

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

2-E-1: Coalition Meeting Satisfaction Survey Results and Recommendations March 2026

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

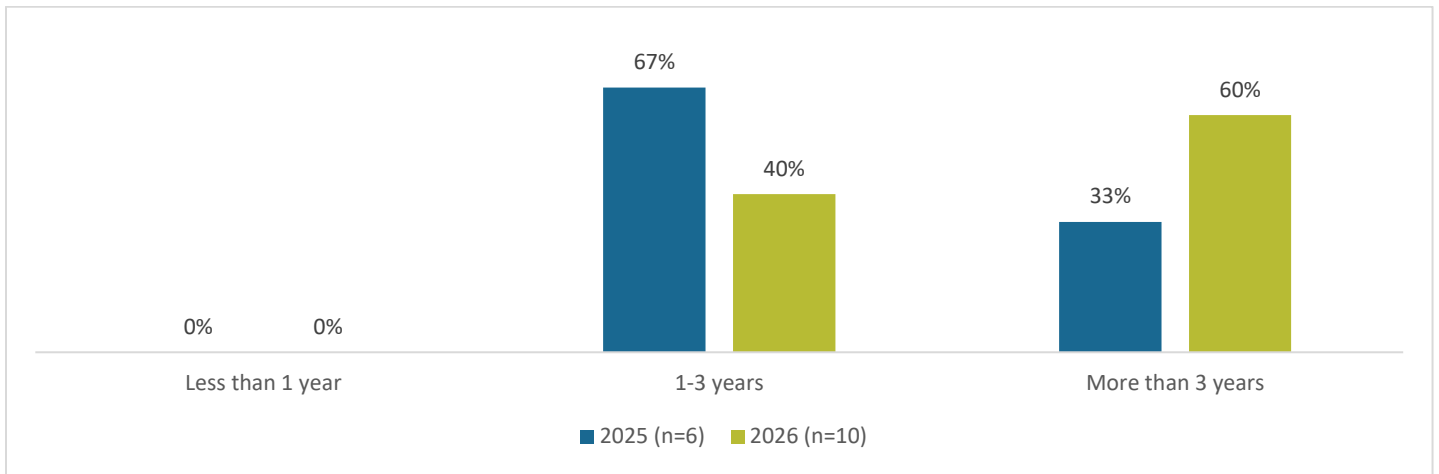
A survey of San Joaquin County Smoking & Tobacco Outreach/ Prevention Program (STOPP) Coalition members is conducted annually to assess Coalition members' involvement; satisfaction with Coalition functioning, membership, and effectiveness; and diversity of the Coalition's membership. The instrument was 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 fourth wave of the annual survey was conducted February 10, 2026, through February 13, 2026. The survey was available in online format, using Microsoft Forms. A total of 10 surveys were completed by Coalition members.

Involvement in Tobacco-related Activities and the Coalition

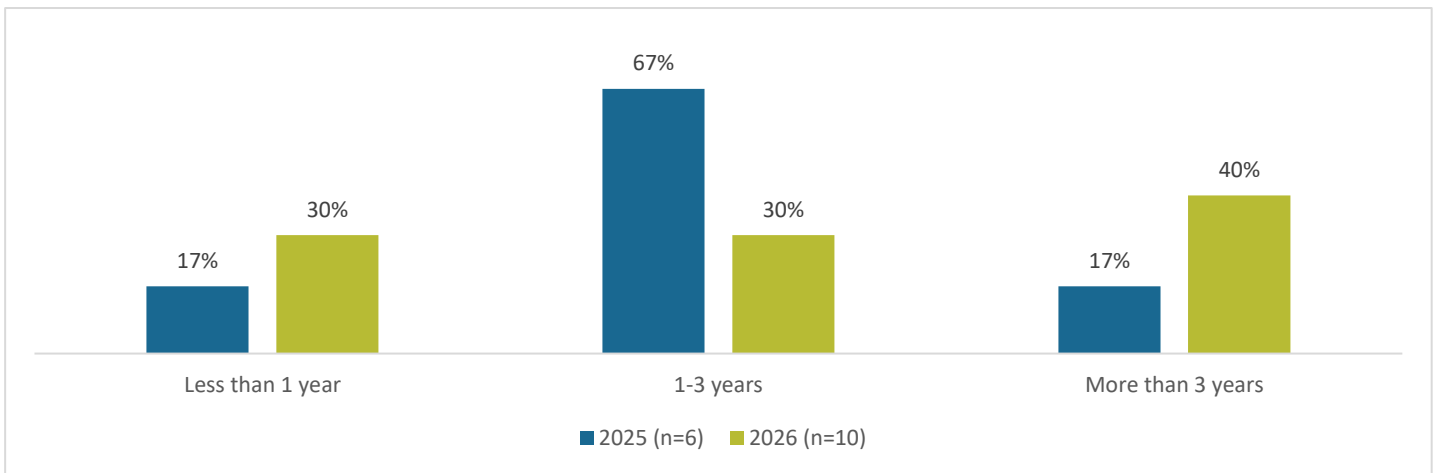
A majority of Coalition members (60%) have been involved with tobacco control-related activities for more than three years. (See Figure 1)

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



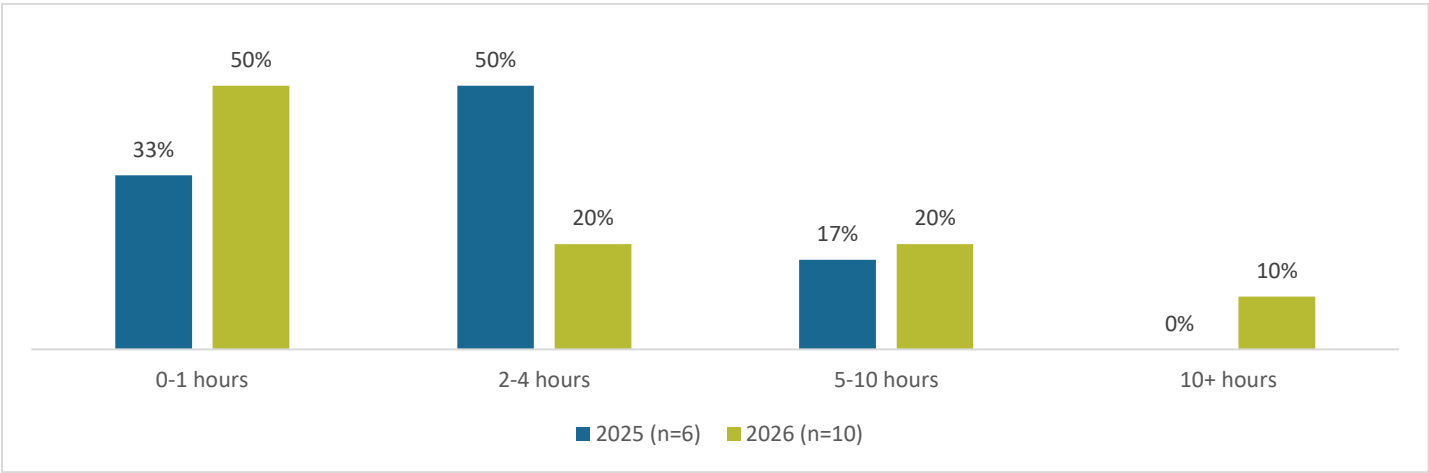
The percentage of Coalition members who have had involvement with the Coalition for more than three years increased from 2025 (17%) to 2026 (40%) (See Figure 2).

Figure 2: Duration of involvement with the Coalition



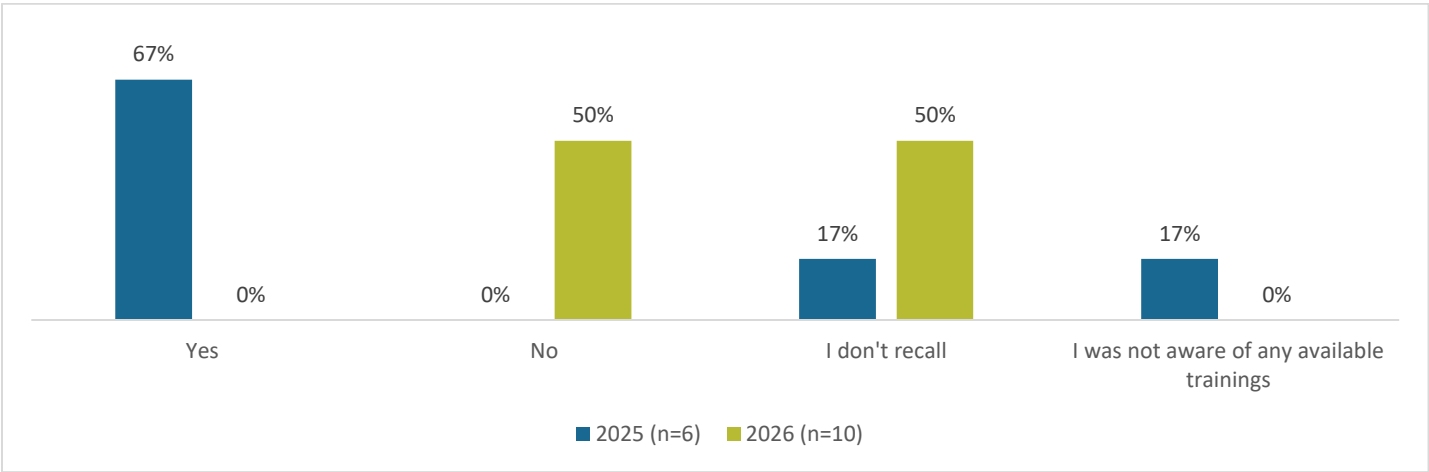
Half of coalition members reported spending zero to one hour with Coalition activities. The percentage of Coalition members who reported spending two to four hours with Coalition activities decreased substantially from 2025 (50%) to 2026 (20%) (See Figure 3).

Figure 3: Hours/month spent on Coalition activities



A training was not provided for Coalition members during this past year. Therefore, all members noted they either did not participate in any training, did not recall, or were not aware of any available training (See Figure 4).

Figure 4: Coalition member participating in any training



Opinions about the Coalition

Satisfaction with Coalition Functioning

Coalition members responded with a high level of satisfaction with Coalition functioning. Members were particularly satisfied with how well the organizers communicate. For the current survey period, member satisfaction increased or stayed the same for three of the four indicators within Coalition Functioning compared to the previous year (See Figure 5 and Table 1 for all results).

Figure 5: Satisfaction with Coalition Functioning 2025-2026 "Strongly Agree or Somewhat Agree"

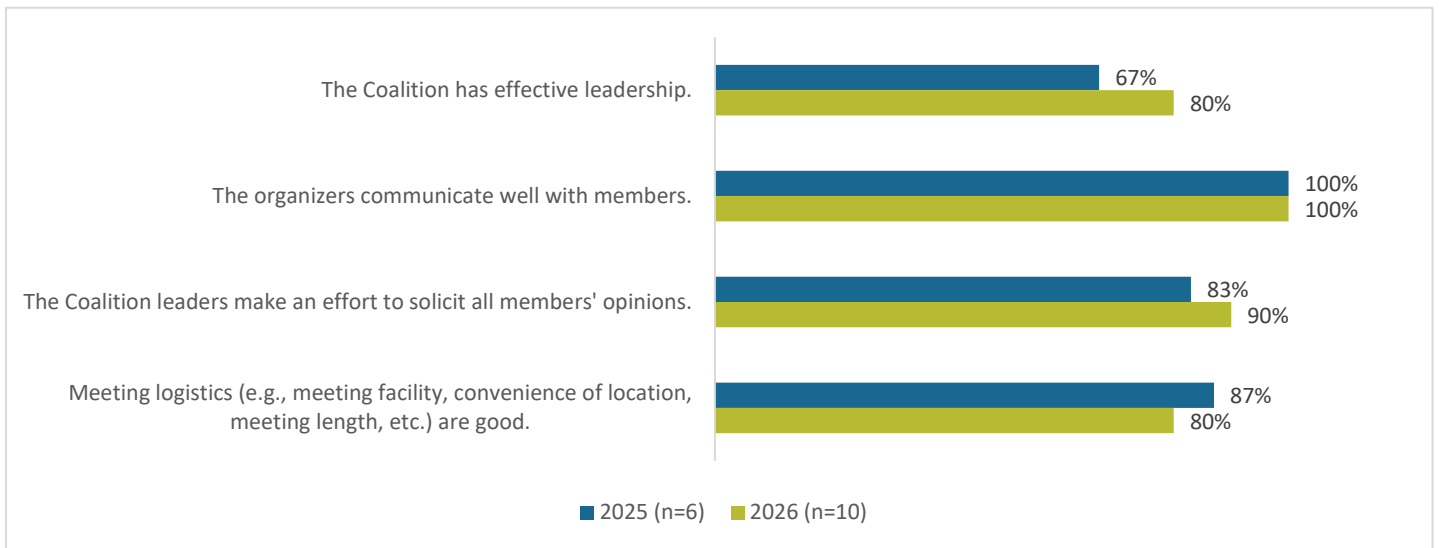


Table 1: Satisfaction with Coalition Functioning

Satisfaction with Coalition functioning	Strongly agree		Somewhat agree		Neither agree or disagree		*Somewhat disagree or strongly disagree		I don't know	
	2025	2026	2025	2026	2025	2026	2025	2026	2025	2026
The Coalition has effective leadership	17%	40%	50%	40%	17%	10%	0%	10%	17%	0%
The organizers communicate well with members	83%	50%	17%	50%	0%	0%	0%	0%	0%	0%
The Coalition leaders make an effort to solicit all members' opinions	83%	50%	0%	40%	0%	10%	0%	0%	17%	0%
Meeting logistics (e.g., meeting facility, convenience of location, meeting length) are good.	67%	40%	20%	40%	17%	10%	0%	10%	0%	0%

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

Four of five indicators for Coalition Membership satisfaction decreased for this survey period compared to the previous year. The largest decrease in satisfaction among respondents was for "The Coalition does a good job with member orientation" (30% compared to 50% in the previous wave) (See Figure 6 and Table 2 for all results). However, this is likely because members are not familiar with what STOPP staff do during new member orientation; 40% of respondents selected "I don't know" for this question.

Figure 6: Satisfaction with Coalition Membership 2025-2026 "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	
	2025	2026	2025	2026	2025	2026	2025	2026	2025	2026
We have a good system for recruiting new members	17%	10%	33%	30%	17%	20%	34%	30%	17%	10%
The Coalition does a good job with membership orientation	50%	20%	0%	10%	17%	30%	0%	0%	33%	40%
The membership reflects the diversity of our community	67%	40%	17%	30%	0%	10%	0%	0%	17%	20%
The membership includes a wide range of professional backgrounds or skills	67%	40%	0%	30%	0%	0%	0%	10%	17%	20%
Members actively participate	50%	30%	17%	30%	0%	10%	0%	10%	17%	20%

*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 increased in all indicators for the current survey period. Members' highest satisfaction was regarding the clarity of the Coalition's mission and having a good understanding of the Coalition's current priorities. Additionally, a new indicator was added this survey period to understanding Coalition members' sense of belonging (See Figure 7, and Table 3 for all results).

Figure 7: Satisfaction with Coalition Effectiveness 2025-2026 "Strongly Agree or Somewhat Agree"

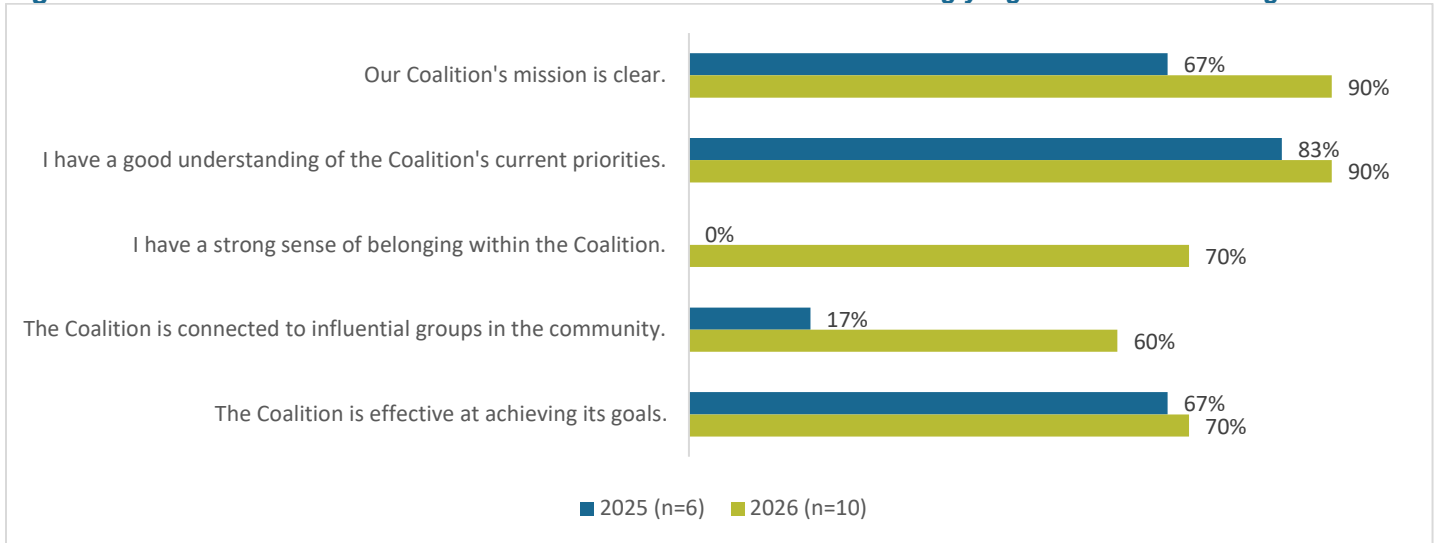


Table 3: Satisfaction with Coalition Effectiveness

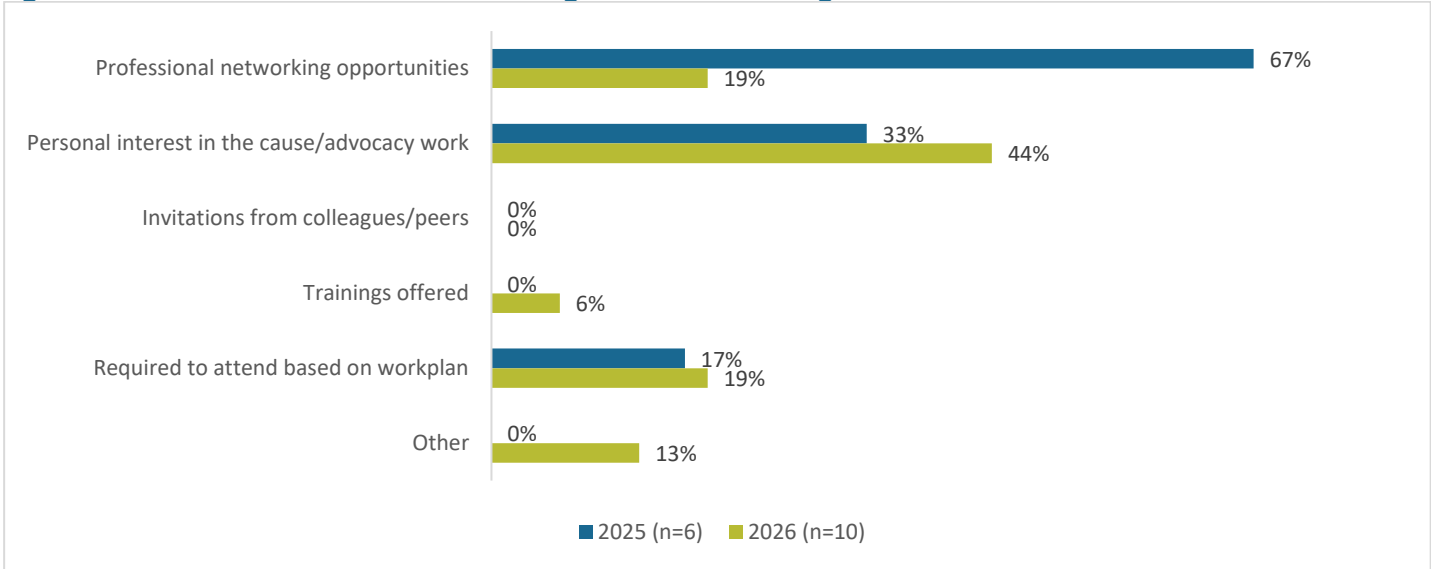
Satisfaction with Coalition effectiveness	Strongly agree		Somewhat agree		Neither agree or disagree		*Somewhat disagree or strongly disagree		I don't know	
	2025	2026	2025	2026	2025	2026	2025	2026	2025	2026
Our Coalition's mission is clear	67%	60%	0%	30%	17%	10%	0%	0%	17%	0%
I have a good understanding of the Coalition's current priorities	83%	30%	17%	60%	0%	10%	0%	0%	0%	0%
I have a strong sense of belonging within the Coalition	-	50%	-	20%	-	20%	-	10%	-	0%
The Coalition is connected to influential groups in the community	17%	30%	33%	30%	17%	10%	17%	10%	0%	0%
The Coalition is effective at meeting its goals	67%	50%	17%	20%	0%	20%	0%	10%	17%	0%

*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

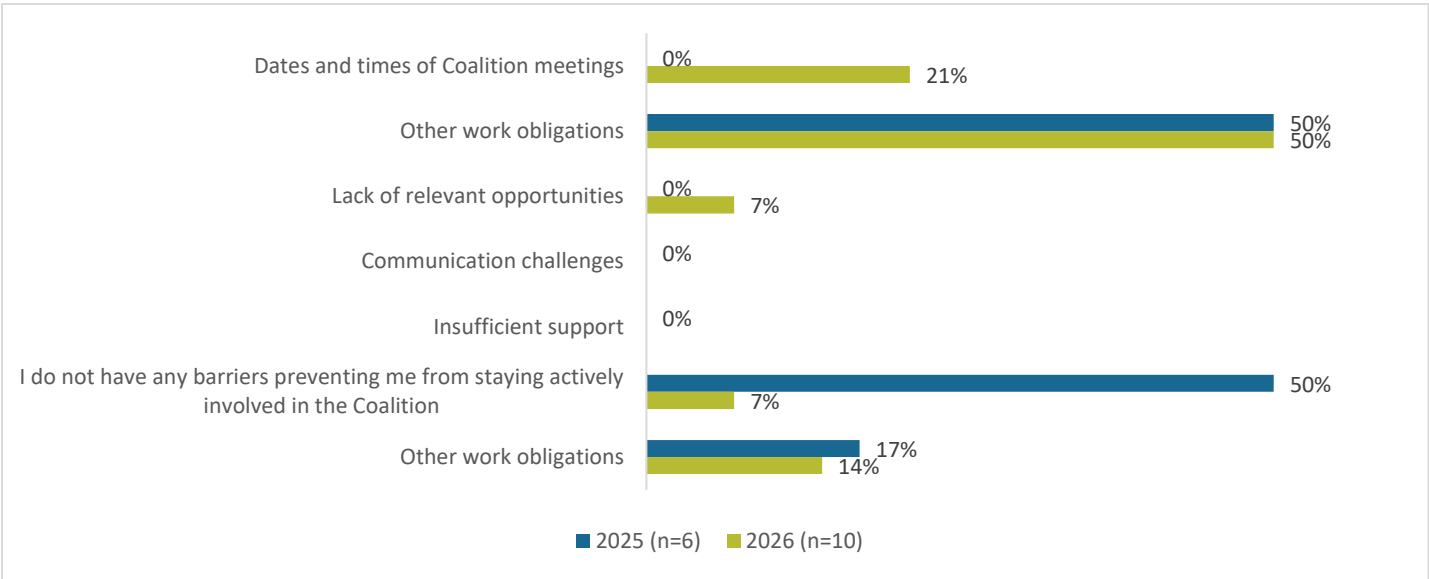
Respondents' greatest motivation to continue attending Coalition meetings stems from personal interest in the cause/advocacy work (44%). In the previous wave, professional networking opportunities was greatest motivation, however, that decrease substantially during the current survey period (See Figure 8).

Figure 8: Motivation to continue attending Coalition meetings 2025-2026

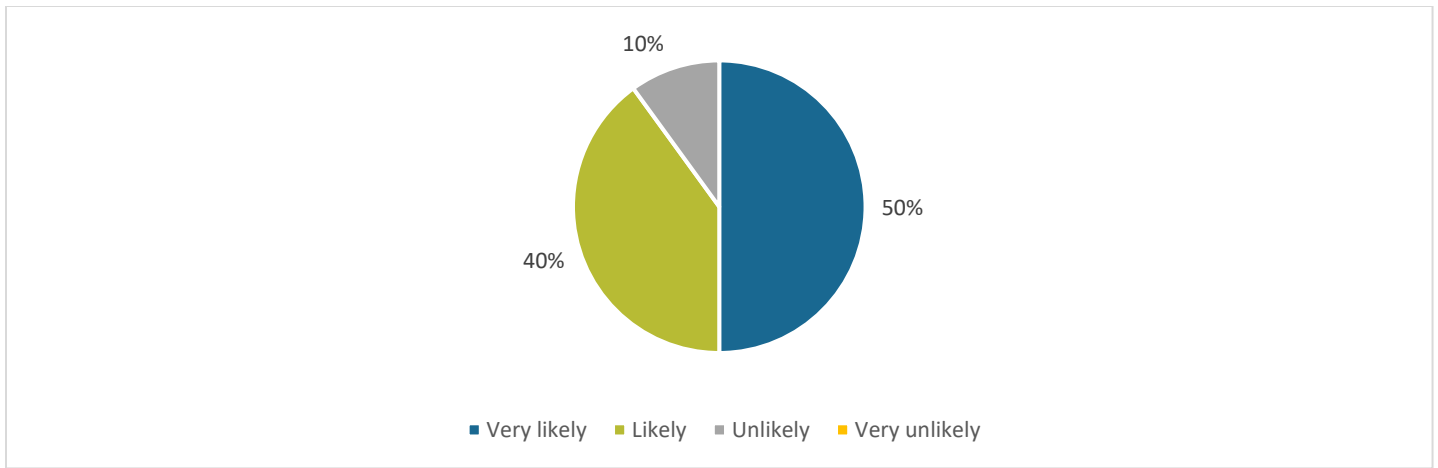


When asked what barriers, if any, have prevented you from staying actively involved in the Coalition, 50% of respondents indicated they have other work obligations. Dates and times of the Coalition meetings was also noted to be a barrier during this survey period (21%) (See Figure 9).

Figure 9: 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” (50%) or “likely” (40%) 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.

Involvement

In 2026, the Coalition saw an increase in the number of members with more than three years of experience in tobacco control activities (60%, up from 33% in 2025). Additionally, there was an increase in members with long-term involvement (3+ years) in the Coalition, indicating an improvement in long-term retention.

Areas of Satisfaction

There was an increase in high satisfaction with Coalition Effectiveness (*Figure 7*) among all indicators. Most significantly, members' satisfaction with the clarity of the Coalition's mission and having a good understanding of the Coalition's current priorities was the highest. Additionally, members were satisfied with most areas of Coalition Function (*Figure 5*).

Areas of Less Satisfaction

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.

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. When asked what suggestions they have for improving Coalition member retention, one respondent recommended conducting a community resident and community-based organization recruitment and retention planning meeting. A planning meeting

would allow the Coalition to set goals and objectives and gather input on how to improve recruitment and retention overall.

Another respondent recommended monthly communication with more Coalition information. While the Coalition coordinator does send emails regarding attending or submitting public comments at upcoming city council or Board of Supervisor meetings, it is suggested to also send monthly emails about other events Coalition members can participate in, opportunities to help with data collection, and any tobacco control news.

Lastly, it is recommended to conduct a training at a future Coalition meeting based on member feedback. In the current survey period, a training was not provided for Coalition members. Opportunities for training and leadership development may increase member engagement and interest in the Coalition.