

# **Selected Findings From the A Healthy Lynnfield Coalition Member Survey**

Winter 2020

**PRESENTED TO:**

THE A HEALTHY LYNNFIELD (AHL) COALITION

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**PRESENTED BY:**

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# Background and Methods

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## **BACKGROUND**

Coalition member survey conducted by Social Science Research and Evaluation, Inc. (SSRE) in the winter of 2020 with members of The Lynnfield Substance Abuse Prevention Coalition, known as *A Health Lynnfield* (AHL).

## **OBJECTIVE**

To identify areas of strength and potential improvement by assessing AHL members' participation in coalition efforts, their prevention knowledge, skills, and attitudes, their satisfaction with the coalition, and changes they expect to see in their coalition and community as a result of coalition efforts.

## **METHODS**

The 90-item survey instrument was designed using well-established (valid and reliable) measures from the community partnership literature. The survey was administered online between January 14, 2020 and February 5, 2020.

The initial email invitation and two subsequent reminders to non-respondents assured members that participation was voluntary, their responses were anonymous and confidential, and that results would only be reported in aggregate.

Individuals who ever came to at least one AHL coalition meeting were considered affiliated with AHL and eligible for participation in the survey. The survey link was emailed to 74 individuals.

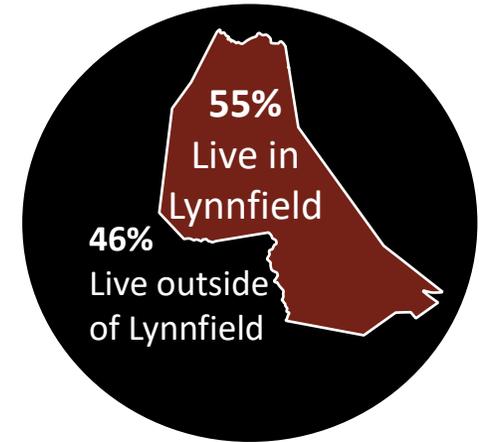
# Survey Respondents

## RESPONSE RATE

A total of 33 of the potential 74 respondents (45%) replied to the survey. Among individuals who attended at least one coalition meeting or event in the four months prior to the survey, the response rate was 73% (22 of 30).

## RESIDENCY

Over half of the respondents (55%, 18 of 33) reported that they live in Lynnfield.

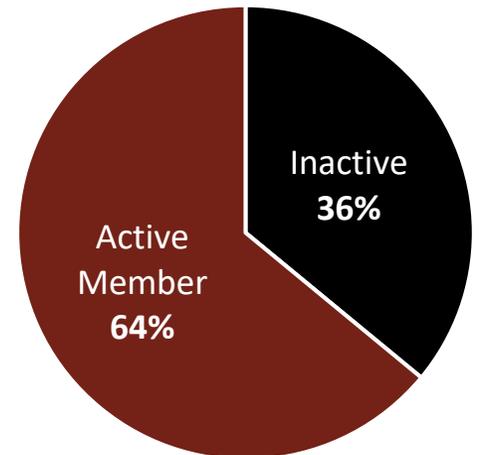


## COALITION MEMBER TENURE

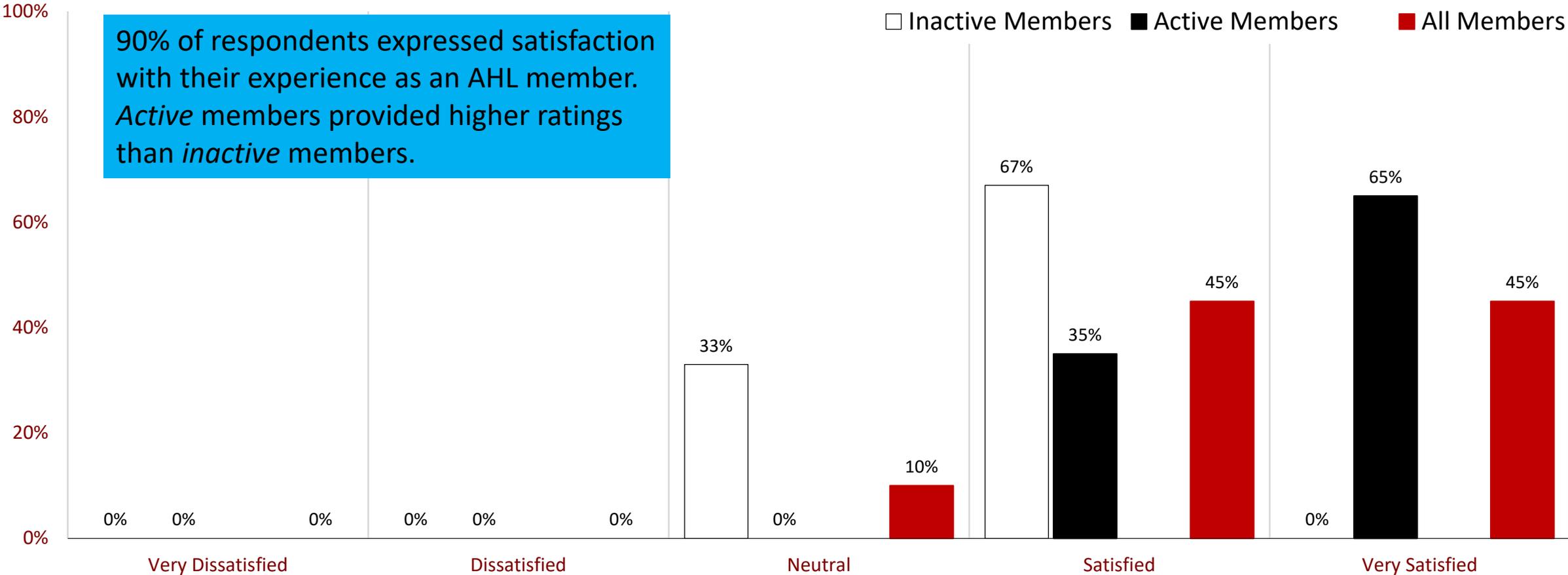
Most respondents (31%, 10 of 32) joined the coalition when it formed in May 2017 and had been a member for at least one year (56%, 18 of 32).

## COALITION MEMBER STATUS

Most respondents (64%, 21 of 33) consider themselves an active member of the coalition (e.g., participate in meetings, know what is going on, devote time to the coalition).

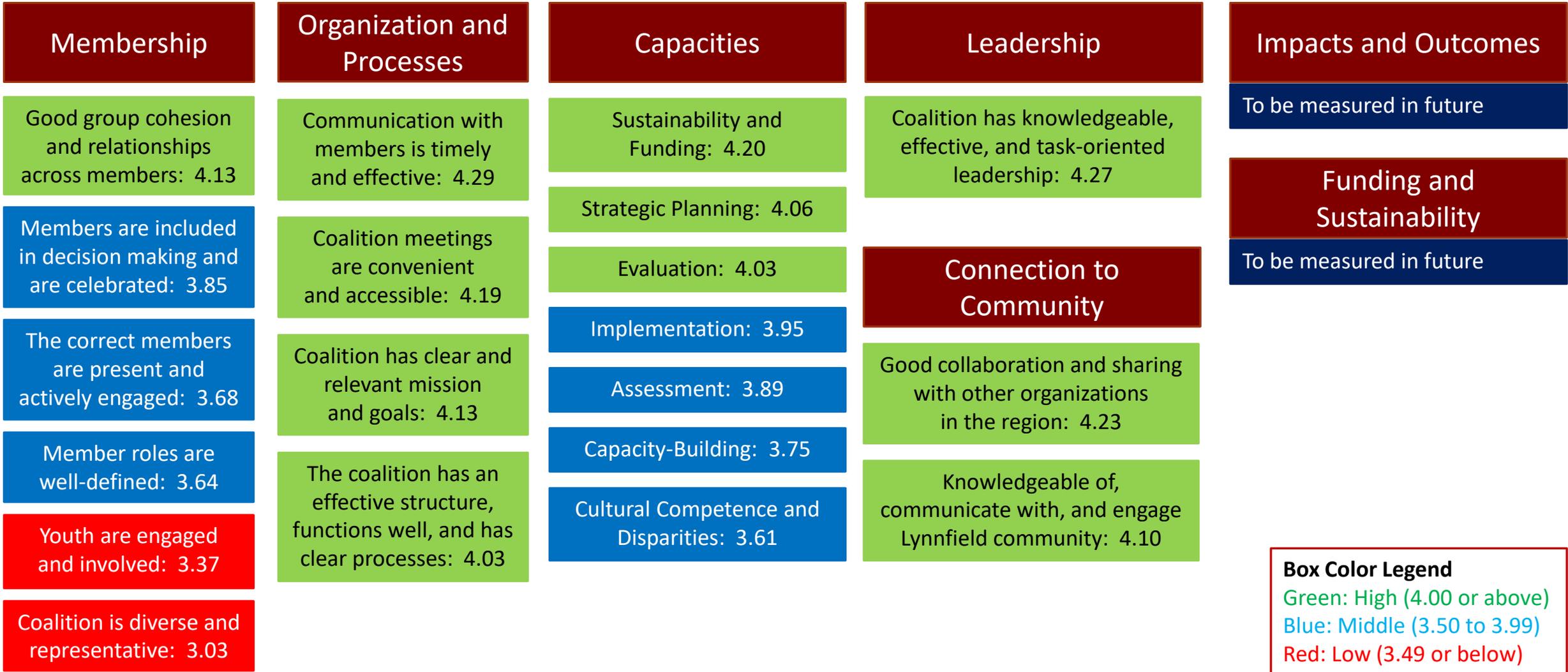


# Overall Satisfaction with Experience as AHL Member



Respondents were asked, "Overall, how satisfied are you with your personal experience as an AHL member?"

# Coalition Member Survey Scale Scores by Strategic Area



**Box Color Legend**  
 Green: High (4.00 or above)  
 Blue: Middle (3.50 to 3.99)  
 Red: Low (3.49 or below)

Each box represents a combination of multiple questions averaged together using a 5-point scale that ranges between a mean score of (1.00) Strongly Disagree to (5.00) Strongly Agree. Respondents who selected "I Don't Know" were assigned a value of 3.00 at the mid-point of the scale along with those who selected "Neutral."

# Strengths

Individual questions in the survey measuring **LEADERSHIP, COALITION STRUCTURE AND FUNCTIONING, and CONNECTIONS TO THE COMMUNITY** clustered at the higher end of the rating scale.

Aspect	Category	Rating
AHL leadership effectively leverages resources for initiatives and sustainability	Leadership	<b>4.55</b>
AHL meetings are held in central, accessible, and comfortable places	Organization and Processes	<b>4.52</b>
AHL successes are celebrated	Organization and Processes	<b>4.50</b>
AHL has strong support from local government and municipal leaders	Capacities	<b>4.50</b>
AHL leadership helps build positive relationships with community partners	Leadership	<b>4.43</b>
AHL is knowledgeable about other similar organizations in the region	Connection to Community	<b>4.43</b>
AHL meetings are scheduled and advertised with sufficient lead time	Organization and Processes	<b>4.41</b>
AHL members feel welcome at coalition meetings and events	Membership	<b>4.41</b>
AHL keeps abreast of issues affecting the community	Connection to Community	<b>4.41</b>
AHL's mission and goals are relevant to the desired direction of the organization	Organization and Processes	<b>4.38</b>

# Opportunity Targets

Individual questions in the survey measuring **YOUTH ENGAGEMENT**, **DIVERSITY**, and **MEMBER PARTICIPATION** clustered at the lower end of the rating scale and may provide opportunities for enhancement.

Aspect	Category	Rating
AHL actively engages youth	Membership	3.57
AHL has about the right number of active members who participate regularly	Membership	3.52
AHL members actively participate in making decisions	Membership	3.48
Community residents are aware of AHL's mission and goals	Organization and Processes	3.36
AHL members' roles and responsibilities are well-defined	Membership	3.35
AHL prevention activities reflect the diversity of the community	Capacities	3.33
AHL membership reflects the diversity of the community	Membership	3.26
AHL makes a conscious effort to develop new leaders	Capacities	3.25
Youth are involved in decision making	Membership	2.82
AHL would benefit from having more members [reverse score]	Membership	2.52
AHL needs more representation from youth [reverse score]	Membership	2.00

# Open-Ended Recommendations for Improving AHL

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## **MORE YOUTH INVOLVEMENT (4 COMMENTS)**

- More youth involvement.
- Would like more youth involvement at the leadership level.
- Involvement with youth groups, youth sports.
- Involve/include more youth in AHL meetings and programs.

## **ADJUST MEETING TIMES (4 COMMENTS)**

- Have meetings at a time that more people could attend.
- The timing of the meetings make it difficult for me to attend.
- Evening meetings.
- Meeting times are prohibitive to people who work. The attendees, then, are heavily town employees. I understand it is hard to find a fit for all.

## **MORE SUBCOMMITTEE WORK (3 COMMENTS)**

- Create sub-committees to work on various programs/programming, events, and educational initiatives.
- Stronger sub-committees, too many people at each meeting slows the process.
- On alternating months, we should be working within subcommittees on focused projects.

## **MORE SCHOOL COMMITMENT (2 COMMENTS)**

- I would like to see the school district make a stronger commitment to A Healthy Lynnfield and its focus on youth. I believe in time that will happen as opportunities are continuously offered to our youth and school leaders.
- I'd like to see some more cooperation from the schools. School psychologists, health teachers, the staff who work with kids everyday need to be involved. Just keep spreading the word about what AHL is and does.