

New Hampshire Public Health Association 2017 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	3
NHPHA Engagement and Communication.....	4
NHPHA Events.....	4
NHPHA Advocacy	5
Future Topics of Interest.....	5
Future Training Needs.....	5
Opportunities for Improvement and Recommendations	6
Membership.....	6
Engagement and Communication.....	6
Events.....	6
Advocacy	6

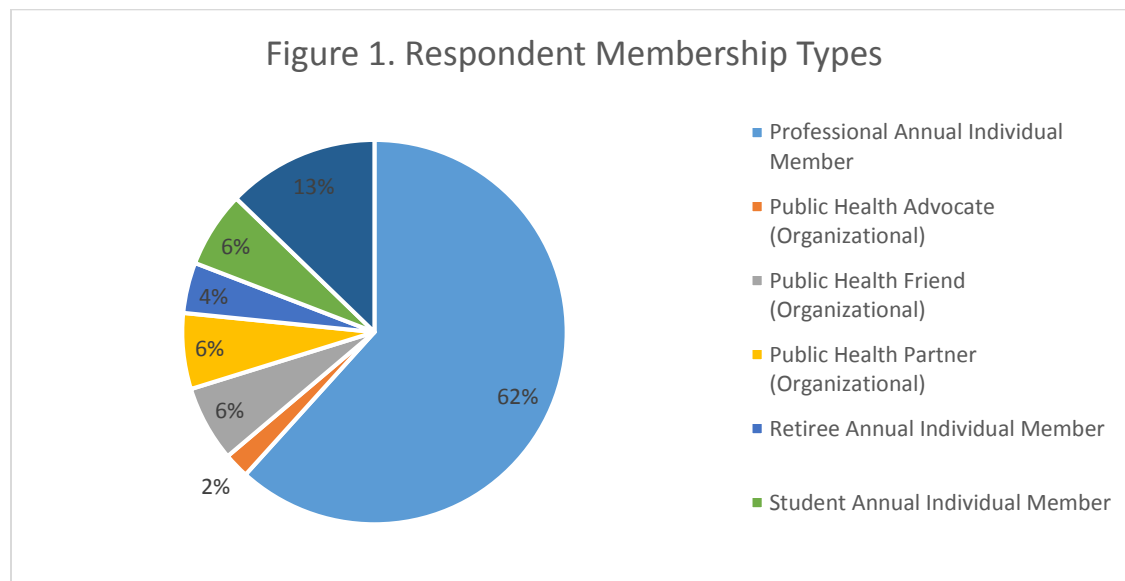
Overview

In August 2017, the New Hampshire Public Health Association administered its annual member survey. The survey intends to cultivate feedback from NHPHA's individual and organizational members each year so we may be able to continuously improve the organization for its membership. The survey received a 33% response rate, which is the highest rate of response since administering the survey in 2013. This report will provide 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. 85% of respondents were individual members and 15% took the survey representing their organization.



Member Satisfaction

Member satisfaction in 2017 increased slightly in comparison with 2016 survey responses, although overall the results are not statistically significant. Similar to last year, no members surveyed identified that they were dissatisfied or very dissatisfied with their membership. In 2017, 43% of respondents indicated they were *Very Satisfied* with their membership, compared to 40% in 2016 and 39% in 2015. 45% of respondents indicated they were *Satisfied* with their membership this year, compared to 44% in 2016 and 47% in 2015. This year, 13% of respondents indicated they felt *Neutral* with their membership

compared to 16% in 2016 and 13% in 2015.

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 or not a member would renew their membership upon expiration.

When asked how NHPHA could add value to respondents' memberships, feedback included requests for more networking events; targeted public health conversations throughout the entire state of New Hampshire; opportunities for continuing education/trainings; and the provision of more community-focused public health information. The NHPHA Executive Committee and Board of Directors will review this feedback.

Membership Benefits

A potential area for improvement is around increasing how NHPHA membership could benefit personal professional development. In 2016, 83% of respondents indicated they felt NHPHA membership benefits contributed *A lot* or *Some* to their personal professional development; this year, that number has fallen to 72%, with 21% reporting *Little* and 6% reporting no benefit.

Similar to last year's response of 82% of *A lot* or *Some* in response to the that question of NHPHA membership benefiting their organization's work, in 2017, 81% of respondents indicated that NHPHA membership benefits *Frequently* or *Occasionally* contributed to their organization's work. It should be noted that these questions were asked in slightly different ways between the two years and, thus, should not be directly compared.

Member Referral

86% of respondents indicated that they would be *Very Likely* or *Likely* to recommend an NHPHA membership to a colleague; this is the same percentage reported in last year's survey. The remaining percentage of respondents were *Undecided* about recommending to a colleague, with no respondents reporting they'd be *Unlikely* or *Very Unlikely* to recommend membership.

Membership Renewal

In an increase from last year's response of 83%, 87% of respondents indicated they plan to renew their NHPHA membership when their current membership expires. The remaining 13% said they weren't sure whether or not they'd renew.

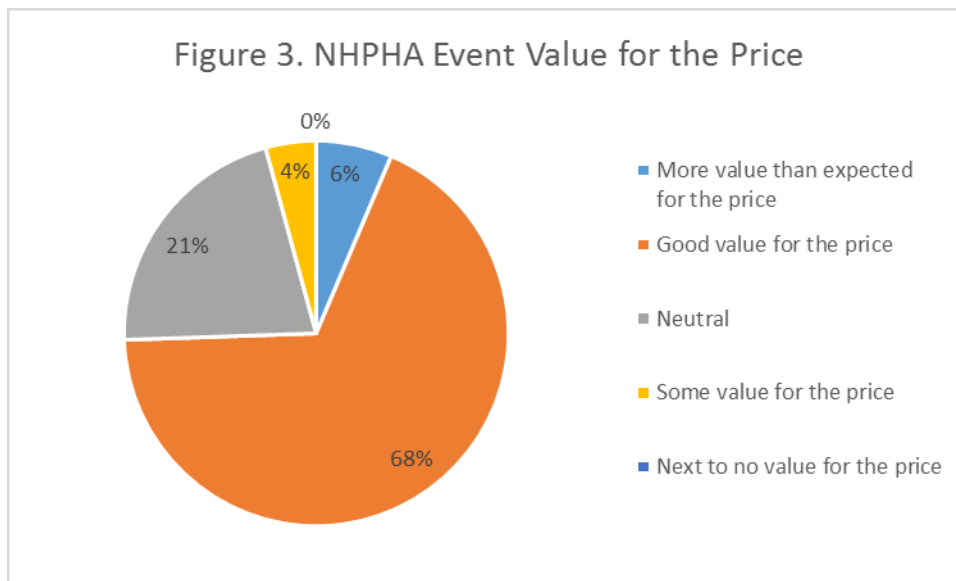
NHPHA Engagement and Communication

When asked how members would like to get to know other members, the most popular answer was through events (49%), followed by newsletters (23%), committee meetings (17%) and social media (11%). An overwhelming majority of respondents, 96%, said that they read NHPHA-related articles on the website, through the listserv, or through our social media outlets. Further, members were questioned about the frequency by which they read NHPHA-related articles. Four percent of respondents reported reading articles *Daily*, followed by 32% *Once a week*, 60% *Once a month* and 4% reporting *Never*.

Members were also asked about their perceptions on NHPHA publications (e.g., monthly e-newsletter, or the weekly Health in all Policies e-newsletter). Seventy-two percent of members reported that publications were interesting as well as relevant to their professional activities. Sixty-four percent of members reported that NHPHA publications added value to their NHPHA membership. No respondents reported that the publications were too long, however, a small portion (6%) reported that the publications contain too much information.

NHPHA Events

Of the 33 respondents that reported attending one or more NHPHA events in the past year, 74% reported seeing *More Value than Expected* or *Good Value for the Price* of the event. This is an increase from the 54% reported in 2016.



When asked how NHPHA could make events more valuable to members, respondents recommended:

providing a list of local speakers who can present on key issues impacting NH public health; hosting events in other parts of the state (i.e., the North Country); having NHPHA co-host existing conferences as well as co-promoting Health in All Policies via other organizations; offer opportunities to members to update awareness/knowledge of current and upcoming issues; provide CEUs at events; host events at other venues; and, engaging representatives from non-traditional sectors (e.g. community planning, housing, transportation, food systems, etc.) to present work and strategies that align with public health goals in NH.

NHPHA Advocacy

Ninety-two percent of members reported being aware of NHPHA advocacy efforts. Of all NHPHA advocacy efforts, the majority of respondents reported following bill tracking via the Health in All Policies newsletter, followed by policy statements and NHPHA presence at the legislature. In this year's survey, 52% of respondents reported that NHPHA's advocacy efforts are *Very Important* in consideration of their decision to be a member; this is an increase in the 48% reported in 2016.

Future Topics of Interest

Each year in the member survey we ask about future topics of interest for NHPHA publications and events. In 2017, the following topics were reported, in ranked order:

1. Social determinants of health (36 responses, 77%)
2. Health promotion and prevention (34 responses, 72%)
3. Epidemiology (25 responses, 53%)
4. Healthcare system reform (25 responses, 53%)
5. Environmental public health and climate change (25 responses, 53%)
6. Infectious disease (22 responses, 47%)
7. Substance misuse treatment and prevention (including tobacco) (15 responses, 32%)
8. Preparedness and Leadership/Community Collaboration (1 responses, 2%)
9. Bioinformatics (1 responses, 2%)

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 (31, 66%)
2. Communicating ideas and information in ways different audiences can understand (26, 55%)

3. Applying evidence-based approaches to manage public health problems (25, 53%)
4. Interpreting public health data to answer questions (23, 49%)
5. Engaging partners outside your agency to collaborate on projects (18, 38%)

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 could benefit personal professional development.

Engagement and Communication

- Increase engagement and improve our communications strategies going forward using the results of this survey.

Events

- Offer webinars throughout the year on key topics.

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.