

2025
UTAH PUBLIC HEALTH
ASSOCIATION
MEMBERSHIP SURVEY
REPORT



**Utah
Public Health
Association**

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Executive Summary

The Utah Public Health Association conducted its annual membership survey in December 2025-January 2026. The goal of the survey was to better understand member demographics, perceived value of membership, professional development priorities, advocacy interests, wellness programming, and student member engagement. Findings highlight strong support for UPHA's mission and advocacy role, growing demand for targeted professional development and networking, and clear opportunities to deepen engagement across career stages particularly among students and early-career professionals.

The survey was developed in Qualtrics and distributed via email to the UPHA membership listserv. The initial email was sent to all active and expired UPHA members (915). The reminder emails were sent to active members only (585). To incentivize participation, respondents could enter a raffle to win 1 of 4-\$20 Visa gift cards.

The survey was completed by **96 respondents**, primarily current UPHA members (94).

Key Findings

- **Respondent Demographics**

Respondents (n=96) represent a diverse range of ages and public health roles, with most working in state and local health departments, higher education, or enrolled as students. Most respondents are individual and student members, with limited representation from early-career and retired categories.

- **Membership Value & Cost**

Members primarily join UPHA for professional networking, continuing education, and to support the organization's mission. A proposed \$15 annual membership fee increase was acceptable to most respondents (59%), though approximately one-third indicated it could potentially limit renewal, suggesting sensitivity to cost among some members. **Across all respondents, the average acceptable membership fee increase was \$10 per year.**

- **Networking & Engagement**

Members prefer a mix of in-person and virtual networking opportunities. Highest-interest activities include **topic-specific discussion groups, virtual lunch-and-learns, regional in-person meetups, service-based events, and mentorship opportunities**. About half of respondents expressed interest in deeper involvement with UPHA.

- **Professional Development**

Members identified strong interest professional development offerings in **health communication, AI in public health, and community engagement and partnership building**.

- **Advocacy**

Advocacy is viewed as a core strength of UPHA. A strong majority of

respondents agreed that UPHA's advocacy efforts are valuable to them individually, professionally, and to the broader public health sector. Top advocacy priorities include **public health workforce issues, behavioral and mental health, healthcare access, and maternal and child health**. While interest in advocacy participation is high, many respondents reported needing additional training particularly in legislative testimony, media engagement, and op-ed writing.

- **Wellness Programming**

Feedback on UPHA's pilot wellness programming indicates **interest in continued offerings**. Members recognize wellness as an important component of supporting a sustainable and resilient public health workforce.

- **Student Members**

Student respondents were primarily master's-level students, many of whom are involved in or interested in the Student Assembly. Findings highlight the importance of **leadership development, career exploration, mentorship, and affordable and flexible pathways for student engagement** in UPHA activities.

Recommended Actions

- Implement a \$10 membership fee increase.
- Offer a mix of in-person and virtual networking events.
- Develop applied professional development opportunities focused on health communication, AI, and career advancement.
- Invest in advocacy training to build member confidence and participation.
- Create clear pathways for member involvement, including volunteering, mentorship, and leadership roles.
- Continue and refine wellness programming to support workforce well-being.
- Strengthen student engagement through leadership opportunities and integration into UPHA.
- Connect with members who expressed interest in becoming more involved with UPHA.

Part I: Respondent Demographics

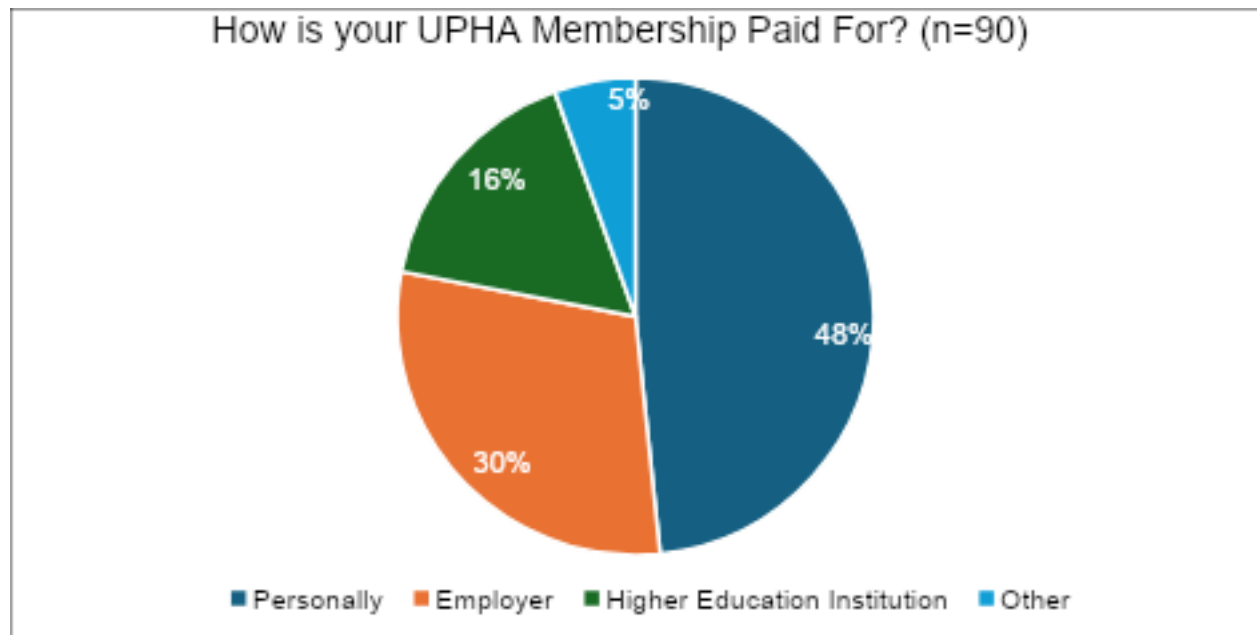
Respondent Demographics (n=96)	No. (%)
Age (y.)	
18-24	7 (8%)
25-34	17 (20%)
35-44	19 (23%)
45-54	22 (27%)
55-64	11(13%)
65-74	6 (7%)
75+	1 (1%)
Prefer not to answer	
Race/ethnicity	
American Indian or Alaskan Native	1(1%)
Asian	8 (10%)
Black or African American	2 (2%)
Hispanic or Latino	5 (6%)
White	69 (83%)
Prefer not to answer	2 (2%)
Gender	
Male	14 (17%)
Female	68 (86%)
Non-binary/third gender	1(1%)
Prefer not to answer	
Current Role in Public Health	
Student	17(20%)
Federal agency	1(1%)
State health department	21(25%)
Local health department	11(13%)
Private sector	4(5%)
Higher education	9(11%)
Prefer not to answer	
Current UPHA Member	
Yes, Individual	59(63%)
Yes, Early Career	4(4%)
Yes, Student	26(28%)
Yes, Retired	4(4%)
No, but I am interested in a membership	1(1%)
No, but I am not interested in a membership	1(1%)

Part II: Membership Benefits & Engagement

Respondents were asked a series of questions about their UPHA membership including the type of membership they have and how the membership is paid for. To inform a necessary membership fee increase, respondents were also asked how much of an

increase in price would be considered acceptable and not hinder their ability to pay for the membership.

Most respondents (n=93) currently have an individual membership (63%), followed by student members (28%), early career (4%), and retired membership (4%). These memberships are paid for by the following:



Proposed Membership Fee Increase

The proposed membership increase of \$15 per year, was acceptable by most (59%) respondents. Eight (9%) respondents said \$15 would prohibit them from renewing their membership, 30(33%) said it would possibly prohibit them from renewing.

For all respondents, including those in support of a \$15 increase:

Range: \$0-\$15

Mean: \$10.50/year

Mode: \$15

Of those who were not in support of a \$15 increase (n=35), they were asked what level of increase they would feel comfortable with:

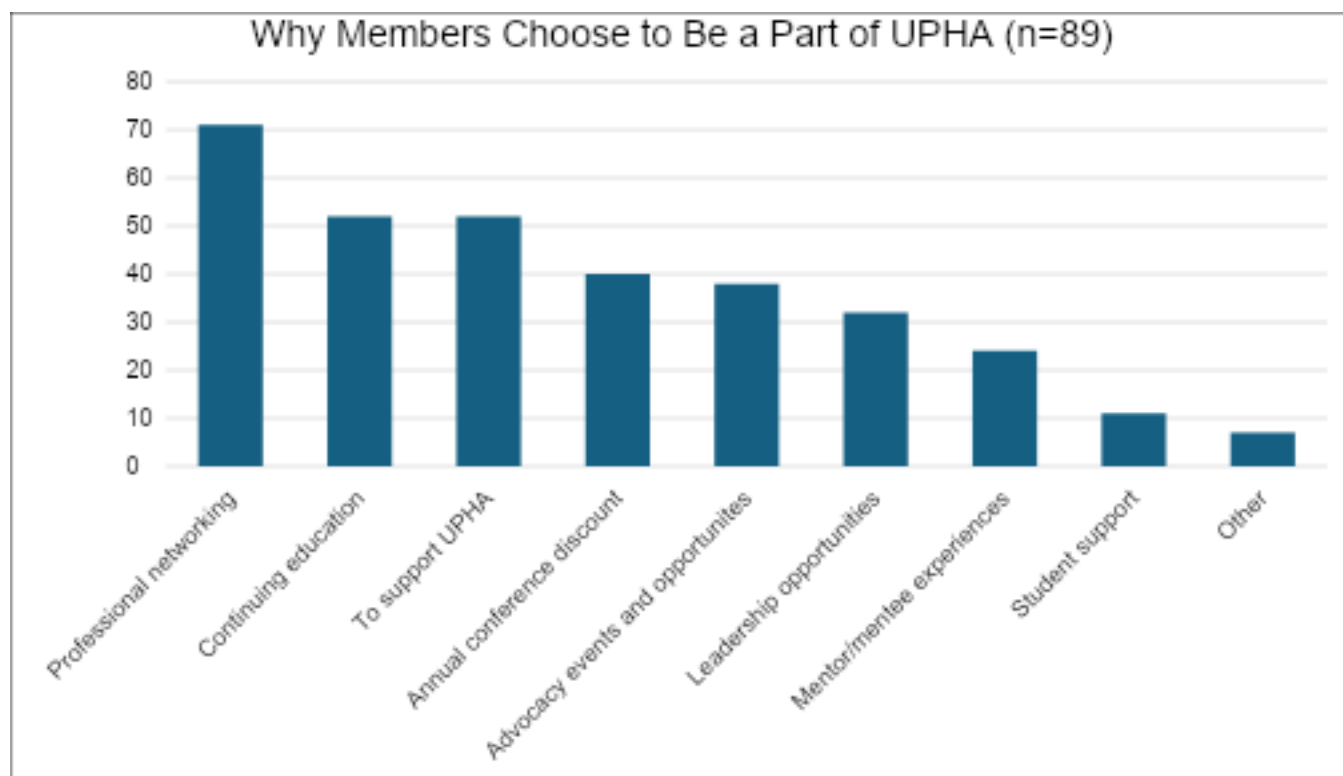
Range: \$0-\$10

Mean: \$5.50 / year

Mode: \$5

Networking Opportunities

Respondents choose to be part of UPHA for a variety of reasons, with the top selections including professional networking, continuing education opportunities, as well as to support UPHA's mission.



Most respondents (65%) are interested in a mix of in-person and virtual networking opportunities. UPHA should consider offering the following types of networking opportunities of interest (n=86) to the members:

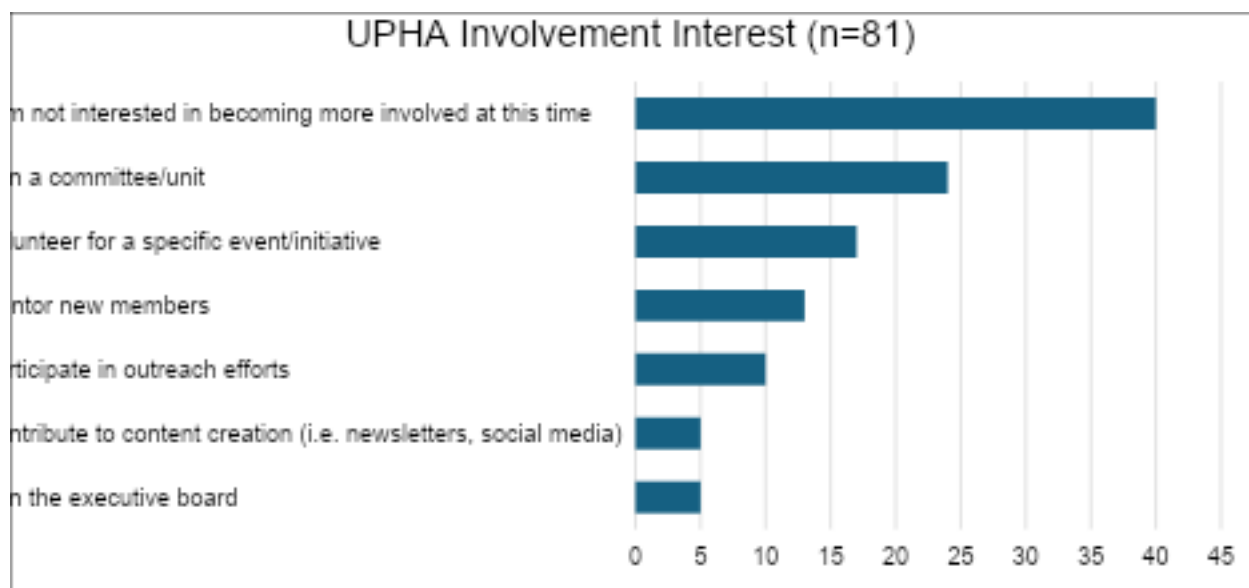
Type of Networking Event	n (%)
Topic specific discussion groups	54(63%)
Virtual lunch and learn sessions	52(60%)
Regional in-person meet-ups	45(52%)
Volunteer or service-based events	35(41%)
Mentorship mixers with students and professionals	34(40%)
Career-focused networking (i.e. speed networking, career panels)	28(33%)

Respondents (n=86) were asked how they receive most of their UPHA information. Respondents could select their top 3 sources

Source of Information	n (%)
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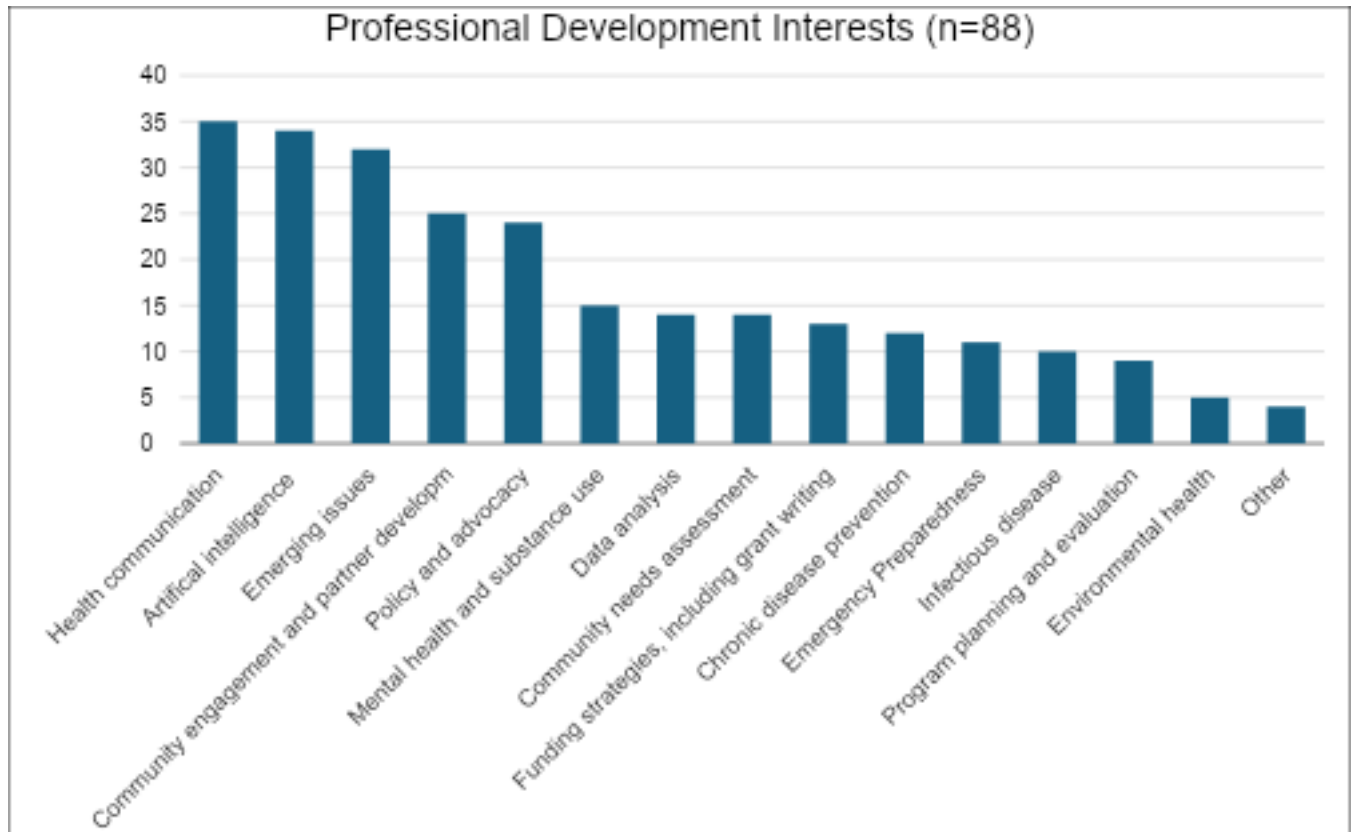
Email	70 (81%)
UPHA newsletter	56 (65%)
LinkedIn	11 (13%)
Instagram	10 (12%)

Half of respondents (51%) are interested in becoming more involved in the following ways.



Part III: Professional Development

Respondents were asked to select 3 professional development topics of most interest.



*Respondents were asked to select their top 3 topics of interest

Part IV: Advocacy

Respondents (n=83) were asked to select their level agreement with a variety of statements about UPHA's advocacy efforts using a 5-point Likert scale.

Statement	Level of Agreement	n	%
UPHA's advocacy efforts are valuable to me as an individual	Strongly agree	24	29%
	Agree	31	37%
	Neither agree nor disagree	25	30%
	Disagree	2	2%
	Strongly disagree	1	1%
UPHA's advocacy efforts are valuable to me in my occupation in public health	Strongly agree	27	33%
	Agree	29	35%
	Neither agree nor disagree	24	29%
	Disagree	2	2%
	Strongly disagree	1	1%

UPHA's advocacy efforts are valuable to the public health sector broadly	Strongly agree	36	43%
	Agree	34	41%
	Neither agree nor disagree	10	12%
	Disagree	2	2%
	Strongly disagree	1	1%
UPHA provides an opportunity for me to advocate for public health topics I care about	Strongly agree	24	29%
	Agree	21	25%
	Neither agree nor disagree	31	37%
	Disagree	6	7%
	Strongly disagree	1	1%
UPHA's advocacy efforts align with public health priorities that are important to me	Strongly agree	24	29%
	Agree	36	43%
	Neither agree nor disagree	19	23%
	Disagree	2	2%
	Strongly disagree	2	2%
UPHA advocates on behalf of the public health workforce.	Strongly agree	27	33%
	Agree	39	47%
	Neither agree nor disagree	14	17%
	Disagree	1	1%
	Strongly disagree	2	2%

Respondents (n=84) were asked to rank (1= top priority; 10= lowest priority) 10 topics that UPHA should prioritize in its future advocacy efforts. Provided below are the mean and mode for each topic.

Means closer to 1 represent topics of greatest interest

Advocacy Priority	Mean
Public Health Workforce (funding, licensing, etc.)	2.8
Behavioral Mental Health	3.5
Healthcare access	4.5
Maternal and Child Health	4.7
Infectious disease prevention and response	4.9
Environmental Health	5.1
Chronic disease prevention	5.3
Injury prevention	7.5
Emergency preparedness & response	7.5
Other	9.1

To inform advocacy trainings and opportunities, respondents (n=78) were asked to indicate their level of skill, training needs, and participation interest in a variety of activities. The advocacy activities are listed in the order of more training needed.

Activity	Skills Respondent Has	Needs more training	Wants to participate
Testify during the legislative committee meetings	14	50	13
Do media interviews	18	50	12
Write op-eds	17	45	16
Communicate with legislators	27	45	18
Participate in UPHA's advocacy unit	22	40	18
Attends meetings/ town halls with policy makers	23	37	21
Navigate le.utah.gov website	40	29	10
Utilize social media	46	20	6

What additional resources or support could help you feel more confident and engaged in advocacy efforts, open response:

- Clearly defined advocacy opportunities
- Building trusted relationships across political lines
- More training on how to communicate with legislators as well as stay up to date with bills
- Increased collaboration with local health departments for a cohesive public health voice
- Advocacy and opinion pieces better suited for Utah's conservative political environment
- More insights on advocating as a citizen.

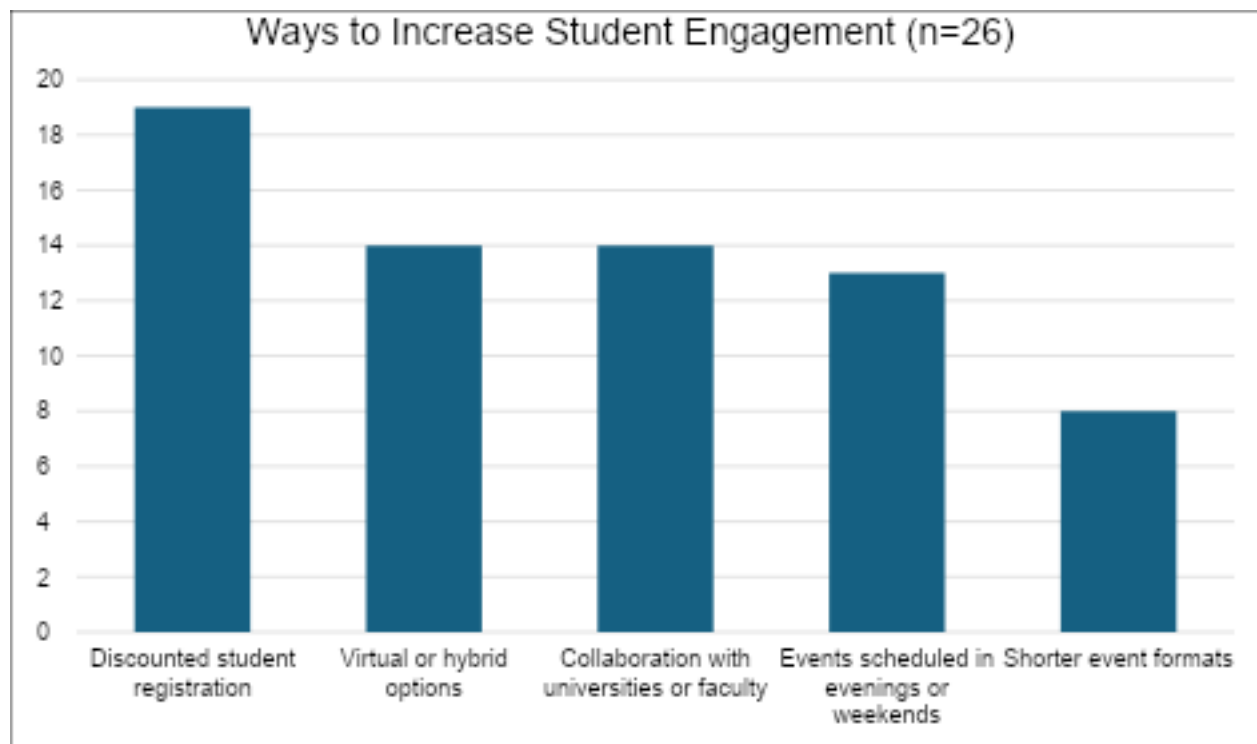
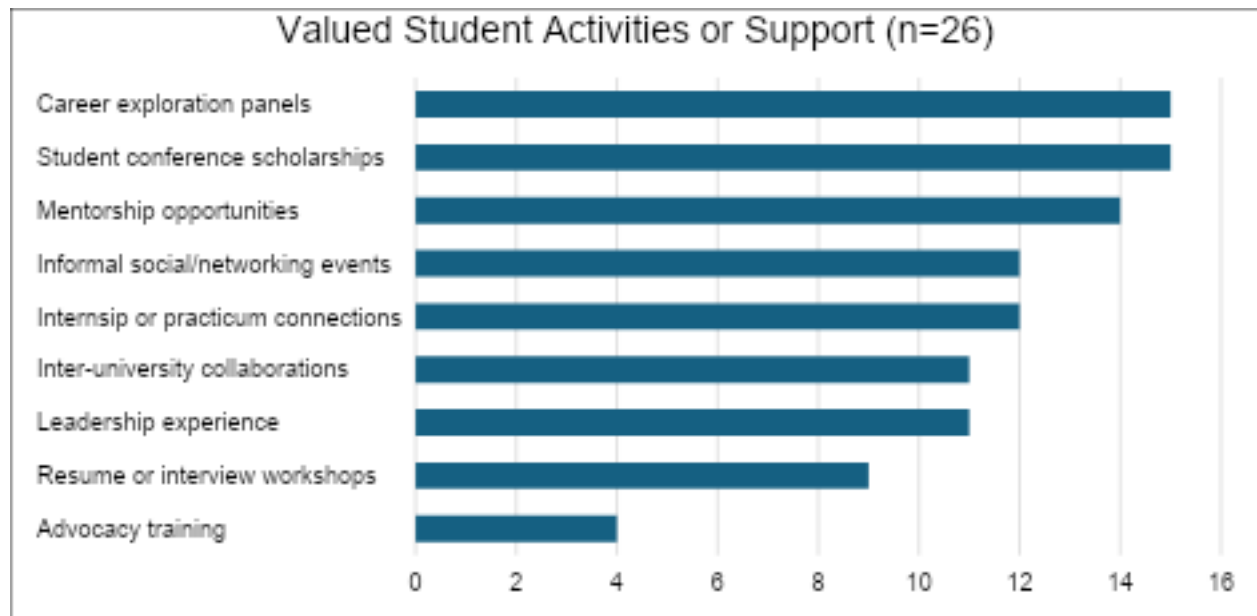
Part V: Wellness Programming

In 2025, UPHA piloted a wellness program. Several questions were included in the survey to get inform the future offerings of the program.



Part VI: Student Member Engagement

Due to the large number of UPHA student members, several questions were asked to identify needs and interests of public health students (n=26). Most student respondents are master's level (54%) and are members of the student assembly (31%) or are interested in learning more about the assembly (35%).



Appendix: Survey Tool

2025 UPHA Membership Survey

Start of Block: Default Question Block

Q1 Thank you for taking the time to complete the annual Utah Public Health Association (UPHA) membership survey. Your participation is invaluable in helping us better understand the needs and interests of our members, particularly in areas such as professional development and advocacy opportunities. Additionally, this survey will help us gain insight into how we can make the UPHA membership most valuable for all members including students, early career professionals, and seasoned professionals. The survey should not take more than 15 minutes of your time. At the end of the survey, you will be given the option to be entered into a drawing to win 1 of 4- \$20 Visa gift cards. The winners will be randomly selected in January 2026, after the survey closes and contacted via the email address provided.

Page Break

Q12 The first set of questions have to do with your UPHA membership and membership benefits.

Q2 Are you currently a member of UPHA?

- ☐ Yes
 - ☐ No - I am interested in a membership
 - ☐ No - I am not interested in a membership
-

Display this question:

If Are you currently a member of UPHA? = No - I am interested in a membership



Q7 Please enter your email address so a UPHA board member can contact you about a membership.

Display this question:

If Are you currently a member of UPHA? = No - I am not interested in a membership

Q42 Please describe why you are not currently a member, and what would make you consider rejoining?

Skip To: End of Survey If Condition: Please tell us why you are ... Is Equal to . Skip To: End of Survey.

Display this question:

If Are you currently a member of UPHA? = Yes

Q3 Which UPHA membership category best describes you?

- ☐ Individual
- ☐ Early Career (have worked professionally for less than 3 years)
- ☐ Student
- ☐ Retired

Display this question:

If Which UPHA membership category best describes you? = Student

Q30 Are you currently involved in the UPHA student assembly?

- ☐ Yes, I am part of the UPHA student assembly
- ☐ No, but I would like to learn more
- ☐ No and I am not interested at this time.

Display this question:

If Are you currently involved in the UPHA student assembly? = No, but I would like to learn more



Q44 Please add your email address, so UPHA can contact you about the student assembly

Display this question:

If Are you currently involved in the UPHA student assembly? = Yes, I am part of the UPHA student assembly

Or Are you currently involved in the UPHA student assembly? = No, but I would like to learn more

Or Are you currently involved in the UPHA student assembly? = No and I am not interested at this time.

Q26 As a student, what kinds of UPHA activities or supports would be most valuable to you? Select all that apply.

- ☐ Mentorship opportunities
 - ☐ Career exploration panels
 - ☐ Internship or practicum connections
 - ☐ Student conference scholarships
 - ☐ Resume or interview workshops
 - ☐ Advocacy training
 - ☐ Leadership experience
 - ☐ Informal social/networking events
 - ☐ Inter-university collaborations
 - ☐ Other, please specify
-

Display this question:

If Which UPHA membership category best describes you? = Student

Q27 What would make UPHA events or trainings more accessible or appealing for students?

- ☐ Discounted student registration
- ☐ Virtual or hybrid options
- ☐ Shorter event formats
- ☐ Events scheduled outside of class hours (evenings and weekends)
- ☐ Collaboration with universities and/or faculty
- ☐ Other, please specify

Display this question:

If Which UPHA membership category best describes you? = Student

Q28 Which university or college are you currently attending (or most recently attended)?

Display this question:

If Which UPHA membership category best describes you? = Student

Q29 What year are you in your current academic program?

- ☐ First year undergraduate
- ☐ Second year undergraduate
- ☐ Third year undergraduate
- ☐ Fourth year (or greater) undergraduate
- ☐ Masters level student
- ☐ Doctoral student
- ☐ Recently graduated

Page Break

Q4 How is your UPHA membership typically paid for?

- ☐ Personally
 - ☐ Employer
 - ☐ Higher education institution
 - ☐ Other, please specify
-

Q5

In order to offer additional membership activities and cover administrative costs, UPHA is considering raising its annual membership by \$15, resulting in the following membership cost:

Individual Member: \$70 Early Career Professional: \$45 Retired: \$45 Student: \$35

Would this increase prohibit you from renewing your membership?

- ☐ Yes
- ☐ No
- ☐ Possibly

Display this question:

If In order to offer additional membership activities and cover administrative costs, UPHA is consid...
= Yes

Or In order to offer additional membership activities and cover administrative costs, UPHA is consid...
= Possibly

Q6 How much of an increase in membership cost would be acceptable?

- ☐ \$1 per year
 - ☐ \$2 per year
 - ☐ \$3 per year
 - ☐ \$4 per year
 - ☐ \$5 per year
 - ☐ \$6 per year
 - ☐ \$7 per year
 - ☐ \$8 per year
 - ☐ \$9 per year
 - ☐ \$10 per year
 - ☐ \$11 per year
 - ☐ \$12 per year
 - ☐ \$13 per year
 - ☐ \$14 per year
 - ☐ I do not support raising membership costs.
-

Q8 Why do you choose to be a member of UPHA? Select all that apply.

- ☐ Professional networking
 - ☐ Advocacy events/opportunities
 - ☐ Continuing education/professional development
 - ☐ Mentor/mentee opportunities
 - ☐ Student support
 - ☐ Annual conference discount
 - ☐ Leadership opportunities
 - ☐ To support UPHA
 - ☐ Other, please specify
-

Q33 Which types of networking opportunities would you be most interested in participating in as a UPHA member? Select all that apply.

- ☐ Regional in-person meetups
 - ☐ Career-focused networking (i.e. speed networking, career panels)
 - ☐ Topic specific discussion groups (i.e. One Health, policy, rural health)
 - ☐ Volunteer or service based events
 - ☐ Virtual lunch and learn sessions
 - ☐ Mentorship mixers connecting students and professionals
 - ☐ Other, please specify
-

Q9 What is your preferred format of networking opportunities?

- ☐ In-person
- ☐ Virtual
- ☐ Some in-person and some virtual
- ☐ I am unlikely to attend networking events



Q10 What 3 topics would you like to see covered during UPHA's 2026 professional development offerings? Please select your top 3 choices.

- ☐ Data analysis
 - ☐ Health communication
 - ☐ Program planning and evaluation
 - ☐ Community needs assessment
 - ☐ Policy and advocacy
 - ☐ Community engagement and partner development
 - ☐ Funding strategies, including grant writing
 - ☐ Chronic disease prevention
 - ☐ Infectious disease
 - ☐ Environmental health
 - ☐ Mental health and substance use
 - ☐ Emergency preparedness
 - ☐ Artificial intelligence and public health
 - ☐ Discuss emerging issues
 - ☐ Other, please specify
-

Q11 How would you like to become more involved in UPHA?

- ☐ Join a committee/unit
 - ☐ Join the executive board
 - ☐ Volunteer for a specific event/initiative
 - ☐ Mentor new members
 - ☐ Participate in outreach efforts
 - ☐ Contribute to content creation (ie. newsletters, social media)
 - ☐ I am not interested in becoming more involved at this time
 - ☐ Other, please specify
-

Display this question:

If How would you like to become more involved in UPHA? != I am not interested in becoming more involved at this time



Q40 Please enter your email address so we can contact you about becoming more involved in UPHA



Q40 Where are you currently receiving most of your UPHA information regarding initiatives/events/resources, etc.? Select your top 3 sources of UPHA information.

- ☐ UPHA Newsletter
 - ☐ Email
 - ☐ Instagram
 - ☐ LinkedIn
 - ☐ Other, please specify
-

Page Break

Q13 The next set of questions pertain to UPHA's advocacy efforts. Q14 Please select your level of agreement with the following statements about UPHA advocacy?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
UPHA's advocacy efforts are valuable to me as an individual	☐	☐	☐	☐	☐
UPHA's advocacy efforts are valuable to me in my occupation in public health.	☐	☐	☐	☐	☐
UPHA's advocacy efforts are valuable to the public health sector broadly.	☐	☐	☐	☐	☐
UPHA provides an	☐	☐	☐	☐	☐

opportunity
for me to
advocate for
public health
topics I care
about.
UPHA's
advocacy
efforts align
with public
health
priorities that
are important
to me.
UPHA
advocates on
behalf of the
public health
workforce.

☐	☐	☐	☐	☐
☐	☐	☐	☐	☐

Q15 Which topics do you believe UPHA should prioritize in its future advocacy efforts?
Rank the following topics with 1 being your top priority and 10 being your lowest priority.

- _____ Public health workforce (funding, licensing, etc)
- _____ Behavioral/mental health
- _____ Environmental health
- _____ Maternal and child health
- _____ Infectious disease prevention and response
- _____ Chronic disease prevention
- _____ Healthcare access
- _____ Injury prevention
- _____ Emergency preparedness and response
- _____ Other, please specify

Q17 Please complete the matrix table below by indicating which advocacy skills and/or activities are skills you have, skills you need more training in, and activities/trainings you want to participate in. You can choose more than one option for each skill or activity.

	Skills I have	Need more training	Want to participate in
Participate in UPHA's Advocacy Unit	☐	☐	☐
Navigate le.utah.gov website	☐	☐	☐

Utilize social media	☐	☐	☐
Write op-eds	☐	☐	☐
Communicate with legislators (emailing, writing letters)	☐	☐	☐
Attend meetings/town halls with policy makers	☐	☐	☐
Testify during the legislative committee meetings	☐	☐	☐
Do media interviews	☐	☐	☐
Other, please specify	☐	☐	☐

Q19 What additional resources or support could help you feel more confident and engaged in advocacy efforts?

Q16 The following set of questions are about UPHA's Wellness Program.

Q34 What type of wellness content or support would you like to see more of?

- ☐ Fitness or step challenges
 - ☐ Personalized coaching
 - ☐ Nutrition or cooking demos
 - ☐ Mental health or stress management workshops
 - ☐ Quick daily wellness tips
 - ☐ Other, please specify
-

Q36 What motivates you most to participate in wellness programs?

- ☐ Incentives (i.e. gift cards, time off, recognition)
 - ☐ Team or social challenges
 - ☐ Access to virtual or on-site fitness options
 - ☐ One-on-one support or coaching
 - ☐ Flexible scheduling
 - ☐ I do not participate in wellness programs
 - ☐ Other, please specify
-

Q37 Have you noticed any personal benefits from participating in UPHA's wellness efforts?

- ☐ Yes, positive change
 - ☐ No noticeable change
 - ☐ Not applicable
-

Q38 Would you be interested in joining a pilot wellness program with personalized plans and coaching?

- ☐ Yes
 - ☐ No
 - ☐ Maybe
-

Display this question:

If Would you be interested in joining a pilot wellness program with personalized plans and coaching?
= Yes

Or Would you be interested in joining a pilot wellness program with personalized plans and coaching? = Maybe



Q39 If interested in potentially participating in a pilot wellness program, please add your email address

Page Break

Q20 Please tell us a little about yourself.

Q21 What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75 or older
- ☐ I prefer not to answer

Q22 Which race/ethnicity do you identify as? Select all that apply.

- ☐ American Indian or Alaska Native
 - ☐ Asian
 - ☐ Black or African American
 - ☐ Hispanic or Latino
 - ☐ Middle Eastern or North African
 - ☐ Native Hawaiian or Pacific Islander
 - ☐ White
 - ☐ I prefer not to answer
-

Q23 Which gender do you identify as?

- ☐ Male
 - ☐ Female
 - ☐ Non-binary / third gender
 - ☐ I prefer not to answer
-

Q24 Which area of public health best describes your current role?

- ☐ Student
 - ☐ Federal agency
 - ☐ State health department
 - ☐ Local health department
 - ☐ Private sector
 - ☐ Non-profit
 - ☐ Higher education
 - ☐ Research
 - ☐ Healthcare
 - ☐ I'm currently not employed
 - ☐ Other, please specify
-



Q43 Thank you for your responses! If you are interested in being entered into a raffle for 1 of 4- \$20 Visa Gift Cards, please enter your email address below.

End of Block: Default Question Block

Start of Block: Block 2
