

First Annual American Diabetes Association and Shaping America's Health Partnership Forum

Attendee Satisfaction Survey Summary

Presented by Strategic Marketing,
Department of Marketing Intelligence & Planning (MIP)
August 27, 2007

A survey was fielded of attendees of the First Annual Partnership Forum: *Uniting in the Fight Against Diabetes and Obesity – A Discussion on Race Disparities, Type 2 Diabetes and the Obesity Epidemic.*

47 attendees completed the survey. Respondents were categorized into 6 attendee types*:

- Non-Profit Organization/NGO: 10 respondents (21%)
- Government Agency: 3 respondents (6%)
- Private Sector/Industry: 5 respondents (11%)
- “Other”: 1 respondent (Education) (2%)
- ADA Volunteer: 13 respondents (28%)
- ADA/SAH Staff: 15 respondents (32%)

For most question sets, respondents were asked to provide a scaled response to statements using a 7 point scale (Strongly Agree-Strongly Disagree or Not at all Satisfied-Very Satisfied).

Responses to each statement are presented in a single, color-coded bar, which identifies responses in three categories:

■ Net Disagree

■ Net Neutral

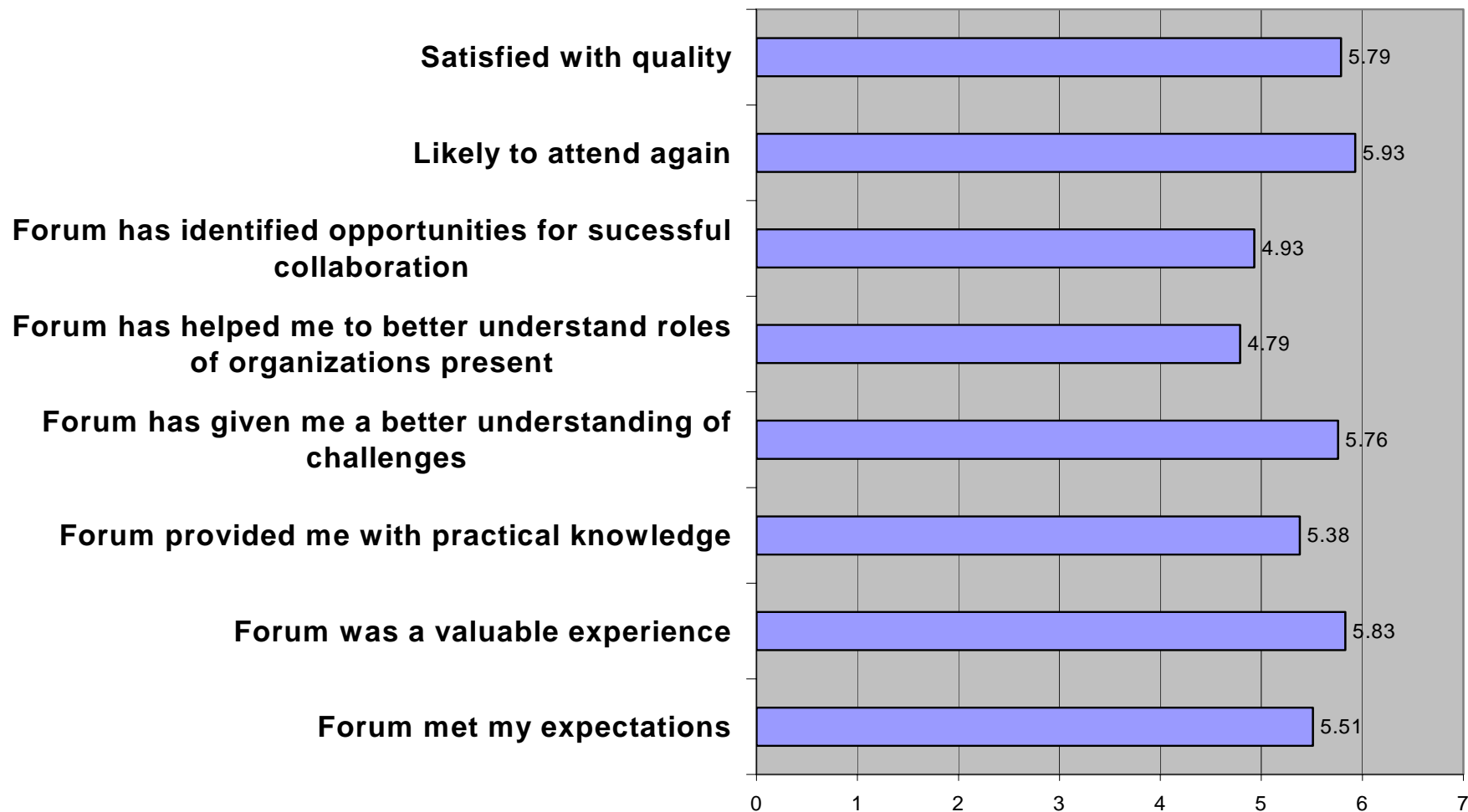
■ Net Agree

- **Net Disagree:** % of respondents who answered 1 or 2
- **Net Neutral:** % of respondents who answered 3, 4 or 5
- **Net Agree:** % of respondents who answered 6 or 7
- Note: Responses in the **Guest** category include all attendees from Non-Profit organization/NGO, Government Agency, Private sector/industry and “Other”

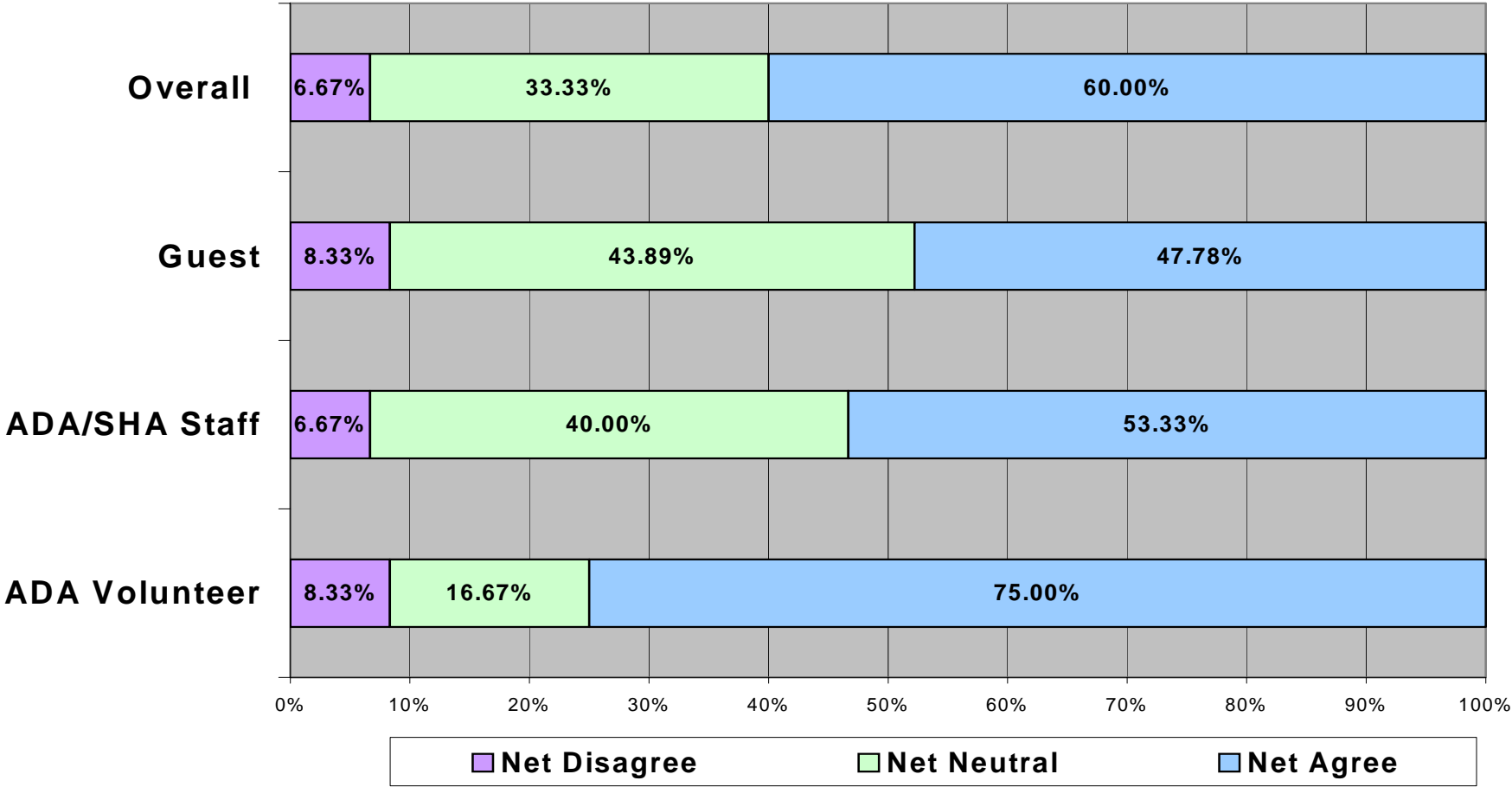
- Mean Agreement Scores ranged between 4.79 and 5.93 on a 7-point scale, denoting a higher than average (4.0) score across all questions
 - Highest Scoring Areas
 - “Likelihood to Attend Next Year” (mean score = 5.93 across all respondents)
 - “Considered a Valuable Experience” (mean score = 5.83 across all respondents)
 - Areas of Improvement
 - “Identification of Opportunities for Collaboration” (mean score = 4.93 across all respondents); nearly 80% of respondents in the “guest” category gave net disagree/neutral scores for this question
 - “Greater Understanding of Organizations Present” (mean score = 4.79 across all respondents); ~75% of respondents in the “guest” category gave net disagree/neutral scores for this question
- With one exception, *highest net agree* average scores across all questions were given by ADA volunteers
- With a few exceptions, *highest net disagree/neutral* scores across all questions were given by guests

Key Takeaway: consider a more “guest-centric” approach in 2008; query Task Force members and participating organizations to drive content development

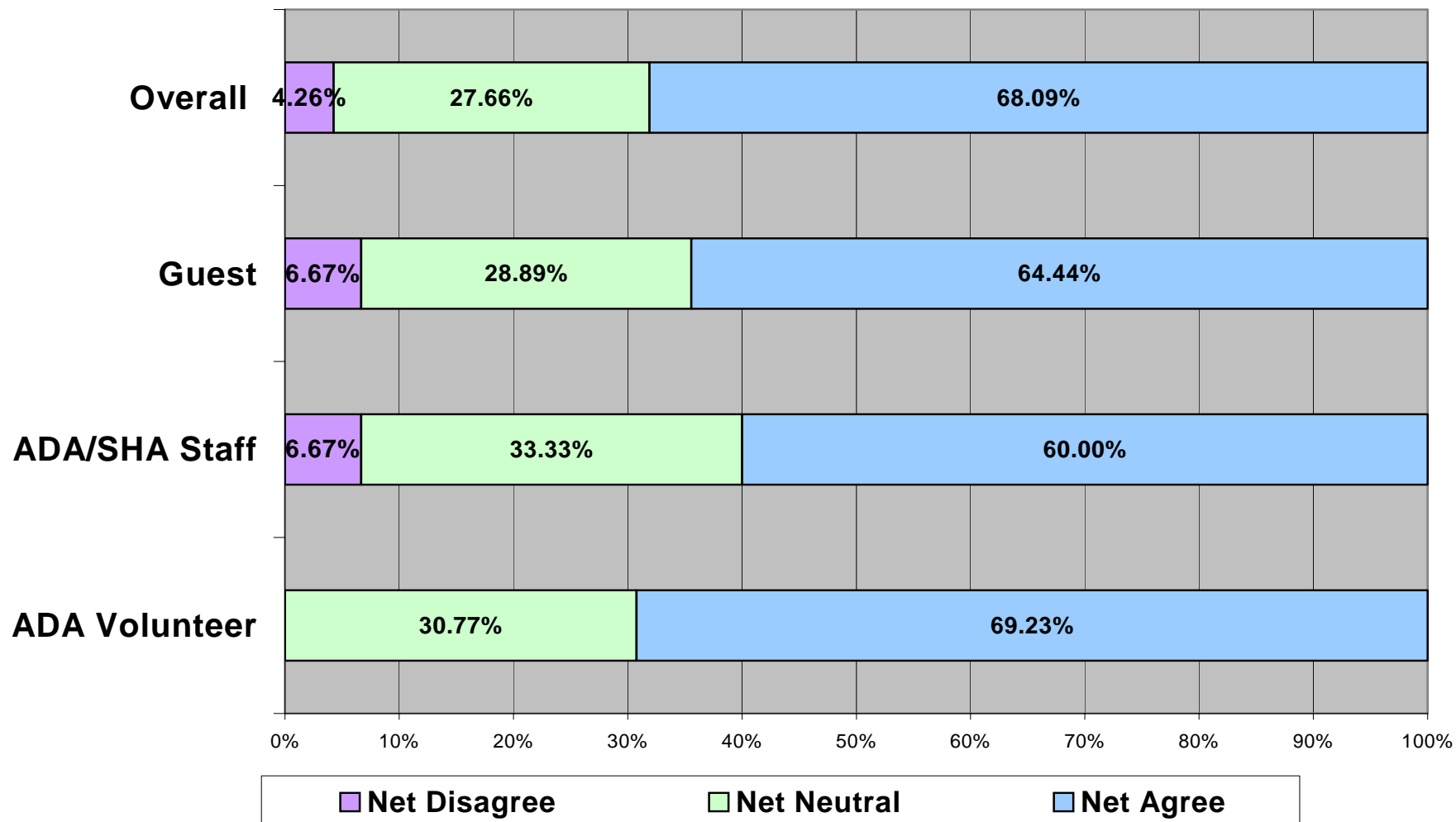
Mean Responses



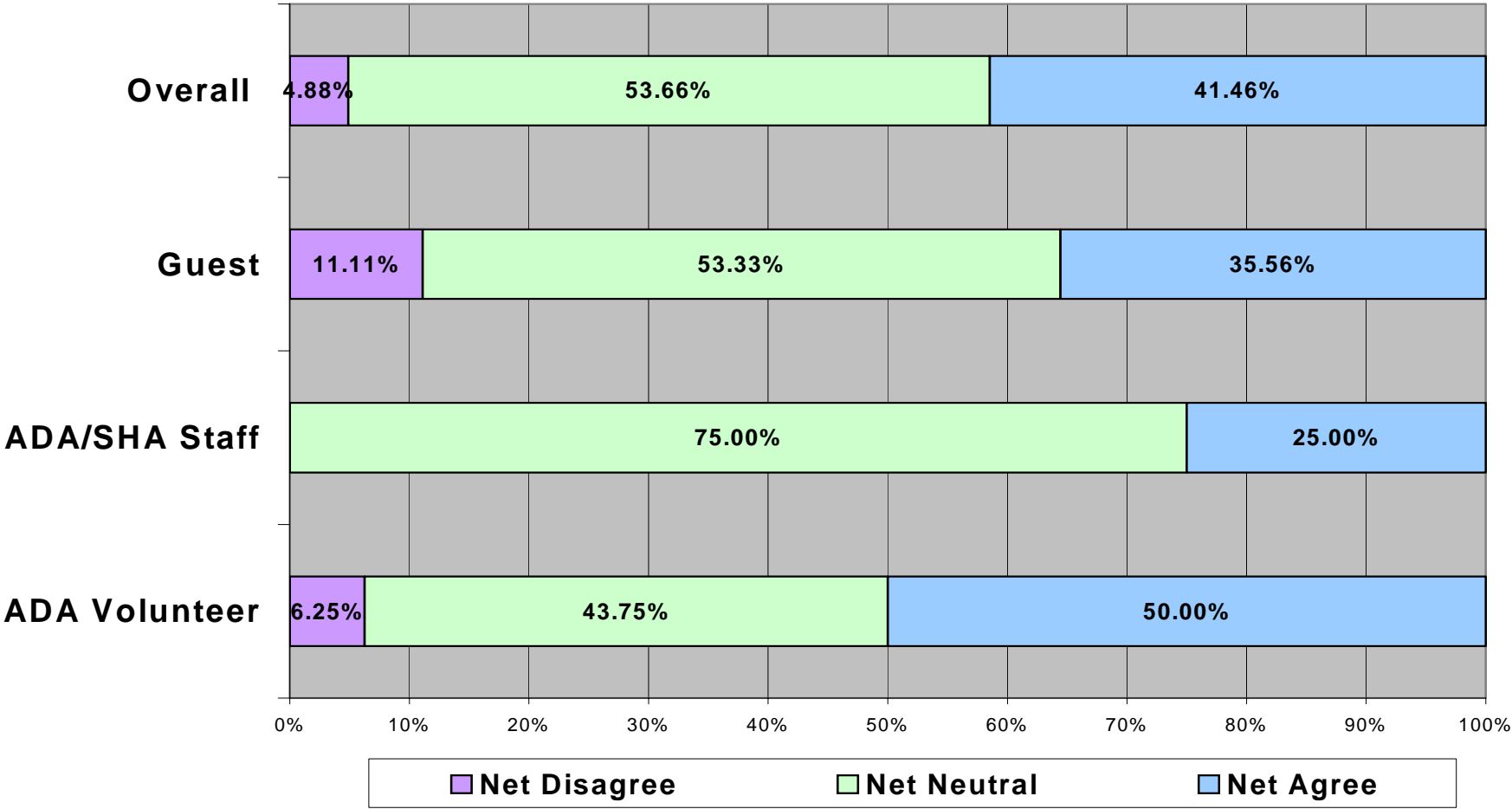
Today's Forum met my expectations.



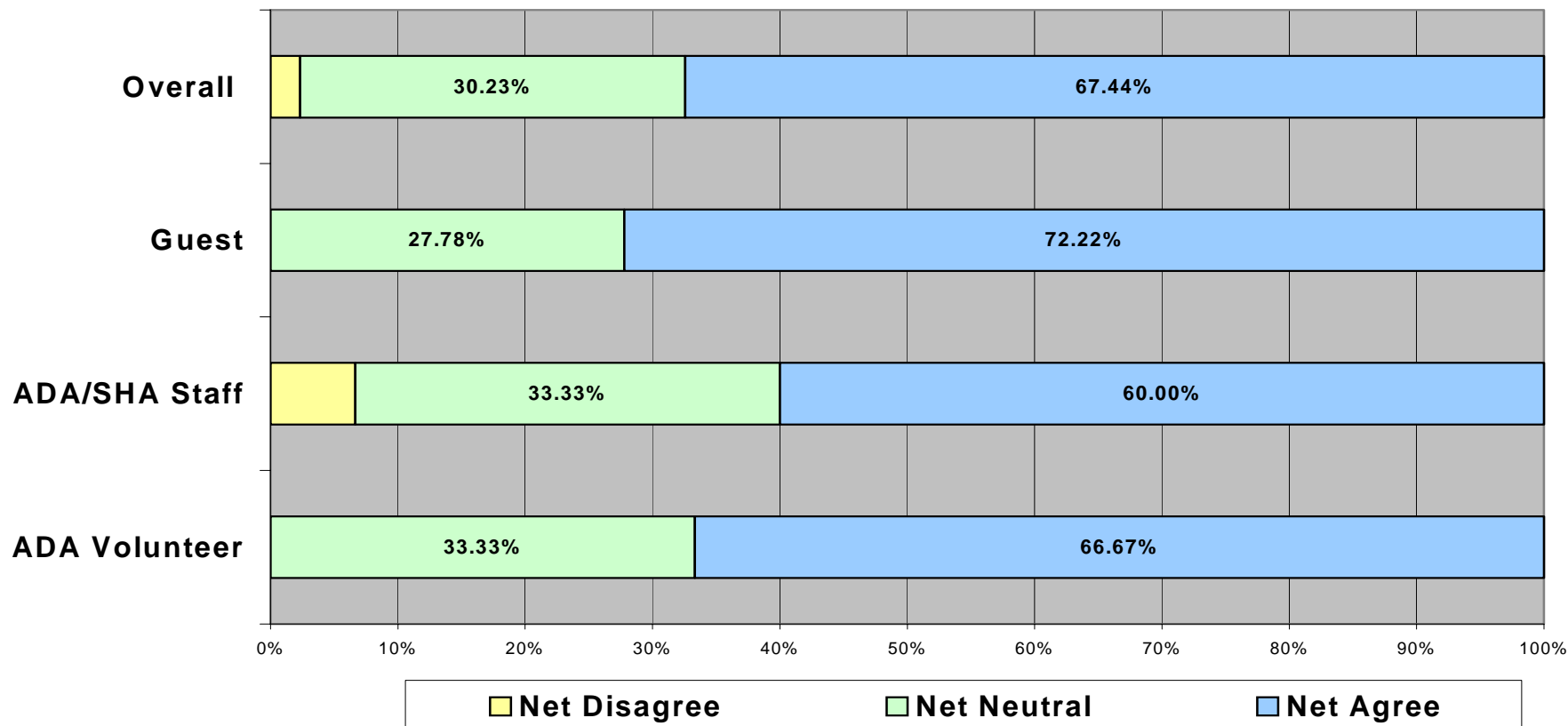
Today's Forum was a valuable experience.



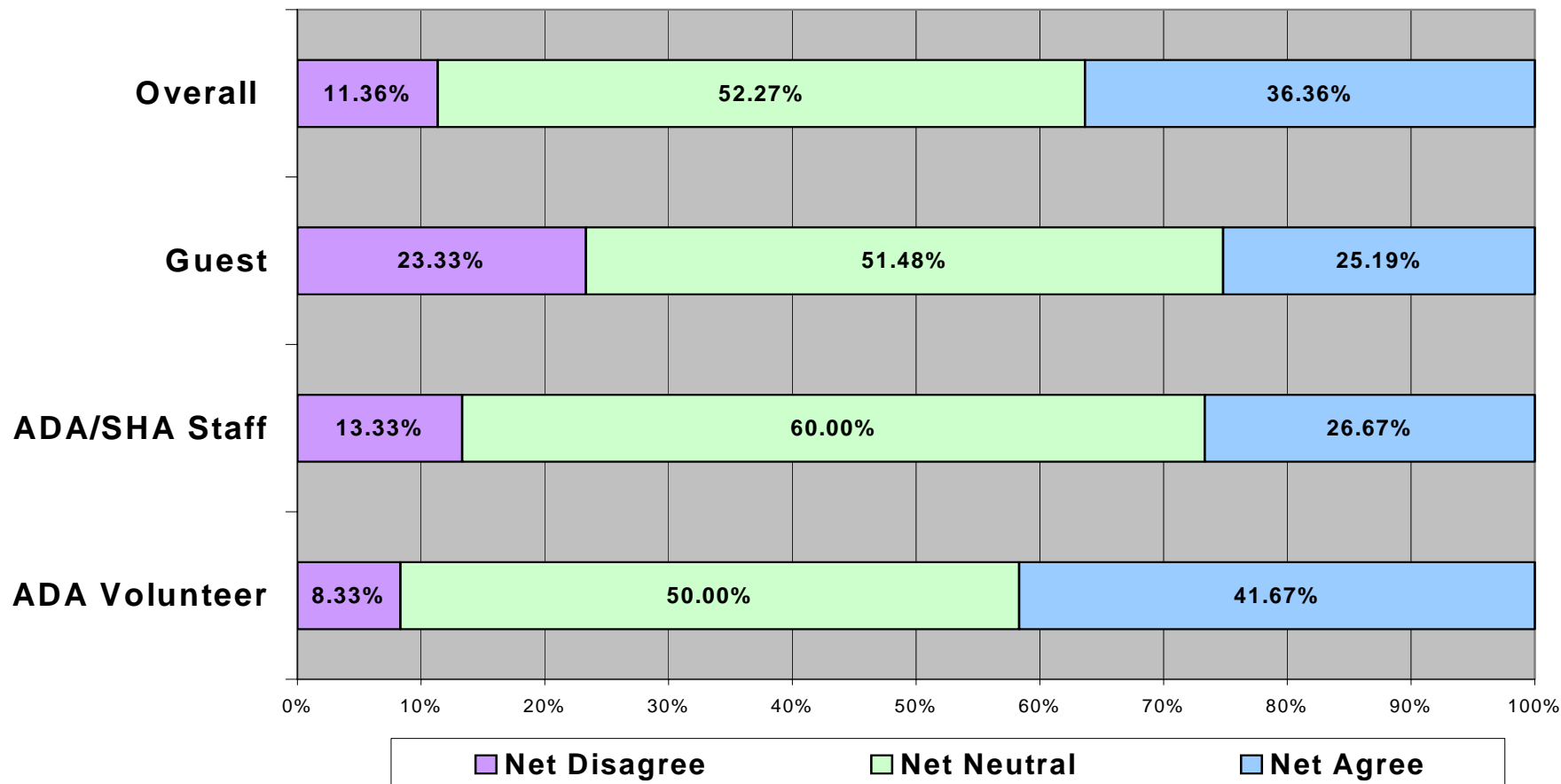
Today's Forum provided me with practical knowledge.



The Forum has given me a better understanding of the challenges of fighting diabetes and the obesity in minority communities.

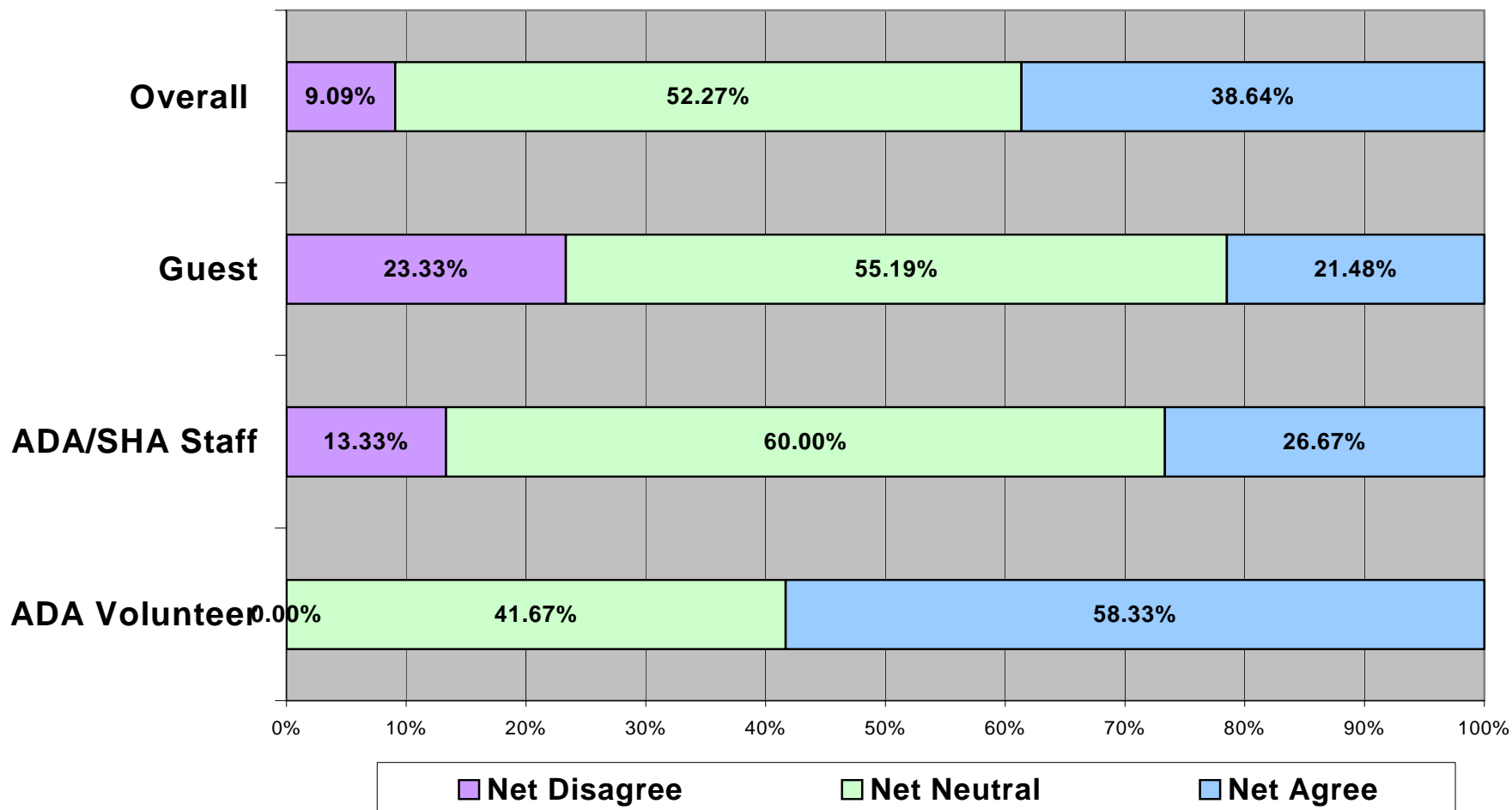


The forum has helped me to better understand the roles of the organizations present today.

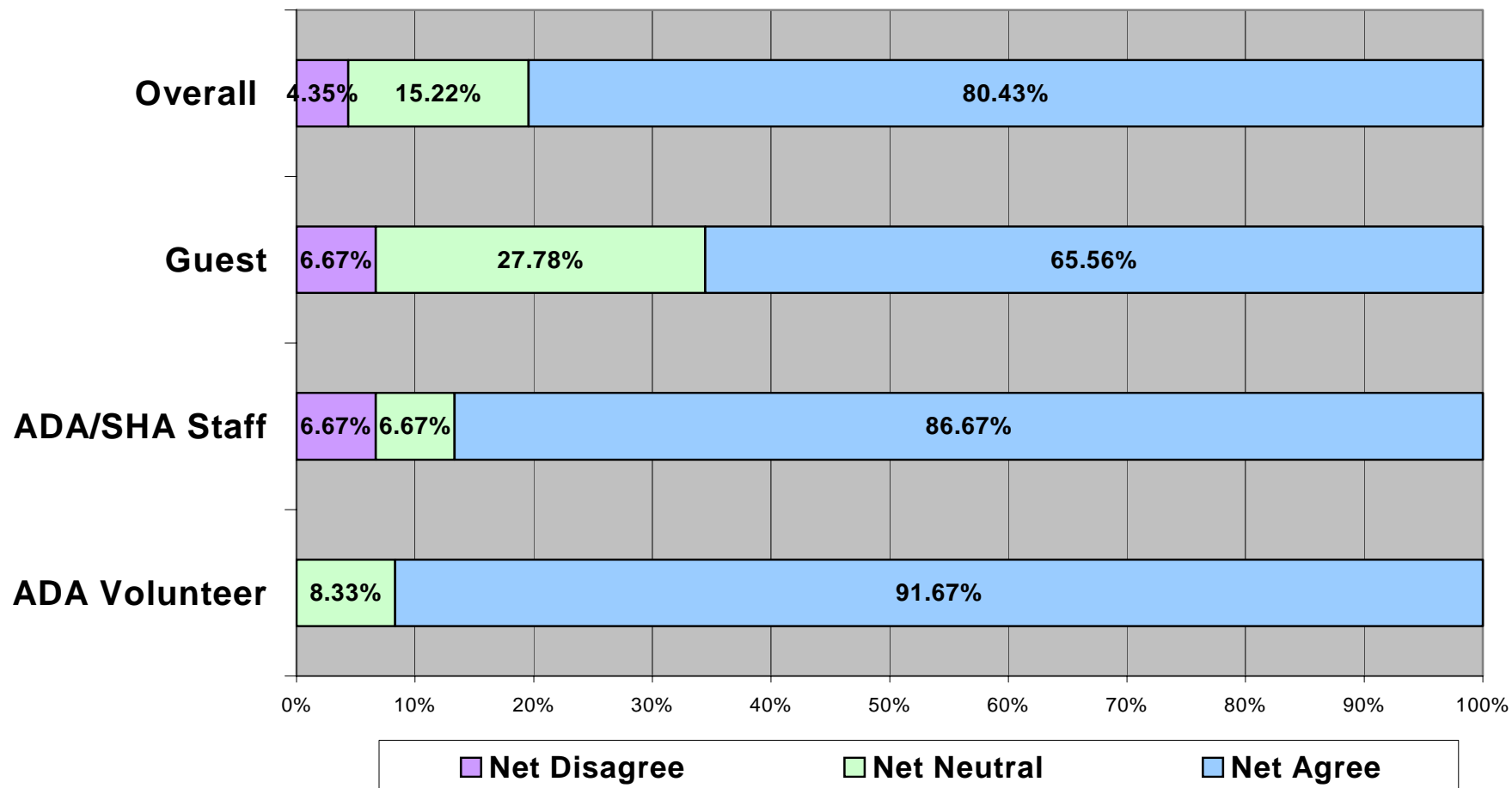


Forum Provided Opportunities for Collaboration

The Forum has identified opportunities for successful collaboration among the organizations present today.

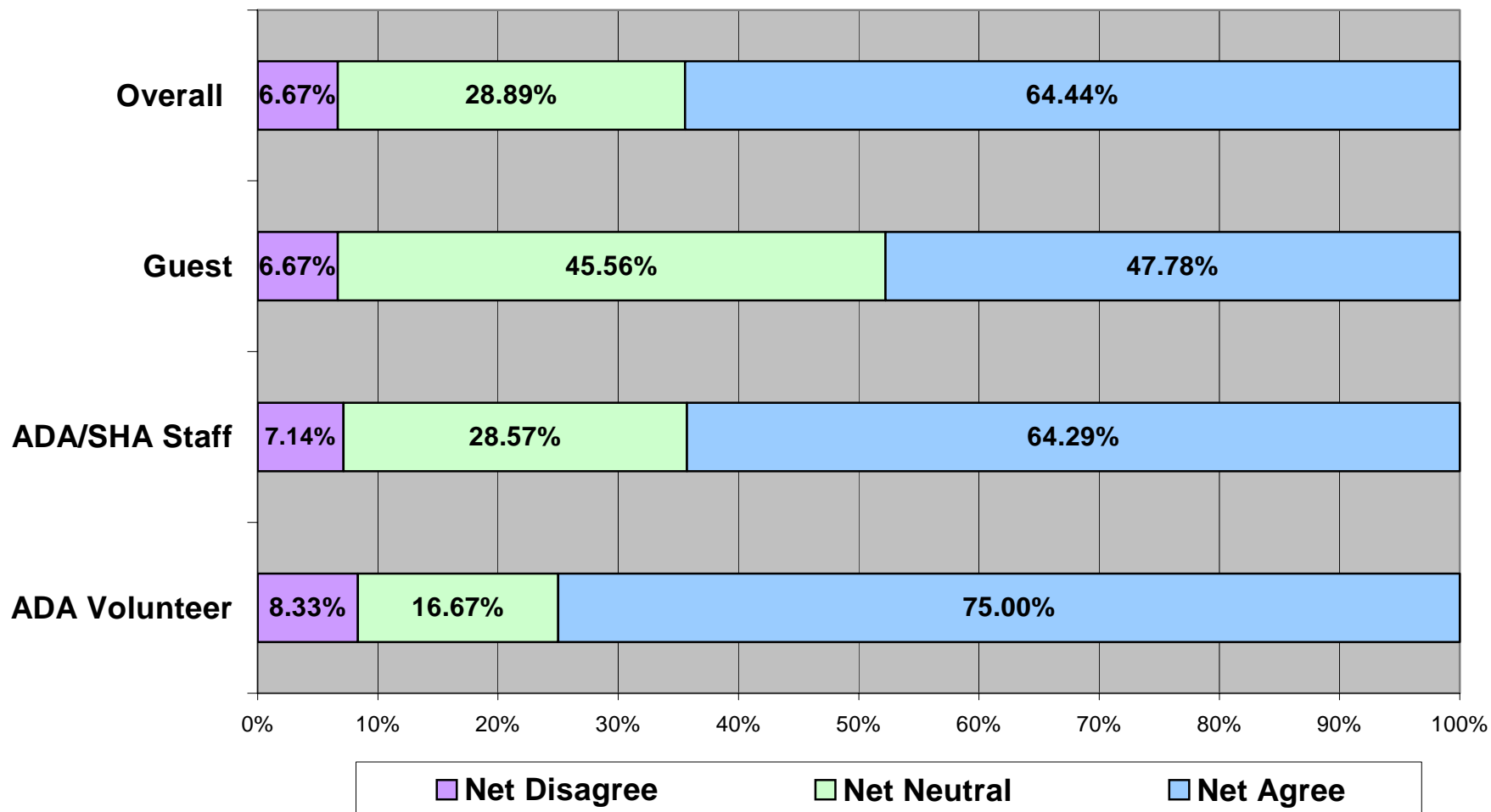


How likely are you to attend the 2nd Annual Partnership Forum in 2008?



Satisfaction with Quality of Forum

Overall, how satisfied are you with the quality of today's Forum?



Key Observations: Qualitative Questions

- Many respondents commented that they were unsure of the Forum objectives in advance of the event
 - *Proposed Improvement for 2008: Disseminate the Agenda (with clearly stated objectives) in advance*
- A significant number of respondents stated that they wanted more “open dialogue”, exchange of “best practices” and “results-oriented content”, and less ADA ‘air time’
 - *Proposed Improvement for 2008: Schedule more breakouts and open microphone general sessions, less ADA presentations/speakers*
- Advocacy for ethnic minorities was cited as an area of interest by multiple respondents
 - *Proposed Improvement for 2008: Schedule an Advocacy-specific session*
- Several respondents mentioned that they wanted more opportunities to network
 - *Proposed Improvement for 2008: Schedule more time for meals &/or host a designated ‘refreshment hour’ to provide such opportunities*
- Several respondents suggested hiring professional moderators next year, as opposed to utilizing ADA staff/volunteers
- Many respondents underscored the importance of ethnic diversity and representation in ADA’s staff, volunteer base and Board