

California School Health Centers Association 2008 Field Survey Results

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Introduction

The California School Health Centers Association (CSHC) is a nonprofit membership and advocacy organization. CSHC's member and supporters database include California's 153 school health centers and approximately 379 other individuals and organizations that support school-based health care. The mission of CSHC is to promote the health and academic success of children and youth by increasing access to the high quality health care and support services provided by school health centers.

CSHC pursues its mission by advocating for public policies that support school health centers; building support among policymakers, community leaders, parents and students; and providing technical support to new and existing school health centers. Activities include advocating for state-level policies supporting school-based health care, holding regular meetings and trainings, assisting members in building relationships with managed-care organizations, and serving as a channel of communication about school-based health care in California.

In early 2008, CSHC with Philliber Research Associates (PRA) developed a 20-30 minute survey (see Appendix) to query a sample of individuals and organizations in its database about their views regarding:

- CSHC Membership,
- Experience with CSHC
- Electronic Communications
- CSHC Website
- Contact with CSHC
- Requests from CSHC to Take Action
- Priorities for CSHC in the Future, and
- Feedback for Technical Assistance and Resources/Tools.

The following is a report of the results of this 2008 Field Survey, which was a follow-up to a survey done in 2006. The first section is a summary of the 2006 results to provide background. Comparisons of the 2008 results to the 2006 results are also woven throughout the report.

Summary of 2006 Member Survey Results

In 2006, CSHC contracted with Philliber Research Associates (PRA) to conduct a survey with a random sample from their membership database to query their views about:

- CSHC Membership,
- Experience with CSHC staff, resources and events,
- Requests from CSHC for action, and
- Priorities for CSHC in the future.

A total of 29 individuals completed a 20-30 minute telephone interview for a 73% response rate.

Survey respondents appeared to be clear about the purpose of CSHC, with two-thirds noting advocacy as the primary purpose. When asked to prioritize future activities for the organization, the two activities that were rated most highly were:

- Leading advocacy efforts for state policy change to support school health centers, and
- Raising awareness of school health centers through media presentations, publications, etc.

While respondents were aware that CSHC also provides technical assistance to and facilitates networking between SBHCs, they rated "providing one-on-one technical assistance" at the bottom of the priority list for the organization. Thus it appears that CSHC is on track with its current activities being more heavily focused on state-level advocacy than on technical assistance efforts.

Although CSHC is a membership organization, it seems that the benefits of membership are not fully understood. Several individuals who were randomly selected to participate in the survey declined because they stated that they were not members of the organization. Only half of those who were interviewed reported that they had paid dues to CSHC in the last year. While the majority of respondents reported being at least moderately informed of CSHC's activities and that there had been efforts made to get them involved, most reported that they felt just little to moderate connection to the organization.

CSHC disseminates information to its members through electronic news updates and its website, but it seems that respondents might be beset with information overload. While respondents gave high marks to the Enews, most report just skimming it. Just over half reported ever being on CSHC's website, despite the fact that it got high marks for ease of use and usefulness of information. It will be an ongoing challenge for CSHC to package information in a way that it will be utilized.

Another of the biggest challenges facing CSHC is getting its members to actively support advocacy efforts. By far, the biggest obstacle to involvement cited by respondents was lack of time. This was given as the reason for not taking action on advocacy requests as well as the reason for not following through on requests for information (e.g., the finance survey). CSHC will have to investigate into "time saving" methodologies, such as automated letter producing services, that would facilitate involvement and increase the number of members who get actively involved in advocacy efforts.

2008 Field Survey Sample and Methods

Methods

As with the 2006 survey, PRA intended to survey approximately ten percent of the individuals and organizations in the CSHC database. A separate random sample was drawn of individuals/organizations and school health centers. Ultimately the sample included slightly fewer than ten percent of the 379 individuals/organizations and slightly more than ten percent of the 153 school health centers in the CSHC database. A final sample of 27 individual/organizations and 20 school health centers were selected.

An email was sent in March 2008 to contacts at each of these 47 individuals or organizations from the Executive Director of CSHC explaining the purpose of the survey and introducing PRA. A copy of the survey was sent with this email. An incentive of a chance to win an Amazon \$50 gift certificate was offered to those who participated.

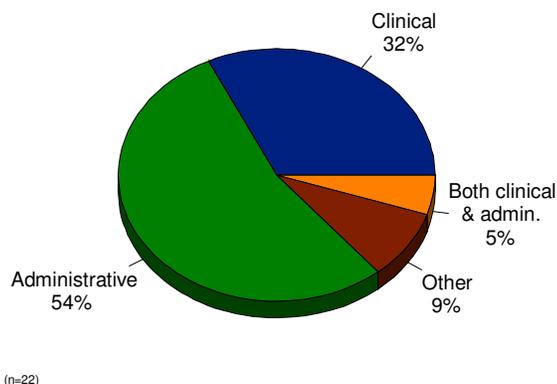
Participants were then contacted by PRA by email or telephone and given the opportunity to complete the survey either by telephone interview or complete the form and fax or send back electronically. PRA attempted communication a minimum of six times to each respondent over a month long period to encourage completion of the survey by all participants.

Description of the Sample

Between the two samples, 22 (47%) responded to the survey. Of the 20 school health centers, 12 (60%) responded. From the individuals/organizations sample, 10 (37%) responded. The most common reasons for non-response were: incorrect contact information (email addresses and/or phone numbers) (28%), the person no longer worked for the organization and no replacement was offered (24%), or the potential respondent declined to participate in the survey (20%). The rest simply never responded to the many messages left.

Of the final sample of 22 respondents, just over half were administrators and about one-third reported their role as clinical in nature (Figure 1).

Figure 1: Primary role in organization

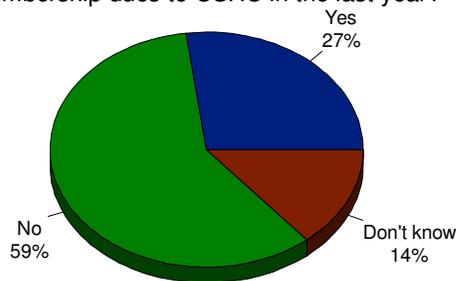


Results

Views on Membership

Twenty-seven percent of the respondents said they or their organizations had paid membership dues in the last year, whereas more than half (59%) had not (Figure 2). Of the 29 people who participated in the Spring 2006 survey, more than half (52%) reported they or their organizations had paid membership dues during the last year. Thus, the 2008 sample is different than the 2006 sample in that many fewer respondents were members of the organization.

Figure 2: Have you or your organization paid membership dues to CSHC in the last year?



(n=22)

When asked about annual membership dues (\$100 for individuals, \$10 for youth under the age of 21, and \$200 for organizations) 59% of the respondents felt the price was just right. The rest (41%) felt the price was too high. Additionally, 38% felt the benefits to the membership were adequate for the price of the dues. Sixty-two percent, however did not know the benefits to the membership. In 2006, more than three-quarters of the respondents (79%) reported that the price of membership was "just right". In that year, dues for individuals and SBHCs was \$50 and dues for partner organizations was \$100. It is possible that many fewer of the respondents are members this year due to doubling of the membership price.

Experience with CSHC

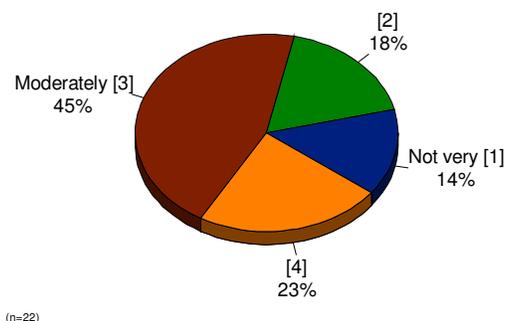
Nearly all of the respondents felt the primary purpose of CSHC was to increase the number of school health centers in California (Table 1). Three-quarters also saw the primary purpose to include support to expand services at existing health centers and to convene meetings/conferences. Fewer felt the primary purpose was to provide technical assistance to school health centers. Two respondents did not know the primary purpose of CSHC.

Table 1: The Primary Purpose of CSHC

How would you describe the primary purpose of this organization? (n=22)	Percent
Advocacy to increase the number of school health centers in California	91%
Support the expansion of services at existing school health centers	73%
Convene meetings/conferences for school health centers, providers and stakeholders	73%
Facilitating networking	59%
Provide technical assistance to school health centers (e.g. maximizing billing resources, building stakeholder support)	50%
Other type of advocacy work	27%
Don't know	9%
Other	5%

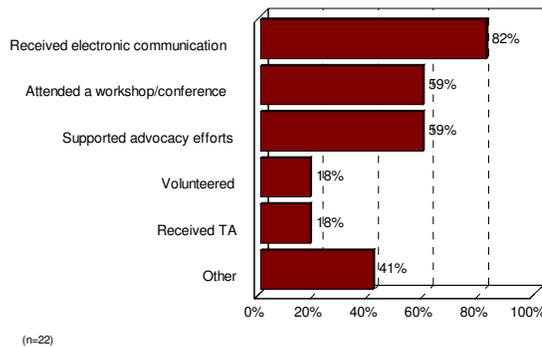
Respondents were asked to rate how informed they felt they were about CSHC activities on a scale of 1 'not very informed' to 5 'very informed'. The average score was 2.8 or slightly below 'moderately informed.' None of the respondents felt they were very informed about CSHC activities (Figure 3). In comparison, when this study was done in 2006, 21% of those surveyed at that time felt they were 'very informed' about CSHC activities. The average score in 2006 was 3.0 on the 5-point scale.

Figure 3: How informed do you feel about what CSHC is doing?



CSHC interacts with its members in a variety of ways. Respondents were asked to report all of the ways that they have had contact with CSHC. As seen in Figure 4, more than half said they had received an electronic communication from CSHC, attended a workshop or conference hosted by CSHC, and/or had supported advocacy efforts (e.g., wrote a letter of support, hosted a site visit). Fewer had volunteered or received technical assistance from CSHC. Forty-one percent reported other forms of contact such as meetings with staff members or working directly with CSHC staff.

Figure 4: Contact with CSHC



Respondents were asked to report how connected they felt to CSHC on a scale of 1 'not very connected' to 5 'very connected' (Figure 5). The average score was 2.3 or slightly less than 'moderately connected.' Just one participant reported being 'very connected.' In 2006, the average score for connectedness was 2.5. Respondents were also asked to report how many opportunities they were given by CSHC to get involved. On a scale of 1 'no opportunities' to 5 'many opportunities' the average score was 3.3 or slightly more than 'some' (Figure 6). Four respondents reported they had been given many opportunities to get involved. The 2006 average ratings regarding opportunities for getting involved was slightly higher at 3.4.

Figure 5: How connected do you feel to CSHC?

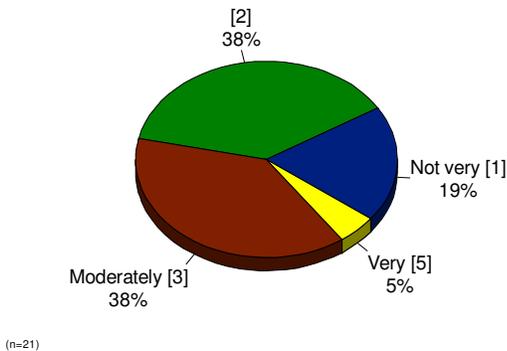
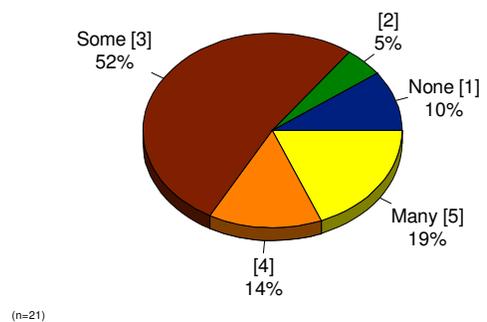
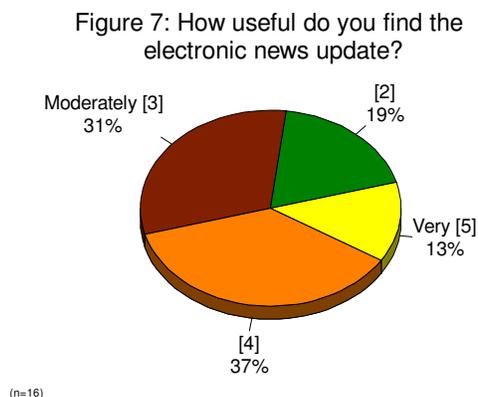


Figure 6: How many opportunities has CSHC provided you to get involved?



Electronic Communications

Respondents were asked about the electronic news updates sent by CHSC referred to as Enews. Seventy-seven percent of the respondents said they received the electronic news update “Enews for a particular month.” Of those, 31% regularly read most of it (in 2006 only 16% said they regularly read most of it), 50% regularly skim it, and 19% skim it occasionally. On average, respondents rated the utility of the electronic news update at 3.4 (Figure 7) or slightly better than ‘moderately useful’ (on a scale of 1 ‘not very useful’ to 5 ‘very useful’). This rating was slightly lower than in 2006 rating of 3.6.

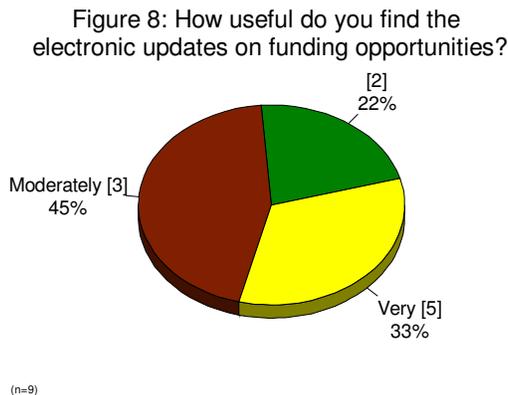


As seen below in Table 2, the majority of respondents felt the Enews content areas were fine. However, 56% said they would like to see more content regarding tools and resources. These results are very consistent with those found in 2006.

Table 2: Assessing the Enews Content Areas

Content area	N	For each content area, tell us if you would like to see more, less, or if it's about right.		
		More	Less	About right
CSHC News (e.g., new staff, new grants)	14	14%	0%	86%
Updates from the National Assembly on School Based Health Care (NASBHC)	16	19%	0%	81%
Policy Updates	16	25%	0%	75%
News from the Field/Announcements from School Health Centers (includes Spotlight)	15	27%	0%	73%
Conferences and Workshops	16	31%	0%	69%
Tools & Resources	16	56%	0%	44%

CSHC also sends a monthly electronic update on funding opportunities. Forty-six percent said they receive the funding opportunities communications, virtually the same level as 2006. On average, respondents rated the utility of the electronic news update on funding opportunities at 3.4 (Figure 8) or slightly better than ‘moderately useful’ (on a scale of 1 ‘not very useful’ to 5 ‘very useful’). This rating was just slightly lower than in 2006 score of 3.5.



Additionally, two respondents (20%) said they have applied for funding sources that they had learned about from CSHC (in 2006 this percentage was 50%). One said he/she did receive the grant and the other participant was unsure whether their organization had acquired funding.

CSHC Website

Forty-one percent of the respondents said they had visited the CSHC website within the past six months. These nine respondents also rated the usefulness of the information on the website on a scale of 1 ‘not very useful’ to 5 ‘very useful’ (Table 3). As seen below, average ratings were most favorable for information regarding the Tools for School Health Centers and least favorable for information about CSHC. However, all ratings were 3.6 or higher indicating better than ‘moderately useful.’

Table 3: Rating the Usefulness of the Information on the Website

	N	Not very useful 1	2	Moderately useful 3	4	Very useful 5	2008 Mean score
Tools for School Health Centers (with downloads)	5	0%	0%	0%	80%	20%	4.2
CSHC Policy Agenda (with links)	7	0%	0%	29%	29%	42%	4.1
ENews Archives	6	0%	0%	33%	33%	33%	4.0
Events	9	0%	0%	45%	22%	33%	3.9
About School Health Centers in CA (e.g., what they do, list of centers, fact sheets)	8	0%	13%	25%	25%	37%	3.9
Links (to other organizations)	6	0%	0%	33%	50%	17%	3.8
About CSHC (e.g. staff contact information)	8	13%	0%	25%	37%	25%	3.6

Of those who had been on the website, they reported downloading the following information: fact sheet (67%), membership application (33%), sample letter (22%), conference materials (22%), news articles (22%), and Enews from the archives (22%).

Just one participant offered a suggestion for improving the website: *“Send something that is very stimulating to discuss website and encourage use.”*

Contact with CSHC

Respondents were asked to consider all of the contacts they have had with CSHC including workshops, technical assistance, electronic communications, their website, etc., and to rate how much the organization has helped them (using a scale of 1 ‘hasn’t helped at all’ to 5 ‘has been very helpful’). As seen below in Table 4, respondents felt they have gained the most help from CSHC in understanding the California policy landscape. Respondents reported gaining the least amount of help from CSHC in developing new ideas for funding or sustainability. However, most respondents reported getting at least some help in all of these areas. It should be noted that average scores for all of the items listed in Table 4 were higher than those in 2006 indicating this year’s respondents felt more help was attained from CSHC.

Table 4: Rating How Much CSHC Helped You

Has CSHC helped you...	N	Hasn't helped at all 1	2	Has helped some 3	4	Has been very helpful 5	2008 Mean score	2006 Mean score
Understand the CA policy landscape?	19	16%	5%	0%	32%	47%	3.9	3.1
Improve your ability to be an advocate for school health centers?	20	10%	0%	40%	25%	25%	3.6	3.0
Network?	19	11%	5%	36%	16%	32%	3.5	2.7
Build relationships with your local legislators?	15	20%	6%	27%	27%	20%	3.2	2.6
Develop new ideas for programming?	17	12%	23%	29%	18%	18%	3.1	2.2
Improve your ability to work with the media?	16	18%	25%	31%	13%	13%	2.8	2.2
Develop new ideas for strengthening the school connection?	18	17%	17%	50%	11%	5%	2.7	2.7
Develop new ideas for funding or sustainability?	18	11%	33%	39%	11%	6%	2.7	2.5

Requests to Take Action

Periodically, CSHC requests that members contact policymakers about an issue, such as supporting a particular bill. Survey respondents were asked to report the likelihood of taking a particular type of action on a scale of 1 'not at all likely' to 5 'very likely' (Table 5). As might be expected, respondents reported that they were more likely to send an email upon request (average score of 4.0) than the other types of actions. Visiting a legislator was the least likely action that would be taken with an average score of 2.4. Average scores for all of the items listed in Table 5 were higher than those in 2006 indicating this year's respondents were more likely to take action than those in 2006.

Table 5: Likelihood of Taking a Particular Action

How likely are you to...	N	Not at all likely 1	2	Somewhat likely 3	4	Very likely 5	2008 Mean score	2006 Mean score
Send an email?	22	5%	9%	18%	23%	45%	4.0	3.4
Send a letter?	22	18%	14%	32%	27%	9%	3.0	2.8
Make a phone call?	22	23%	23%	18%	14%	22%	2.9	2.6
Visit a legislator?	22	27%	27%	27%	14%	5%	2.4	1.9

CSHC was interested in understanding the barriers to taking action. Statements were provided to respondents who were to report on a scale of 1 to 5 as to how true it was for them (Table 6). The barrier that reflected the most truth was "I didn't have time" (4.4). The barrier that reflected the truth the least was "I needed permission from my employer" which rated at 2.4 on the 5-point scale. Not having the time was the number one barrier in 2006 as well.

Table 6: Barriers to Taking Action

Barriers	N	Not at all true 1	2	Somewhat true 3	4	Very true 5	2008 Mean score	2006 Mean score
I didn't have the time.	20	0%	5%	15%	20%	60%	4.4	4.6
I get too many of these kinds of requests from other organizations.	19	0%	11%	52%	21%	16%	3.4	2.8
I didn't feel I knew enough about the issue.	19	11%	11%	42%	15%	21%	3.3	3.1
I didn't feel comfortable writing a letter.	19	31%	21%	16%	16%	16%	2.6	2.4
I didn't feel the issue was relevant for our health center.	13	23%	31%	23%	15%	8%	2.5	3.0
I didn't feel comfortable making the call.	16	38%	6%	38%	12%	6%	2.4	2.9
I needed permission from my employer.	19	42%	5%	31%	11%	11%	2.4	-

To assist people to take action, CSHC provides tools on its website. Respondents were asked to rate the utility of each of these tools using a 5-point scale where 1 represents 'not at all easy' and 5 represents 'very easy.' As seen below in Table 7 respondents most often reported using the fact sheets (11 of 22). However, the tools with the highest ratings for usefulness were templates for letters and the "get involved today" resources. The majority of survey respondents did not provide ratings because they had not used these tools.

Table 7: Usefulness of Tools

Tools	Number who used	Not at all easy 1	2	Moderately easy 3	4	Very easy 5	2008 Mean score
Templates for letters	9	0%	0%	0%	0%	100%	5.00
"Get involved today" resources	3	0%	0%	0%	0%	100%	5.00
Fact sheets	11	0%	0%	9%	27%	64%	4.55
Step by step action guide	4	0%	0%	25%	0%	75%	4.50

Respondents offered the following suggestions for CSHC in encouraging people to take action on these requests:

Time Barrier Might be Intractable

"I don't think there's much more CSHC can do since I view the main barrier as a time deficit for SHC staff."

"E-mail is all I have time for so that is all that I do."

"I don't really know what CSHC can do. I am very overwhelmed with the day to day tasks of my job, and don't really have time for anything that doesn't relate to operations. Once we are adequately staffed, I think I will utilize CSHC's resources much more than I currently do."

Make it More Localized

"Find out about local resources and provide guidance to those local persons and organizations. Localize issues and contextualize issues to the larger audience and to specific sites."

"More local involvement in meetings."

"This is so depersonalized. I do not feel that there is much 'human' in it."

Keep Asking

"Make a request."

"Contact SBHC administrators and ask them to encourage employees to get involved."

Provide Information and Make it Easier

"Get some more general information out so people are knowledgeable that this organization exists and are aware of what they do."

"More templates to make it fast and easy to submit electronically."

Priorities for CSHC

Respondents were asked to rate how important the activities listed in Table 8 were for CSHC on a scale of 1 ‘not very important’ to 5 ‘very important.’ The highest rated activity was “leading advocacy efforts for state policy change to support school health centers” at 4.8. This was the highest rated activity in 2006 as well. The lowest rated activity was “providing one-on-one technical assistance or support” at 3.8. This was the lowest rated activity in 2006 as well. The majority of respondents rated nearly all of these activities as ‘very important’ for CSHC.

Table 8: How Important are CSHC’s Activities?

Activities	N	Not very important 1	2	Moderately important 3	4	Very important 5	2008 Mean score	2006 Mean score
Leading advocacy efforts for state policy change to support school health centers	22	0%	5%	0%	5%	90%	4.8	4.6
Raising awareness of school health centers through media, presentations, publications, etc.	22	0%	0%	9%	14%	77%	4.7	4.5
Distributing Enews and funding news	21	0%	0%	14%	14%	72%	4.6	4.3
Providing information about current policy issues	22	0%	0%	18%	14%	68%	4.5	4.4
Conducting conferences & trainings	21	0%	0%	19%	19%	62%	4.4	4.2
Serving as a resource for “best practices”	21	0%	0%	24%	10%	66%	4.4	4.4
Providing resources on website	19	0%	0%	11%	37%	52%	4.4	4.2
Assisting school health centers publicize their work through the media	22	0%	5%	32%	18%	45%	4.1	4.0
Providing one-on-one technical assistance or support	19	11%	11%	15%	11%	52%	3.8	3.7

Respondents felt that CSHC has made slightly better than moderate progress in the past two years regarding increased support for school health centers from policy-makers, increased visibility and media coverage, and increased support to the field (Table 9). None of the respondents felt there has been no progress made on any of these dimensions.

Table 9: Gauging CSHC’s Progress

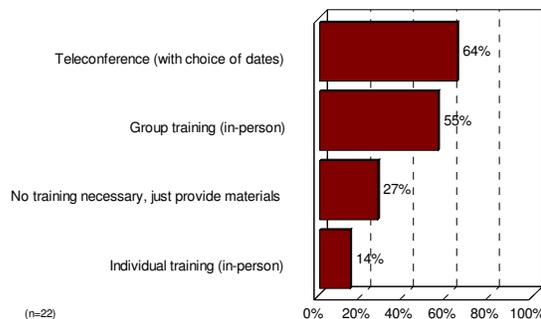
To what extent do you feel there’s been...	N	Not at all 1	2	Moderate extent 3	4	Great extent 5	2008 Mean score
Increased support for school health centers from policy-makers?	18	0%	11%	22%	61%	6%	3.6
Increased visibility and media coverage on school health centers?	18	0%	11%	39%	33%	17%	3.6
More support to the field by CSHC?	18	0%	11%	45%	33%	11%	3.4

Feedback for Technical Assistance and Resources/Tools

CSHC has developed three new tools that it hopes to introduce into the field in the Spring of 2008: “How to Start a SBHC” manual, a finance manual, and a financial sustainability tool. The following section shows respondent feedback on how CSHC might introduce these tools.

As seen in Figure 9, a teleconference with choice of dates is the preferred method of introductory training when these tools are introduced to the field. However, just over half preferred an in-person group training and over a quarter of the survey respondents feel that training is not needed.

Figure 9: What kind of introductory training should be provided when these tools are released to the field?



As might be expected, financial sustainability was the most frequently indicated topic CSHC should consider for future trainings, resources, or support (Table 10). Fewer respondents felt that school health center start-up or program evaluation were necessary, although nearly half indicated these topics should be considered.

Table 10: What Topics Should CSHC Consider for Future Trainings, Resources, or Support?

	Percent
Financial sustainability	82%
Operations (e.g., information sharing between schools and school health centers, integration with school, school nursing relationship, primary care provider communication)	64%
Engaging stakeholders (e.g., families, youth, educators)	55%
Comprehensive programs and services (e.g., behavioral health, youth development)	55%
School health center start-up (e.g., facilities, licensing)	46%
Program evaluation	46%
Other	9%

At least half of the respondents reported that they would be interested in toolkits and guidance documents, workshops, and/or links to other SBHCs with the necessary skills/expertise.

Table 11: What Types of Support or Technical Assistance Would You be Most Interested in?

	Percent
Toolkits and guidance documents	64%
Workshops	55%
Link organizations to other SBHCs with the necessary skills/expertise (networking)	50%
Teleconferences	41%
Individual consultation and technical assistance	41%
Webinars	36%
Other	5%

Final Comments

The following are final comments and/or suggestions made by survey respondents:

Suggestions for CSHC

"I believe there is a need to develop a sharing of programs and ideas. Some creative fundraising ideas and community participation. There seems to be little media coverage. With the impact of the budget for 2008 in the state of California there is an even greater need to share ideas and best practices.

"I would like to see a shared list of CSHC member organizations with contact information to facilitate networking and sharing of information without necessarily going through CSHC."

"Get some more general information out so people are knowledgeable that this organization exists and are aware of what they do."

"If they really are available to provide one-on-one TA, it would be good to promote that more, because I wasn't aware of it."

Expression of Gratitude for Services

"I have felt a lot of support from the CSHC over the past two years that I have been working with EUSD to start up their school health program. I have been grateful for Michael showing up on several occasions and calling for meetings, etc. He has invited me to a few events and the support met my need for connection and good advice. I get the idea from this survey that I have under-utilized the web page. Thanks."

"It was helpful meeting with CSHC staff soon after we opened, though we had hoped for more ideas regarding our sustainability efforts – it was nice to hear we were already pursuing the right things but I would have hoped for stronger guidance."

Haven't Utilized CSHC Yet or Enough

"Northeast Community Clinic has not participated in CSHC in the past, however we are looking forward to building a relationship with them that can help strengthen our environment in school based health centers."

"I think CSHC does a good job, and I'm disappointed that I can not use their resources more effectively."

"I have never received any communication (e-mail, mailing, etc.) from CSHC."

"At this time our district has no school based centers – however, it is a dream for the future and your organization has been and will be a great resource."

Summary of 2008 Survey Results

In the two years since the first survey was conducted, CSHC set a policy target regarding the state of the field: *The field of school health centers and supporters is more cohesive, connected and engaged in the movement and with CSHC* (Policy Target 2.3). In the past year, CSHC has dedicated considerable staff time to outreach and relationship building with the field. Additionally, they have fostered networking and information sharing across school health centers, startups and supporters. It was anticipated that this current survey would show that there was an increased sense of connection with the organization and increased participation in CSHC meetings and advocacy efforts.

It should be noted, however, that the type of respondent in the 2008 survey was different than the 2006 survey. The current survey was more of a survey of the field, whereas the 2006 survey was more of a survey of CSHC members. Of the 22 participants who responded to this year's survey just 27% had paid dues to the organization within the past year, compared to 52% who had paid dues during the year of the 2006 survey. Additionally, the overall response rate to this survey was a modest 47%. Thus, the results should be viewed with caution as they may not be representative of all the individuals and organizations in the CHSC database.

Level of Engagement

There are many ways that an individual or organization can be engaged with CSHC including:

- Being informed about CSHC activities
- Becoming a member
- Attending a workshop or conference
- Utilizing CSHC resources (e.g., website, electronic communications, tools, etc.)
- Receiving technical assistance
- Supporting advocacy efforts

Being Informed – On average, the 2008 respondents stated that they were slightly below "moderately informed" of CSHC's activities. None of the 2008 respondents felt that they were "very informed" of CSHC's activities compared to 21% of those surveyed in 2006, despite the fact that 82% of the 2008 participants reported that they received Enews and other electronic communications from CSHC.

Being a Member – Since the 2006 survey, the price of membership had doubled. Many more of the survey respondents this year compared to 2006 felt that the price of membership was too high (41% vs. 14%). Additionally, nearly two-thirds of the 2008 respondents were unaware of the benefits to membership. While not asked directly, it does not appear that those respondents who were not members of CSHC would likely become members given the price and the lack of information about benefit.

Attending a Workshop or Conference – Three-quarters of the 2008 respondents understood that a primary purpose of CSHC was to convene meetings and conferences. More than half (59%) reported that they had attended a workshop or conference, which was down slightly from the two-thirds who reported attending in 2006. However, there is no way to tell from this survey whether participation at conferences and workshops is down from previous years.

Utilizing CSHC Resources – Nearly a third of the 2008 respondents reported regularly reading most of the Enews, which is up from 16% from 2006. On average, respondents found the information to be at least moderately useful and felt that the content areas were covered "about right." There was a desire to see more content on tools and resources, as was also the recommendation in 2006. Similar to 2006, less than half of the 2008 respondents received the funding opportunities through electronic communication (a benefit of membership). Of those that did, they rated it as just above "moderately useful." Somewhat fewer of the 2008 respondents reported using the CSHC website, but those who did gave high marks to the usefulness of the information. Two-thirds reported downloading fact sheets and rated them "very easy" to use. The challenge continues to be how to make more of the field aware of and then access the valuable resources provided by the organization.

Receiving Technical Assistance – Just 18% of the 2008 respondents reported having received technical assistance from CSHC. It appears that few are aware that this resource exists. As one respondent said at the conclusion of the survey, *"If they really are available to provide one-on-one TA, it would be good to promote that more, because I wasn't aware of it."* In terms of recommendations for future trainings/resources or support, the top areas are financial sustainability and operations (e.g., integration with school). These were also the two areas where respondents have reported having received the least amount of help from CSHC in the past. With that said, however, when prioritizing CSHC's activities, providing one-on-one technical assistance or support was rated at the very bottom of the list, as it was in 2006. Less than half (41%) reported being interested in individual consultation and technical assistance, whereas two-thirds preferred to receive toolkits and guidance documents. In the past year CSHC has developed tools for start-up and billing and financial sustainability and the survey asked respondents about the best method for providing technical assistance to support the dissemination and use of these tools. Most preferred either telephone conferences (64%) or group trainings (55%). Only 14% suggested that one-on-one training was the preferred method of providing technical assistance for use of the tools.

Supporting Advocacy Efforts – The vast majority of the 2008 respondents were aware that a primary purpose of CHSC is to advocate for increasing and expanding school health centers in California. More than half (59%) reported having supported CSHC's advocacy efforts. When asked of the likelihood of taking an action such as sending an email or letter, making a phone call or visiting a legislator, far more of respondents in 2008 reported that they were "very likely" compared to 2006. A lack of time continued to be the most commonly cited "barrier to action" as in 2006. Also worthy of note is that more of the 2008 respondents complained that they received "too many of these requests from other organizations" as a reason for not taking action, which might impact future advocacy efforts. CSHC has provided tools on its website (such as templates for letters) to assist people to take action. Those who used the four tools rated their ease of use very highly. Again, however, most people have not used the tools and may need to be made aware of their existence.

Overall Sense of Connectedness

Respondents were asked to report how connected they felt to CSHC. While the average score on the 5-point connectedness scale for 2008 was slightly less than 2006 (2.3 vs. 2.5), many fewer of the 2008 respondents reported being "not very connected" compared to 2006 (19% vs. 38%). In 2008, respondents reported feeling about "moderately connected" to CSHC despite the fact that the majority reported being provided "some" to "many" opportunities to get involved.

For the most part, those surveyed in 2008 were no more connected and engaged with CSHC than those surveyed in 2006. While there was some evidence of increased engagement, especially around policy action, CSHC will need to continue its efforts in the field to engage school health centers and their supporters in their organization and its efforts. However, given the small staff and the size of California, it may be a Herculean task to increase the field's connectedness to the organization.

Helpfulness of CSHC

Survey respondents were asked to rate the level of helpfulness of CSHC in eight different areas from "understanding the California policy landscape" to "developing new ideas for funding or sustainability." In seven of eight areas, the helpfulness ratings in 2008 were higher than in 2006 showing a greater level of appreciation for what CSHC has to offer.

The three areas rated the highest, in which CSHC really made an impact, were:

- Understanding the California landscape
- Improving ability to be an advocate for school health centers
- Networking

These results are very consistent with the focus of most of the organization's activities during the past year.

The two lowest rated items, which CSHC could emphasize more, were:

- Developing ideas for strengthening the school connection
- Developing new ideas for funding or sustainability

Given the new tools that are soon to be released for "start-up" and billing and financial sustainability, it seems as if CSHC is on the right course for providing the services most desired by the field.

**Appendix
California School Health Centers Association
2008 Field Survey**

The California School Health Centers Association (CSHC) is conducting this survey to learn what you think about the association's services and also to hear what you think the focus of this state association should be.

Thank you for agreeing to do this survey. It should only take about 20 minutes of your time. Upon completion of the survey we will enter your name into a raffle for a \$50 Amazon gift certificate.

Before we start, we want you to know that we will keep your responses to this survey confidential. We will present most data in the aggregate, but when summarizing open-ended responses we will not use your name associated with a particular answer.

1. What is your name? _____
2. What organization do you work for? _____
3. What is your primary role in this organization? Are you.... *(Check all that apply)*
 - Clinical or any type of direct service
 - Administrative
 - Or something other, please specify: _____

Membership

The first set of questions address your views about membership.

4. Have you or your organization paid membership dues to CSHC in the last year? *(Dues are collected annually with the membership year running from September 1st to August 31st)*
 - Yes ... What is your membership type? *(Check one)*: individual organization youth
 - No
 - Don't know, please explain: _____
5. Annual Membership dues are \$100 for individuals, \$10 for youth under the age of 21, and \$200 for organizations. Do you feel the annual membership is ... *(Check one)*
 - Priced too high
 - Priced too low
 - Priced just right.
6. Do you feel that the benefits to membership are adequate for the price of dues?
 - Yes
 - No
 - Don't know the benefits to membership

Experience with CSHC

The next set of questions explores your experience with CSHC.

7. From your understanding, how would you describe the **primary purpose** of this organization? *(Check all that apply)*
- Advocacy to increase the number of school health centers in California
 - Support the expansion of services at existing school health centers
 - Other type of advocacy
 - Facilitate networking
 - Convene meetings/conferences for school health centers, providers and stakeholders
 - Provide technical assistance to school health centers (e.g., maximizing billing resources, building stakeholder support)
 - Other: _____
 - Don't know
8. On a scale of 1 to 5, how informed do you feel about what CSHC is doing? Would you say that you are... *(Check one number)*
- Not very informed Moderately informed Very informed
- 1 2 3 4 5
9. We would like to know about your contact with CSHC. Have you... *(Check all that apply)*
- Attended a workshop or conference
 - Supported advocacy efforts (e.g., wrote a letter of support, hosted a site visit)
 - Volunteered for CSHC
 - Received technical assistance from CSHC
 - Received an electronic communication from CSHC
 - Had some other contact, please describe: _____
10. On a scale of 1 to 5, how connected do you feel to CSHC? Would you say that you are... *(Check one number)*
- Not very connected Moderately connected Very connected
- 1 2 3 4 5
11. On a scale of 1 to 5, how many opportunities has CSHC provided you to get involved? Were there.... *(Check one number)*
- No opportunities Some opportunities Many opportunities
- 1 2 3 4 5

Electronic Communications

The next questions focus on electronic communications.

12. Do you receive the electronic news updates? *(They have the CSHC logo at the top and are orange. The e-mail comes with the title "Enews for a particular month.")*

- No *(Skip to question 13)*
 Yes *(Go on to 12a)*

12a. If so, would you say that you *(Check one)*

- Read most of it regularly
 Skim it regularly
 Skim it occasionally
 Rarely read it

12b. On a scale from 1 to 5, how useful do you find them? Would you say they are...
(Check one number)

- Not very useful Moderately useful Very useful
 1 2 3 4 5

12c. I'm going to list some Enews content areas. For each content area, please tell me if you would like to see more, less, or if it's about right as is. *(Check one for each item)*

i. News from the Field/Announcements from School Health Centers (Includes Spotlight)	<input type="checkbox"/> More	<input type="checkbox"/> Less	<input type="checkbox"/> About right
ii. CSHC News (e.g., new staff, new grants)	<input type="checkbox"/> More	<input type="checkbox"/> Less	<input type="checkbox"/> About right
iii. Policy Updates	<input type="checkbox"/> More	<input type="checkbox"/> Less	<input type="checkbox"/> About right
iv. Conferences and Workshops	<input type="checkbox"/> More	<input type="checkbox"/> Less	<input type="checkbox"/> About right
v. Tools & Resources	<input type="checkbox"/> More	<input type="checkbox"/> Less	<input type="checkbox"/> About right
vi. Updates from the National Assembly on School Based Health Care (NASBHC)	<input type="checkbox"/> More	<input type="checkbox"/> Less	<input type="checkbox"/> About right

13. Do you receive the monthly electronic updates on funding opportunities? *(This is a membership benefit)*

- No *(Skip to question 14)*
 Yes *(Go on to 13a)*

13a. If so, on a scale of 1 to 5, how useful do you find them? *(Check one number)*

- Not very useful Moderately useful Very useful
 1 2 3 4 5

13b. Have you ever applied for any funding sources that you learned about from CSHC?

- No *(Skip to question 14)*
 Yes *(Go on to 13c)*

13c. If yes, did you ever get any of those grants? *(Describe from whom and for what)*

CSHC Website

The next questions are about CSHC's website.

14. Have you been on CSHC's website in the past six months?

- No *(skip to question 15)*
 Yes *(go on to 14a)*

14a. If yes, on a scale of 1 to 5, rate the usefulness of the information on the website?
(Check one number for each item)

Usefulness of Webpages	Not very useful	Moderately useful			Very useful	Not applicable - Didn't visit this page
	1	2	3	4	5	
a. About CSHC (e.g. staff contact information)	<input type="checkbox"/>					
b. About School Health Centers in CA (e.g., what they do, list of centers, fact sheets)	<input type="checkbox"/>					
c. CSHC Policy Agenda (with links)	<input type="checkbox"/>					
d. Events	<input type="checkbox"/>					
e. Tools for School Health Centers (with downloads)	<input type="checkbox"/>					
f. ENews Archives	<input type="checkbox"/>					
g. Links (to other organizations)	<input type="checkbox"/>					

14b. Did you download anything from the website?

- No *(skip to question 14d)*
 Yes *(go on to 14c)*

14c. What did you download? *(Check all that apply)*

- Membership application
 Fact sheets
 Step by step action guide
 Sample letter
 Conference materials
 News articles
 Tools for school health centers (Which? _____)
 ENews from the archives
 Other _____

14d. What are your suggestions for improving the website?

Contact with CSHC

Now, we would like you to think about all of the contacts you have had with CSHC including workshops, technical assistance, electronic communications, website etc.

15. From your experience with CSHC, please rate on a scale of 1 to 5 how much the organization has helped you (*Check one number for each item*)

Has CSHC helped you....	Hasn't helped at all		Has helped some		Has been very helpful	Not applicable/ Don't know
	1	2	3	4	5	
a. understand the CA policy landscape?	<input type="checkbox"/>					
b. network?	<input type="checkbox"/>					
c. develop new ideas for programming?	<input type="checkbox"/>					
d. develop new ideas for funding or sustainability?	<input type="checkbox"/>					
e. develop new ideas for strengthening the school connection?	<input type="checkbox"/>					
f. build relationships with your local legislators?	<input type="checkbox"/>					
g. improve your ability to be an advocate for school health centers?	<input type="checkbox"/>					
h. improve your ability to work with the media?	<input type="checkbox"/>					

Requests to Take Action

The next set of questions is about requests from CSHC for some type of action on your part.

16. CSHC sometimes sends out requests for people to contact policymakers about an issue, such as supporting a particular bill. On a scale of 1 to 5, I'd like to know how likely you are to follow up on these requests if CSHC asks you to take the following actions.

How likely would you...	Not at all likely		Somewhat likely		Very likely
	1	2	3	4	5
a. send a letter?	<input type="checkbox"/>				
b. send an email?	<input type="checkbox"/>				

How likely would you...	Not at all likely 1	2	Somewhat likely 3	4	Very likely 5
c. make a phone call?	<input type="checkbox"/>				
d. visit a legislator?	<input type="checkbox"/>				

17. Think back to the times that you did not take action after receiving a request from CSHC. The following is a list of barriers to taking action, please rate how true these were for you on a scale of 1 to 5, with 2 being "not at all true" and 5 being "very true."

Barriers to Taking Action	Not at all true 1	2	Somewhat true 3	4	Very true 5	Not applicable
a. I didn't feel the issue was relevant for our health center.	<input type="checkbox"/>					
b. I didn't feel I knew enough about the issue.	<input type="checkbox"/>					
c. I didn't feel comfortable making the call.	<input type="checkbox"/>					
d. I didn't feel comfortable writing a letter.	<input type="checkbox"/>					
e. I didn't have time.	<input type="checkbox"/>					
f. I get too many of these kinds of requests from other organizations.	<input type="checkbox"/>					
g. I needed to get permission from my employer	<input type="checkbox"/>					

18. To assist people to take action, CSHC provides tools on its website. Please indicate whether you have used any of these tools and rate the ease of use on a 5 point scale.

Usefulness of Tools	Not at all easy 1	2	Moderately easy 3	4	Very easy 5	Did <i>not</i> use this tool
a. Templates for letters	<input type="checkbox"/>					
b. Step by step action guide	<input type="checkbox"/>					
c. Fact sheets	<input type="checkbox"/>					
d. "Get involved today" resources	<input type="checkbox"/>					

19. In your opinion, what else would CSHC need to do to get more people to take action on these requests?

Priorities for CSHC

Finally, we would like your opinion about what you think should be the priorities of the state association.

20. CHSC does a variety of things. From your perspective, please rate how important you think each of these activities is on a scale of 1 to 5, with 1 being "not very important" and 5 being "very important"?

Priorities for CSHC	Not very important		Moderately important		Very important 5	No Opinion/ Don't know
	1	2	3	4		
a. Conducting conferences and trainings	<input type="checkbox"/>					
b. Distributing Enews and funding news	<input type="checkbox"/>					
c. Providing resources on website	<input type="checkbox"/>					
d. Providing one-on-one technical assistance or support	<input type="checkbox"/>					
e. Serving as a resource for "best practices"	<input type="checkbox"/>					
f. Providing information about current policy issues	<input type="checkbox"/>					
g. Assisting school health centers publicize their work through the media	<input type="checkbox"/>					
h. Leading advocacy efforts for state policy change to support school health centers	<input type="checkbox"/>					
i. Raising awareness of school health centers through media, presentations, publications, etc.	<input type="checkbox"/>					

21. From your perspective to what extent has CSHC made progress in the past two years?

To what extent do you feel there's been...	Not at all		Moderate extent	4	Great extent
	1	2	3		5
a. increased support for school health centers from policy-makers?	<input type="checkbox"/>				
b. increased visibility and media coverage on school health centers?	<input type="checkbox"/>				
c. more support to the field by CSHC?	<input type="checkbox"/>				

Feedback for Technical Assistance and Resources/Tools

CSHC has developed three new tools that it hopes to introduce to the field in the spring of 2008 ("How to Start a SBHC" manual, a finance manual, and a financial sustainability tool). We'd like some feedback from you on how to introduce these to the field.

22. What kind of introductory training should be provided when these tools are released to the field? (Check all that apply)

- Group training (in-person)
- Teleconference (with choice of dates)
- Individual training (in-person)
- Other: _____
- No training necessary, just provide materials

23. What **topics** should CSHC consider for future trainings, resources, or support? (Check all that apply)

- School health center start-up (e.g. facilities, licensing)
- Engaging stakeholders (e.g. families, youth, educators)
- Operations (e.g., information sharing between schools and school health centers, integration with school, school nursing relationship, primary care provider communication)
- Comprehensive programs and services (e.g. behavioral health, youth development)
- Financial sustainability
- Program evaluation
- Other: _____

24. What **types** of support or technical assistance would you be most interested in? (Check all that apply)

- Workshops
- Teleconferences
- Webinars
- Toolkits and guidance documents
- Individual consultation and technical assistance
- Link organizations to other SBHCs with the necessary skills/expertise (networking)
- Other: _____

Additional Feedback

25. Do you have any additional comments or suggestions that you would like to make to CSHC?

Thank you so much for participating in this survey. The feedback you have provided will be very helpful for CSHC. Once the report is written, you can find it posted on the CSHC website. We will enter your name into a raffle for a chance to win a \$50 Amazon gift certificate.