

# San Joaquin County Public Health Services Smoking & Tobacco Outreach/Prevention Program (STOPP)

## 2-E-1: Coalition Meeting Satisfaction Survey Results and Recommendations July 2025

### Background

In January 2022, the California Department of Public Health (CDPH) California Tobacco Control Program (CTCP) granted funds to San Joaquin County Public Health Services (PHS) for their Smoking & Tobacco Outreach/ Prevention Program (STOPP). The purpose of the six-year grant is to reduce the use of tobacco in local jurisdictions through policy and educational campaigns, educational materials, training and technical assistance, and help in quitting tobacco (CDPH, 2017).

San Joaquin County STOPP is working to increase partnerships among organizations and groups serving youth and adult priority populations, such as African American/Black, Hispanic, and Lesbian/Gay/Bisexual/Transgender/Queer (LGBTQ) in an effort to build capacity, engage partners, and broaden community engagement in activities that address tobacco control issues in the county.

Using the online Tobacco Control Evaluation Center's (TCEC) coalition survey, a census of all coalition members will be completed annually to assess member's knowledge and awareness of tobacco issues in their community, diversity, functioning, involvement, and satisfaction. Data will be analyzed using descriptive statistics such as percentages, frequencies, and means. Results will be summarized and used to improve coalition functioning, meetings, trainings, and identify technical assistance needs.

### Methods

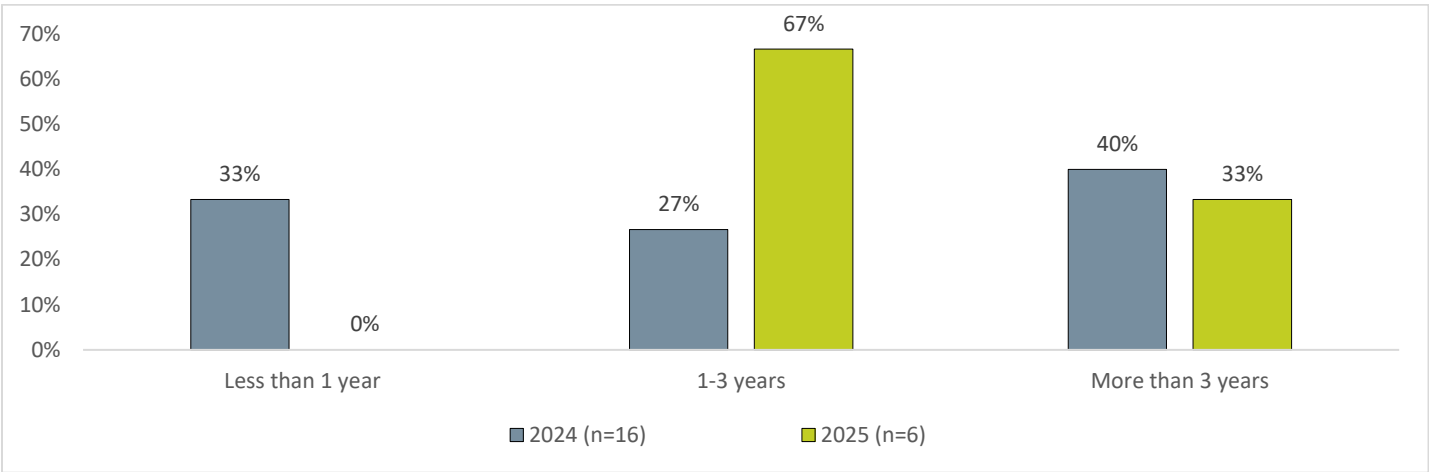
A survey of San Joaquin County Smoking & Tobacco Outreach/ Prevention Program (STOPP) Coalition members is conducted annually to assess Coalition members' involvement; satisfaction with Coalition functioning, membership, and effectiveness; and diversity of the Coalition's membership. The instrument was adapted from the Tobacco Control Evaluation Center's (TCEC's) instrument list. The survey is anonymous, and respondents can skip questions or mark the response category, "I don't know." Survey results will be used to improve coalition functioning, meetings, trainings, and technical assistance services.

The third wave of the annual survey was conducted April 8, 2025, through April 10, 2025. The survey was available in online format, using the Survey Analytics platform. A total of 6 surveys were completed by Coalition members.

### Involvement in Tobacco-related Activities and the Coalition

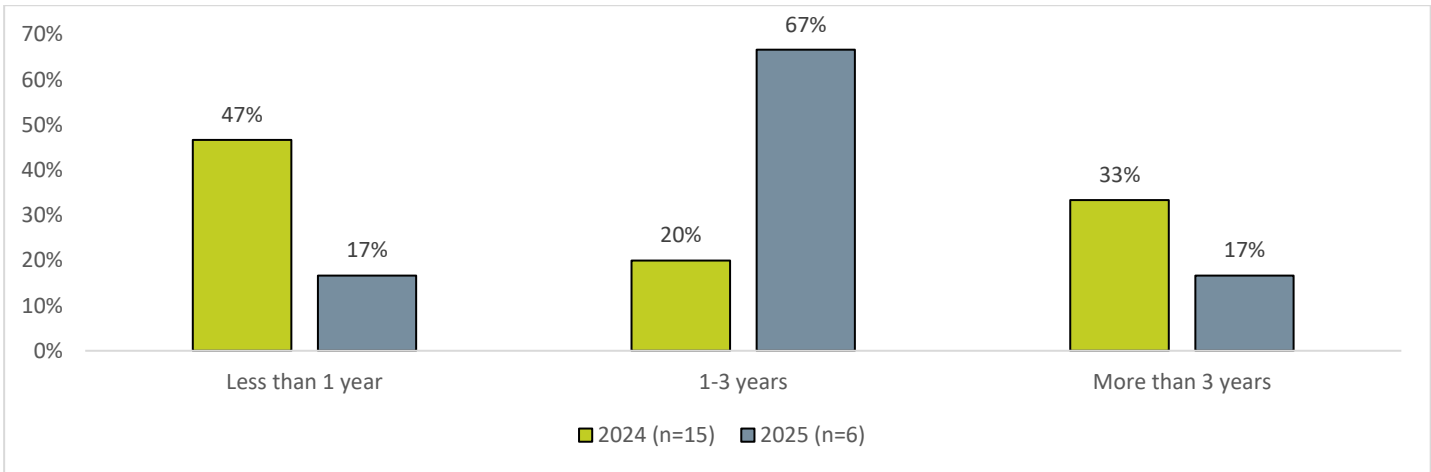
A majority of Coalition members (67%) have been involved with tobacco control-related activities for one to three years. A third (33%) of coalition members reported having more than three years of involvement with tobacco-related activities, a slight decrease compared to the previous year. (See Figure 1)

**Figure 1: Duration of involvement in tobacco control-related activities**



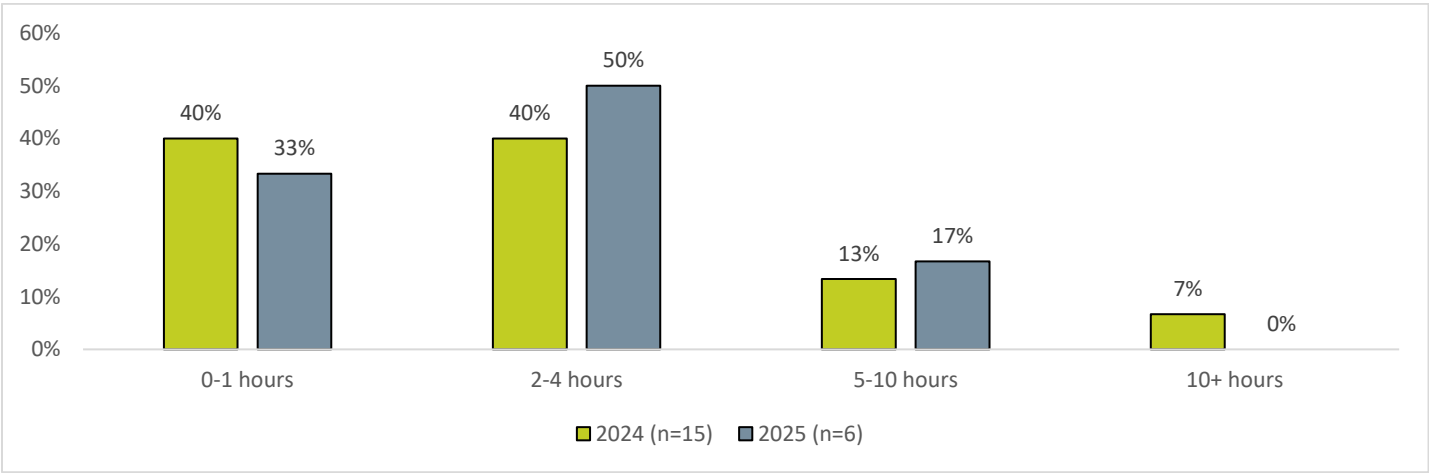
The percentage of Coalition members who have had involvement with the Coalition for one to three years increased substantially from 2024 (20%) to 2025 (67%). The percentage of Coalition members who were involved with the Coalition for three years or more decreased from 2024 (33%) to 2025 (17%). Additionally, there was a significant decrease in the percentage of Coalition members reporting involvement of less than one year (See Figure 2).

**Figure 2: Duration of involvement with the Coalition**



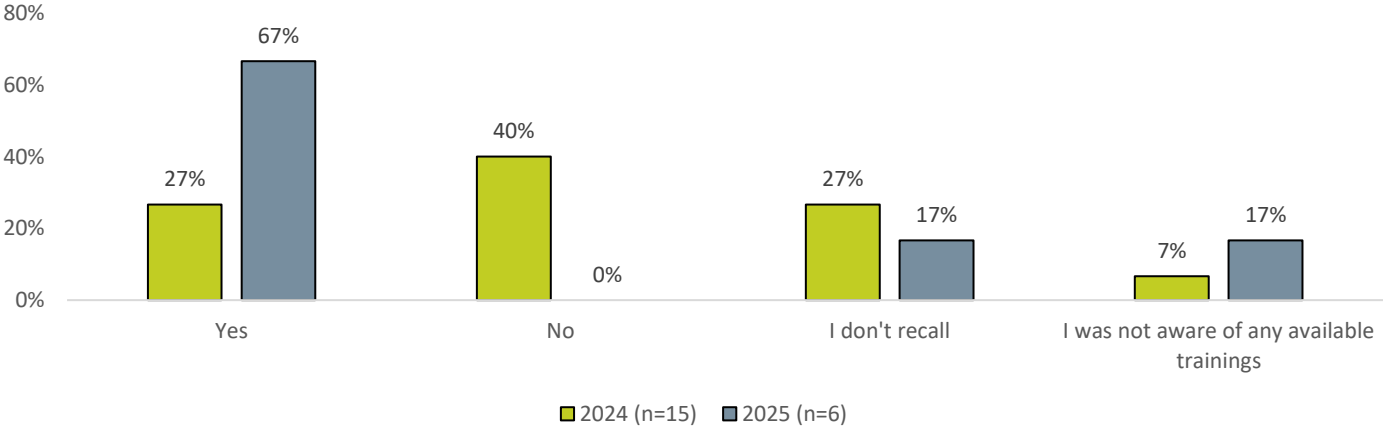
Half of coalition members reported spending two to four hours with Coalition activities, an increase from last year (40%). Coalition members reporting one hour or less on coalition activities decreased from 40% (2024) to 33% (2025). (See Figure 3).

**Figure 3: Hours/month spent on Coalition activities**



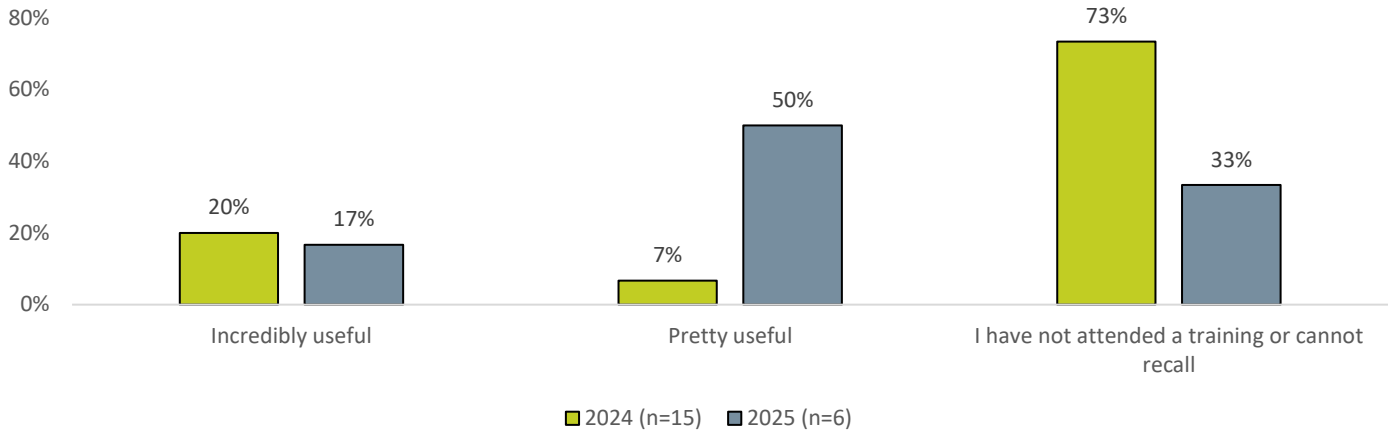
Most of the Coalition members (67%) participated in a training during the past year, a significant increase from the previous survey period (27%). Equal number of responses (17%) either did not recall training or were not aware of any available training this year. (See Figure 4)

**Figure 4: Coalition member participating in any training**



Among Coalition members who attended a training, all attendees found the training(s) to be “incredibly useful” (25%) or “pretty useful” (75%). (See Figure 5)

**Figure 5: Usefulness of training attended**

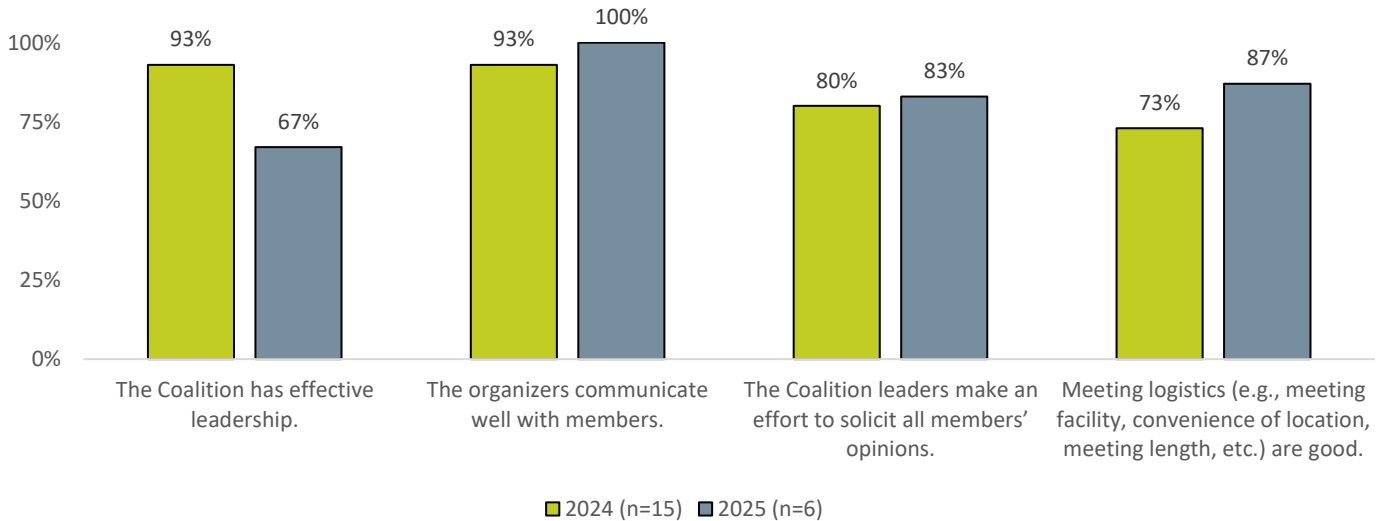


## Opinions about the Coalition

### Satisfaction with Coalition Functioning

The majority of respondents responded with a high level of satisfaction that the Coalition leadership makes an effort to solicit all members’ opinions (83%), communicates well with members (100%), and are satisfied with meeting logistics (87%). However, a much lower percentage of members (67%) reported satisfaction with the Coalition leadership when compared to the previous survey period (93%). (See Figure 6 and Table 1 for all results)

**Figure 6: Satisfaction with Coalition Functioning 2024-2025 "Strongly Agree or Somewhat Agree"**



**Table 1: Satisfaction with Coalition Functioning**

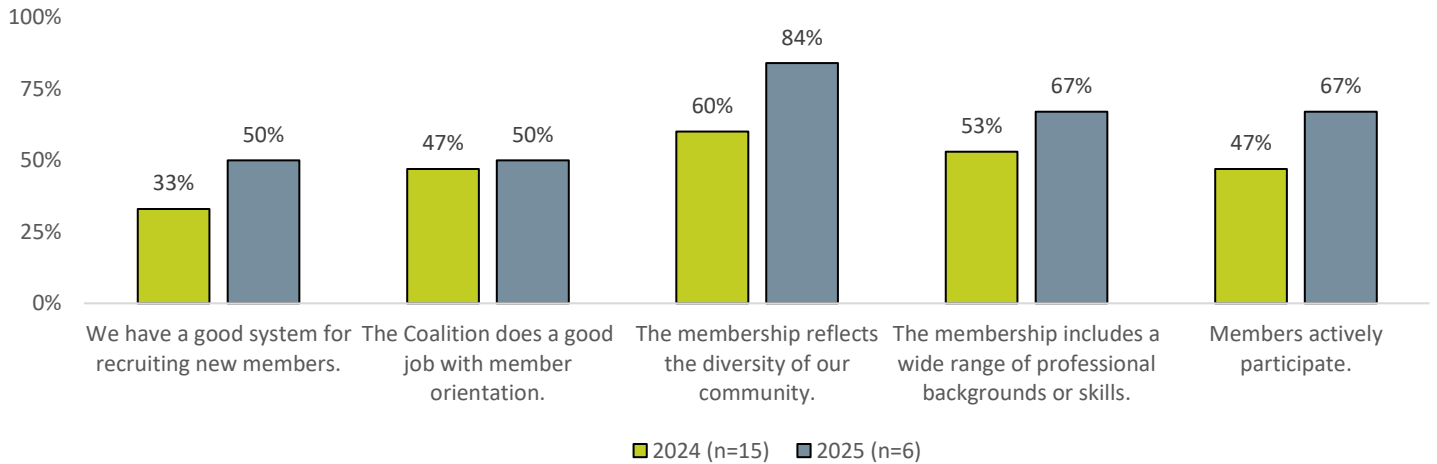
Satisfaction with Coalition functioning	Strongly agree		Somewhat agree		Neither agree or disagree		*Somewhat disagree or strongly disagree		I don't know	
	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025
The Coalition has effective leadership	40%	17%	53%	50%	0%	17%	7%	0%	0%	0%

The organizers communicate well with members	60%	83%	33%	17%	7%	0%	0%	0%	0%	0%
The Coalition leaders make an effort to solicit all members' opinions	40%	83%	40%	0%	7%	0%	0%	0%	13%	17%
Meeting logistics (e.g., meeting facility, convenience of location, meeting length) are good.	60%	67%	13%	20%	27%	17%	0%	0%	0%	0%

\*Note: "Strongly disagree" and "Somewhat disagree" are combined in the table, although these were separate response categories on the survey.

All indicators for Coalition membership satisfaction increased for this survey period compared to the previous year. Notably, the largest increase in satisfaction among respondents was for the Coalition membership reflecting the diversity of the community (84% compared to 60% in the previous wave). (See Figure 7 and Table 2 for all results)

**Figure 7: Satisfaction with Coalition Membership 2024-2025 "Strongly Agree or Somewhat Agree"**



**Table 2: Satisfaction with Coalition Membership**

Satisfaction with Coalition membership	Strongly agree		Somewhat agree		Neither agree or disagree		*Somewhat disagree or strongly disagree		I don't know	
	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025
The membership includes a wide range of professional backgrounds or skills	33%	67%	20%	0%	33%	0%	13%	0%	0%	17%
The membership reflects the diversity of our community	33%	67%	27%	17%	27%	0%	13%	0%	0%	17%
The Coalition does a good job with membership orientation	27%	50%	20%	0%	27%	17%	20%	0%	7%	33%
Members actively participate	33%	50%	13%	17%	20%	0%	34%	0%	0%	17%

We have a good system for recruiting new members	20%	17%	13%	33%	27%	17%	20%	17%	20%	17%
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\*Note: "Strongly disagree" and "Somewhat disagree" are combined in the table, although these were separate response categories on the survey.

### Satisfaction with Coalition Effectiveness

The level of satisfaction with Coalition effectiveness has increased in three of the four indicators. However, satisfaction decreased for "Our Coalition's mission is clear" from 2024 (93%) to 2025 (67%). (See Figure 8, and Table 3 for all results)

Figure 8: Satisfaction with Coalition Effectiveness 2024-2025 "Strongly Agree or Somewhat Agree"

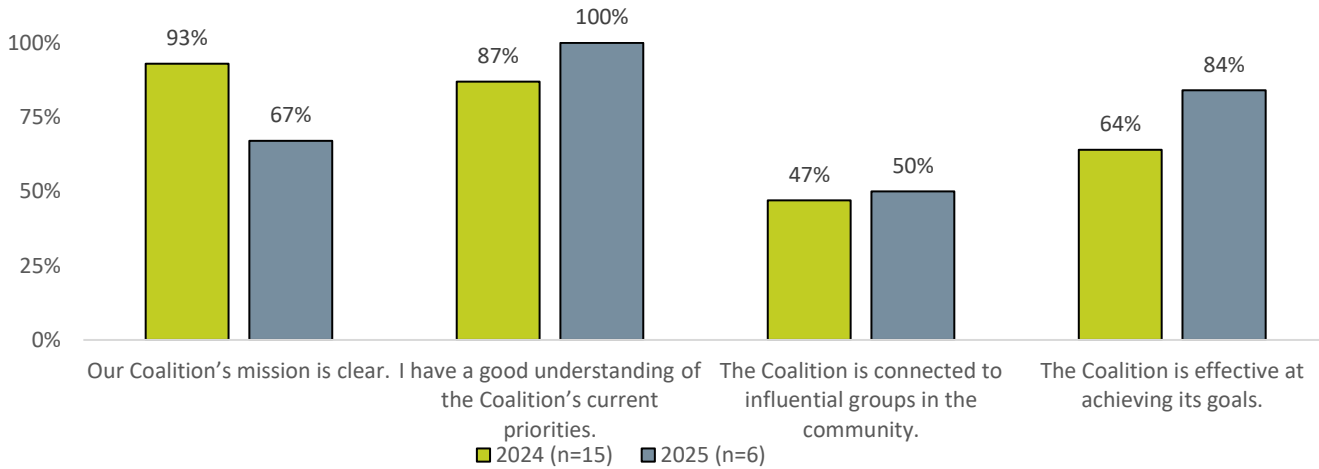


Table 3: Satisfaction with Coalition Effectiveness

Satisfaction with Coalition effectiveness	Strongly agree		Somewhat agree		Neither agree or disagree		*Somewhat disagree or strongly disagree		I don't know	
	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025
Our Coalition's mission is clear	87%	67%	7%	0%	7%	17%	0%	0%	0%	17%
I have a good understanding of the Coalition's current priorities	53%	83%	33%	17%	7%	0%	7%	0%	0%	0%
The Coalition is connected to influential groups in the community	20%	17%	27%	33%	40%	17%	7%	17%	7%	17%
The Coalition is effective at meeting its goals	21%	67%	43%	17%	29%	0%	0%	0%	7%	17%

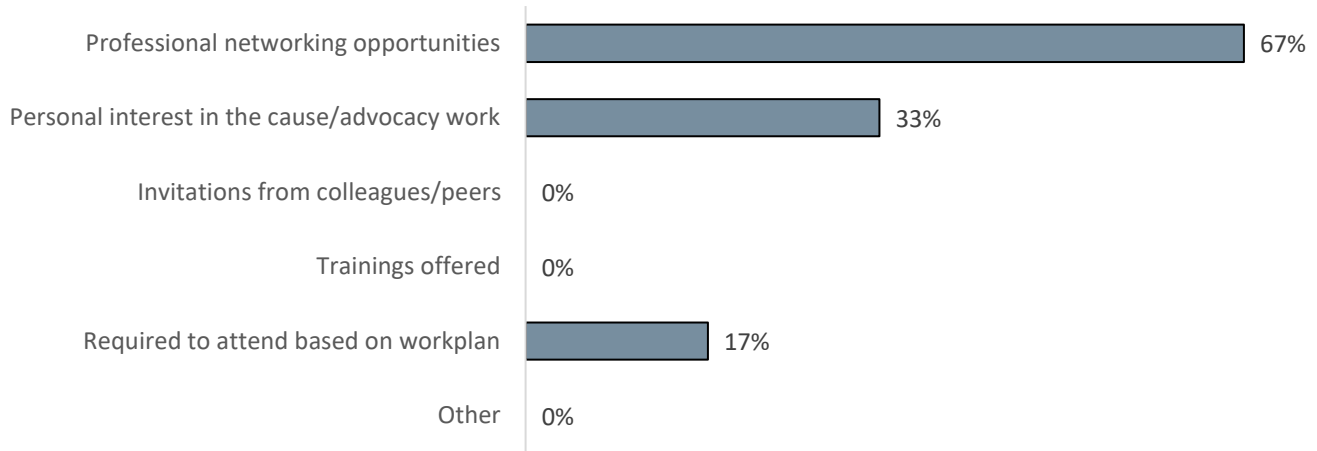
\*Note: "Strongly disagree" and "Somewhat disagree" are combined in the table, although these were separate response categories on the survey.

### Motivation and barriers to attending coalition meetings

During this wave we added additional questions to better understand why members continue to attend Coalition meetings and/or what barriers prevent them from attending.

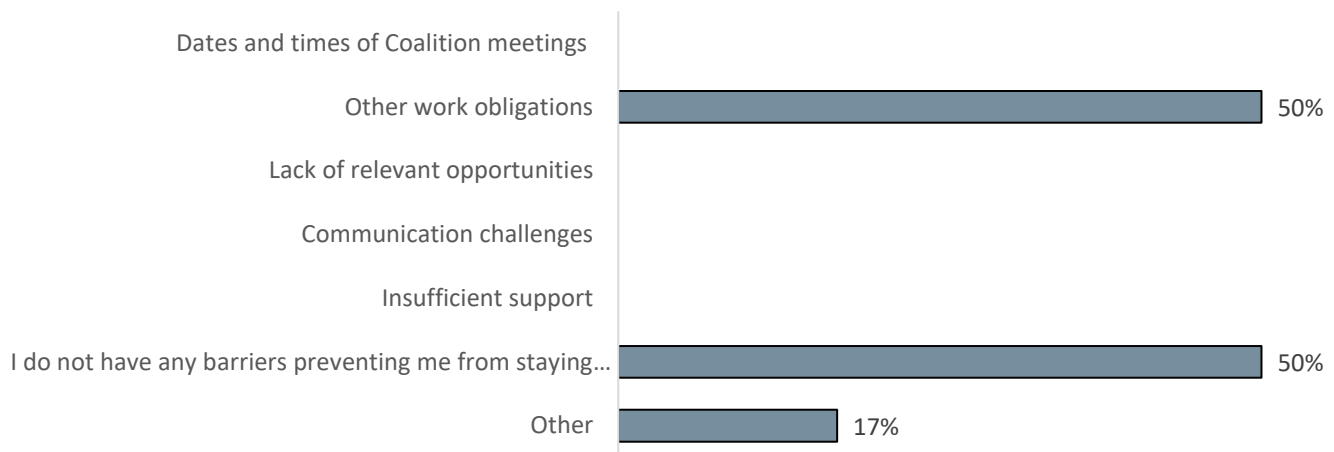
Majority of respondents indicated that their motivation to continue attending Coalition meetings stems from professional networking opportunities (67%). (See Figure 9)

**Figure 9: Motivation to continue attending Coalition meetings (n=6)**

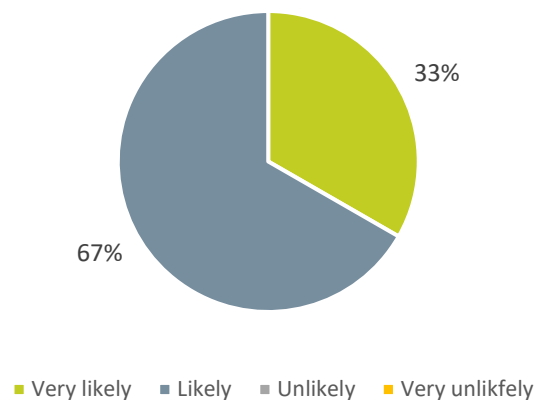


When asked what barriers, if any, have prevented you from staying actively involved in the Coalition, 50% of respondents indicated they have other work obligations.

**Figure 10: Barriers that have prevented staying actively involved in the Coalition**



Lastly, Coalition members were asked how likely they are to continue their involvement with the Coalition over the next year, in which all respondents indicated they are “very likely” (33%) or “likely” (67%) to continue.



## Conclusion and Recommendations

The primary goal of the Coalition Satisfaction Survey is to assess member involvement and satisfaction with coalition functioning, membership, and effectiveness. Only six survey responses were received during the current wave which is a significant limitation of survey results.

### Involvement

In 2025, the Coalition saw a significant increase in the number of members with one to three years of experience in tobacco control activities (67%, up from 20% in 2024). However, there was a decrease in members with long-term involvement (3+ years), indicating a potential area for improving long-term retention. There was an encouraging rise in participation in training (67% in 2025 vs. 27% in 2024), reflecting a growing commitment to skill-building among members.

### Areas of Satisfaction

There was an increase in high satisfaction with the functioning of the Coalition (*Figure 6*) among the following indicators:

- Organizers' communication with members;
- Coalition leaders' efforts to solicit opinions from all members; and
- Meeting logistics

Additionally, members were highly satisfied with all areas of Coalition membership (*Figure 7*). Most significantly, members satisfaction with the Coalition members reflecting the diversity of the community increased the most during the current wave.

### Areas of Less Satisfaction

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

- **Leadership Perception:** Only 67% of respondents felt the Coalition has effective leadership in 2025, down from 93% in 2024.
- **Recruitment and Orientation:** Just 50% of members felt the Coalition has a good system for recruiting new members and doing member orientation.
- **Engagement with Influential Groups:** Only 50% agreed that the Coalition is connected to influential groups, suggesting limited external collaboration or visibility.

## Recommendations

Coalition leaders may need to improve their system for recruiting new members and the new member orientation onboarding process. A good recruitment system ensures that the coalition can attract members who align with the Coalition's goals and values, fostering cohesion and effectiveness. Improving the new member orientation process may also enhance collaboration and productivity within the Coalition. Additionally, one respondent recommended making the Coalition more mutually beneficial for members and the organization. Possible strategies include:

### 1. Recruitment & Orientation

- Develop and implement a structured onboarding process with clear orientation materials.
- Launch outreach campaigns through social media, newsletters, and partner organizations to attract new, diverse members.
- Provide leadership or mentorship opportunities for new members to increase engagement early on.

**2. Training & Leadership Development**

- Offer more regular and varied training sessions (e.g., policy advocacy, community organizing).
- Collect feedback on training needs to ensure relevance and usefulness.

**3. Strengthening Community & External Partnerships**

- Foster partnerships with local government, schools, and community-based organizations.
- Attend or co-host community events to raise awareness and visibility of the Coalition.
- Engage with stakeholders from influential sectors (e.g., health, education, faith-based) to expand Coalition's reach.

**4. Member Engagement & Collaboration**

- Recognize active members publicly (e.g., at meetings or via social media).
- Facilitate collaborative projects or working groups aligned with member interests.