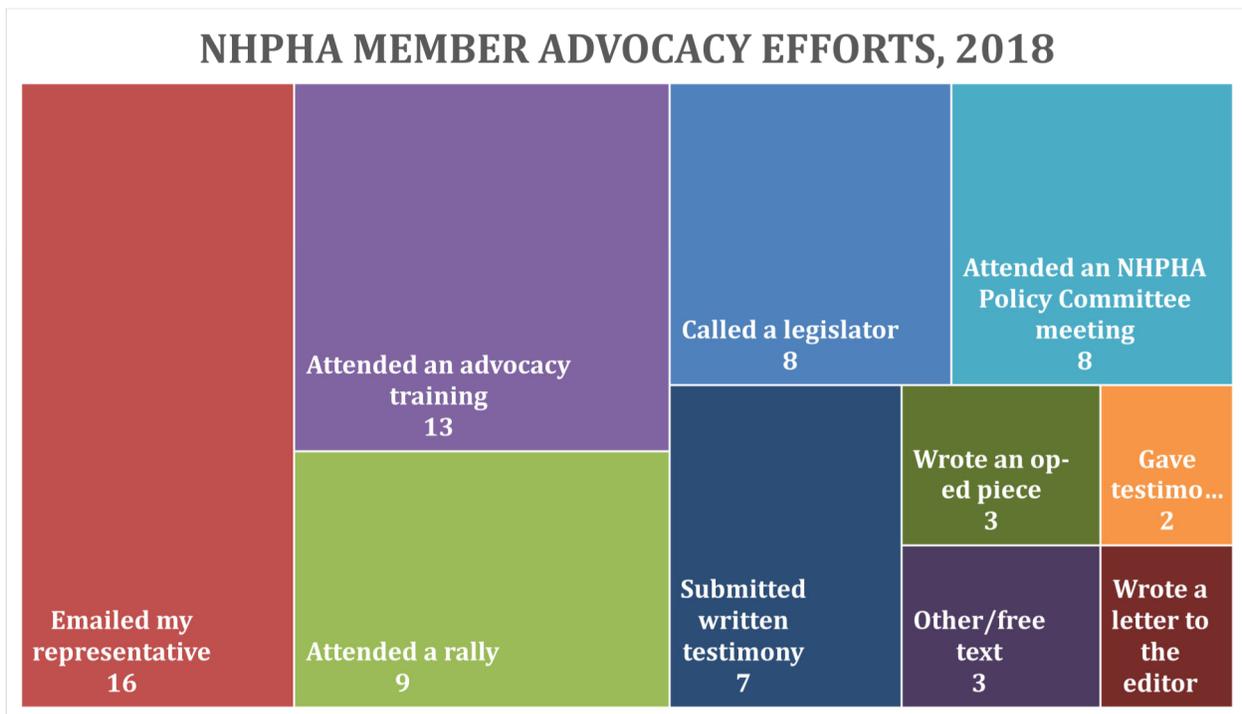


NHPHA Events

Of the 30 respondents that reported attending one or more NHPHA events in the past year, 71% reported seeing *More Value than Expected* or *Good Value for the Price* of the event. This is a slight decrease from the 74% reported in 2017.

NHPHA Advocacy

Ninety-five percent of members reported being aware of NHPHA advocacy efforts. In this year's survey, 61% of respondents reported that NHPHA's advocacy efforts are *Very Important* in consideration of their decision to be a member; this is an increase from the 52% reported in 2017. A new question added to the member survey this year sought to gauge engagement of members in advocacy activities. Forty-two percent of respondents (n=16) participated in one or more advocacy activities. For those who responded to the question, the most common activity reported was emailing a legislator (81%); followed by attending an advocacy training (50%); calling a legislator (38%) and attending a rally (31%).



Future Topics of Interest

Each year in the member survey we ask about future topics of interest for NHPHA publications and events. In 2018, the following topics were reported, in ranked order:

1. Social determinants of health (29 responses, 76%)
2. Healthcare system reform (26 responses, 68%)
3. Health promotion and prevention (23 responses, 61%)
4. Environmental public health and climate change (21 responses, 55%)
5. Substance misuse treatment and prevention (including tobacco) (17 responses, 45%)
6. Epidemiology (13 responses, 34%)
7. Infectious disease (11 responses, 29%)

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 (29, 76%)
2. Working with vulnerable populations (19, 50%)
3. Applying evidenced-based approaches to manage public health problems (18, 47%)
4. Communicating ideas and information in ways different audiences can understand (15, 39%)
5. Engaging partners outside your agency to collaborate on projects (14, 37%)

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 online continuing education.

Advocacy

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

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