

Engaging Your Constituency:
The Kansas Public Health Association
Membership Project

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Background about KPHA




- **Mission:** the primary, unifying organization, promoting improvement in the health of Kansans and in public health practice
- Oldest and largest public health organization in Kansas
- Membership represents range of public health providers across the state
- Kansas is 15th largest state (geographically)








Learning Objectives

1. Explain how to develop questions for a membership survey
2. Compare and contrast a live, interactive survey versus an emailed, on-line survey
3. Describe the benefit of a membership survey in terms of producing cost-effective change within an organization

Purpose

- Assess attitudes, preferences and priorities of KPHA members
 1. Services valued by the membership
 2. Perceived legislative priorities for 2009
 3. Prioritized areas and methods to improve communication among public health entities
 4. Preferred opportunities to engage and include members
 5. Perceived barriers to participation in KPHA
 6. Preferred method of KPHA representation

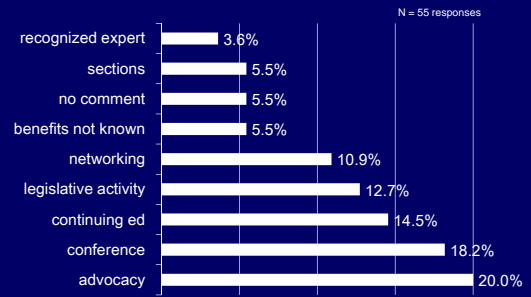




Methods: Qualitative

- Conducted May through September 2008
- Committee identified areas to be explored
- Questions emailed to variety of public health professionals
- Responses assessed for themes to inform survey items



Response to “what do you like about KPHA?”



Methods: Quantitative

- Survey consisted of demographics, yes/no, categorical and 4-point Likert scale items.
- Convenience sample survey conducted live during the 2008 KPHA business meeting with a follow-up survey on-line for non-attending members
- Human subjects approval secured through KUSM-W IRB
- Analysis performed with SPSS 15.0



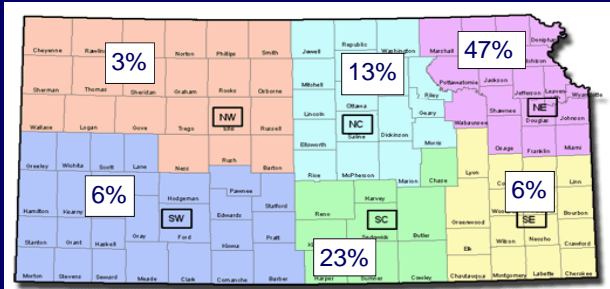
In what REGION of the state do you work?

1. Northwest
2. Southwest
3. North Central
4. South Central
5. Northeast
6. Southeast



□ 0 of 6

Respondent Representation from Six State Regions

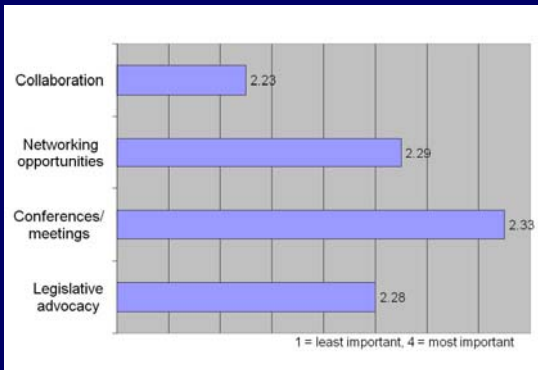


Who were the participants?

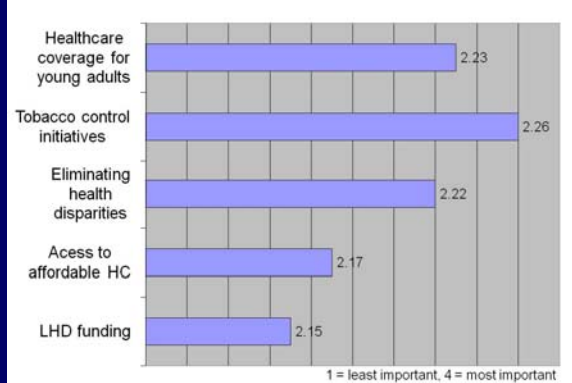
- Predominantly male (59%)
- Older, ages 41-60 (64%)
- Live in northeast Kansas (47%)
- Employed in public health for 10 years or less (69%)
- Primary job function was “Administrative or Supervisory” (38%), “Clinic Operations Staff” (19%), or “Health Education” (18%)



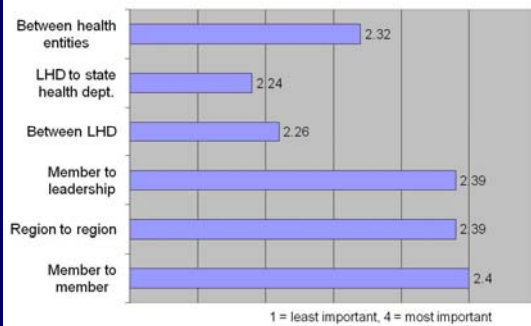
Priority activities for KPHA members



KPHA Legislative Priorities 2009



Priority Areas for Communication



How results were used

- Increased use of email and Internet
- Types of committees members willing to serve on
- Would attend meetings via televideo
- Members have 5 hours or less per month for KPHA activities



How results were used

- KPHA Legislative priorities were adopted based on results
- Survey was shared with membership in newsletters
- Referenced in several grant applications
- Assisted with membership fee pricing



How results were used

- Assisted in planning events of interest to members
 - Legislative advocacy
 - Conferences and meetings
 - Networking events
- Increased attendance at this year's business meeting



Conclusions

The survey process:

- Streamlined operational planning
- Provided direction for Board members
- Cost-effective method for gaining membership input
- Engaged members in organizational planning



For more information

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