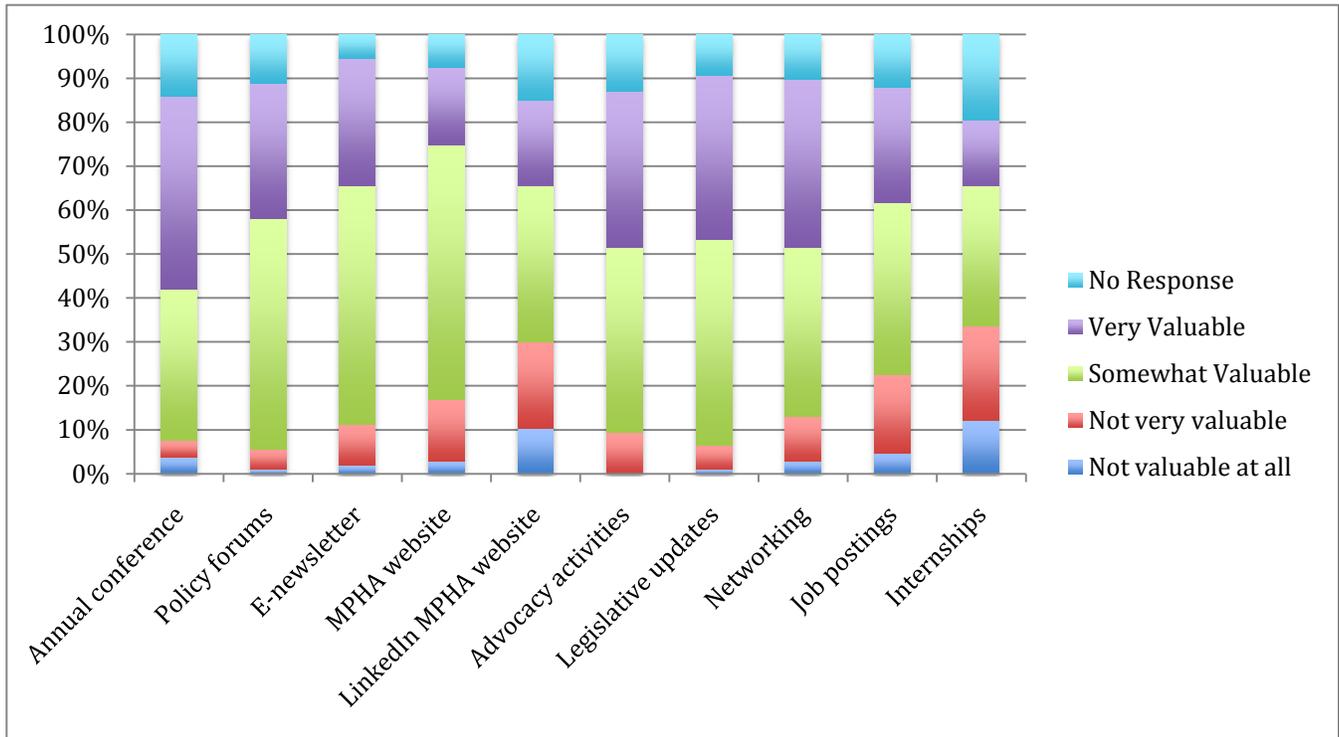


MPHA Membership Survey 2014 Highlights For Annual Conference Business Meeting, June 4-5, 2014

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Background: MPHA's Membership Committee surveyed nearly 600 members and non-members via a Google Form for three weeks in February 2014. The response rate was 18%. One email reminder was sent halfway through campaign with additional mention in our monthly newsletter. An optional drawing for a one-year membership was available to those who completed survey.

Responses to: "How valuable are each of the following MPHA activities to you?"



Responses to: "How could MPHA increase its value to you?"

- Geography/involve out state members/use technology
- More networking, especially related to employment opportunities
- Events outside work time/Variety of meeting times
- Work for integration of sectors: health, services, education; create collaboration opportunities
- Forum topics have limited appeal/not as relevant anymore
- Increase diversity of leadership: workplace/geography
- Mid-year follow up from conference topics addressed/have 2 conferences
- Leadership Development
- Job postings in emails
- "Visit my work place" lunches at various organizations
- Increase lobbying efforts
- Additional newsletters about public health trends
- More members
- UMN Lifetime Alumni membership costs less than MPHA
- Improve website to make more user-friendly
- Caring about all citizens' health problems
- Continuing Ed opportunities
- Clarity regarding committee participation

Responses to: “Should MPHA create special interest groups (sections) similar to APHA?”

Section (ranked by number of votes)	Count		Section (alphabetical, including write ins)
Health Promotion	57		Communications
Maternal & Child Health	42		Community Health Education
Food & Nutrition	41		Community Health Worker
Epidemiology	36		Early Childhood Education
Global Health	36		Evaluation
Mental Health	34		Eye Health
Physical Activity	32		Geriatrics
Medical Care	26		Health admin & evaluation
Environmental Health	25		Health behavior change for any issue - audience research
Public Health Nursing	21		Health Care Reform
Health Information Technology	18		Health Policy
Law	16		Intergenerational relationships/health
HIV/AIDS	14		Interventions
Injury Prevention	13		Link between community & healthcare
Oral Health	9		Medicaid/Low income
Public Health Education	4		Policy & Health Admin
Health Education	2		Prevent Sexual Violence
Health Equity	2		Prevention
Tobacco	2		PSE
			Public Health Leadership
			Refugee Health
			Social Determinants of Health
			Substance Abuse Prevention

Total count = 453; Survey submitted = 107

Responses to: “We are listening! What else would you like to tell MPHA?”

- A strong Governing Council that provides/establishes direction & maintains focus & coordination of last several years has helped make MPHA more visible, credible. Infrastructure has improved (website, membership database). Select 1-3 priorities to accomplish each year.
- I appreciate the opportunity to stay connected and engage when I can. I appreciate when others step forward to take on these volunteer opportunities when I cannot. I look forward to figuring out how I can engage more often.
- Make meeting time more accessible -- especially for young members! We usually have to work until at least 5, so meetings that start at 5 are difficult to get to.
- I recently joined and reached out to ask how I could get more involved. Responses were quick and enthusiastic and welcoming.
- I really don't know that much about MPHA. I attended a workshop you facilitated a little over a year ago. I think you should do more outreach to professionals working in public health in Minnesota.
- I would love to have more opportunities to network with public health professionals through events or meetings (preferably on or close to U of M campus). I feel like students are eager to get involved and work on projects, but we aren't sure what the best way would be, so communication with students is important to me. Thank you.
- Members need more personal contact and communication.
- Just keep up the good work - I know it is hard to get us from "outstate" to be active - but the more we get the "mass transit" about MN - I think that will help too!