

Coalition Satisfaction Survey Results

January – December 2025



Background

2-E-1: Evaluation Activity

To inform STOPP staff and Coalition members about how to improve coalition functioning, satisfaction, and diversity, the online coalition satisfaction survey from the previous grant cycle will be utilized. The survey link will be sent to a census of Coalition members annually. Data will be analyzed using descriptive statistics and content analysis and results will be shared with Coalition members and community outreach staff to strategize how to fill the gaps in training, opportunities, skill building, meetings, functioning, technical assistance, diversity, and representation. In addition, results from all waves will be compared to determine if/how the Coalition has changed over time.

Methods

- Conducted the fourth wave of the Coalition Satisfaction Survey in February 2026
- Evaluation period: January to December 2025
- Via Microsoft Forms
- A total of 10 respondents

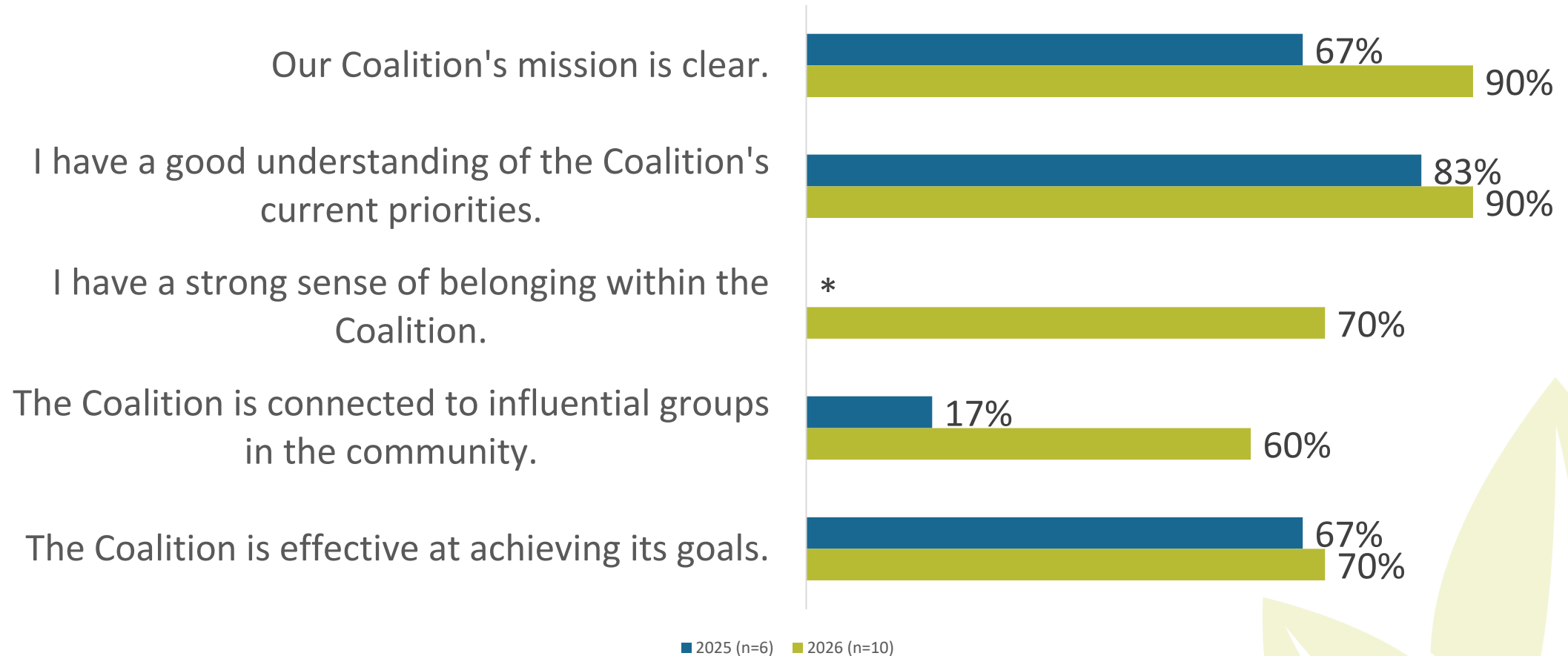
Coalition Involvement Summary

- Increase in members with more than three years of experience in tobacco control activities (60%, up from 33% in 2025).
- Increase in members with long-term involvement (3+ years) in the Coalition, indicating an improvement in long-term retention.

Areas of Satisfaction Summary

- Increase in high satisfaction with Coalition Effectiveness among all indicators.
- Additionally, members were satisfied with most areas of Coalition Function.

Satisfaction with Coalition Effectiveness (“Strongly agree” or “Somewhat agree”)



* = not asked

Satisfaction with Coalition Functioning (“Strongly agree” or “Somewhat agree”)



Areas of Less Satisfaction Summary

These following areas are places where satisfaction decreased and/or areas that need focused attention:

- **Recruitment and Orientation:** Just 40% of members felt the Coalition has a good system for recruiting new members and 30% felt the Coalition does a good job with member orientation.
- **Engagement with Influential Groups:** Only 60% agreed that the Coalition is connected to influential groups, suggesting limited external collaboration or visibility.
- **Member Engagement:** Only 60% agreed that Coalition members actively participate, suggesting that more opportunities to engage are needed.