

Missouri Coalition for Oral Health 2023 Membership Survey Key Findings

Who: 16% (n=58) of MCOH's members completed the survey. Most survey respondents (members) represent a local public health agency, government agency or private oral health practitioner and work within the oral health, public health or education sectors.

Policy Agenda, Oral Health Policy Conference, and Legislative Awareness Event

12% of the respondents are familiar with MCOH's policy agenda; another 64% are a little familiar.

Of the 2 survey respondents who are Policy Committee members, 50% believe the committee created an agenda that was sound and realistic while 50% believe the policy agenda could have been more ambitious.

In 2023, 37% of survey respondents made at least one contact with a legislator about oral health policy either in-person, virtually, by phone call or by e-mail.

Thirty-seven percent (37%) of those who took the survey attended the 2023 Oral Health Policy Conference, which was held in-person in Jefferson City. Among those that did not attend, 35% stated they wanted to but had a conflict on those dates, 41% could not take that much time off from work, and 24% didn't think it would be a good use of their time.

The Coalition Blast!

Is always or mostly helpful to 46% of survey respondents.

Social Media

Of the 33 survey respondents (57%) who answered the social media questions, 15% of members follow the Coalition on Facebook while 15% do not have a Facebook account. No members report following the Coalition on X (previously Twitter) while 52% of members report not having an X account.

Helping MCOH Implement its Strategy

Of survey respondents who answered the question, 9 (39%) are willing to identify prominent community members to deliver MCOH's message.

Of survey respondents who answered the question, 6 (22%) are willing to meet with key policy makers while 11 (41%) are willing to write to key policy makers.

Of survey respondents who answered the question, 51% know one or more local decision-maker(s) and 87% of those members feel prepared to have a preliminary conversation with a community leader or active citizen about the basic issue of local fluoridation.

Sharing Expertise to Strengthen the Coalition

Twenty-nine percent (29%) of respondents have specific expertise that could help MCOH and 88% are willing to share it. Specifically: fundraising events, grant writing, and public relations.

Coalition Efforts to Build Greater Capacity for Oral Health Advocacy

Eighty-seven percent (87%) of respondents who answered the question feel prepared to have a preliminary conversation with a community leader or active citizen about the basic issue of local fluoridation.

Members' Ratings of the Coalition's Capacity, Internal Functioning, and Progress on Outcomes

Regarding areas in which the Coalition has improved upon in the last 12 months, in 6 of 14 areas, members have consistently rated (32% or higher) MCOH's "improvements" as "Slightly Better" or "Much Better" each year from 2014 through 2023. Areas are the Coalition's general quality of oral health state government policy, coordination of oral health promotion activities among various sectors, cohesiveness of state and local policy agendas regarding oral health, general quality of oral health industry policy, level of state resources allocated to oral health initiatives, and general public interest in oral health issues as important to Missouri.

MCOH has done a good job at developing its infrastructure as an organization. In all 11 categories, members' ratings of Coalition capacity outcomes, including building the Coalition's credibility and visibility, establishing a common priority agenda for oral health advocacy, effectively communicating with Coalition members, building the Coalition's funding base, engaging the right stakeholders to participate in the Coalition, facilitating good conversation/dialogue about priority oral health policy issues, building Board and staff capacity, understanding the current environment of oral health policy, and using resources that members bring to the table effectively have maintained a strong rating of "Good/Very Good" from 2014 through 2023.

Network members also rate membership outcomes highly. In all 7 categories, members' ratings of MCOH's membership outcomes, such as creating a sense of community among those interested in oral health issues, actively engaging MCOH members in concrete activities, using member time effectively, providing opportunities to learn from others, providing access to additional information, providing a concrete benefit to members' organizations, and providing an opportunity to help make a difference on health and welfare issues have improved or maintained from 2012 through 2023.