

CHARTING THE COURSE TOGETHER

Key findings from the CanWaCH member engagement survey

BACKGROUND

In April 2023, the Canadian Partnership for Women and Children's Health (CanWaCH) shared an engagement survey with its 97 members (now 100 members). The goal of this survey was twofold. In addition to gathering important data for our reporting requirements, we wanted to take a critical look at our direction and use member feedback to co-create an optimal path forward.










For CanWaCH, this survey went beyond checking a box. We were, and continue to be, committed to listening to member experiences, improving our engagement and evolving alongside our membership.

Over the years, CanWaCH membership – and the sector at large – have evolved. High employee turnover rates throughout the pandemic mean that the dynamics of our community have changed, and we have welcomed many new faces alongside (and within) our long-time members. This diversity in membership brings fresh perspectives, experiences and expectations, making it crucial for us to understand the evolving needs and preferences.

For that reason, we sought to take a more targeted approach. Four tailored versions of the survey were sent to different role types, with relevant questions specific to each group. While many questions applied to all groups, the custom questions provided us with clearer insights to ensure that we were not missing opportunities to support critical areas within our membership.

In this summary report, you'll read key highlights from the survey responses. These include areas where members have drawn the most benefit, but also opportunities for change and even course correction. While we appreciate all the positive feedback we received, we are equally grateful for the thoughtful reflections that will help put all of us on the best path possible.

NOTES AND LIMITATIONS

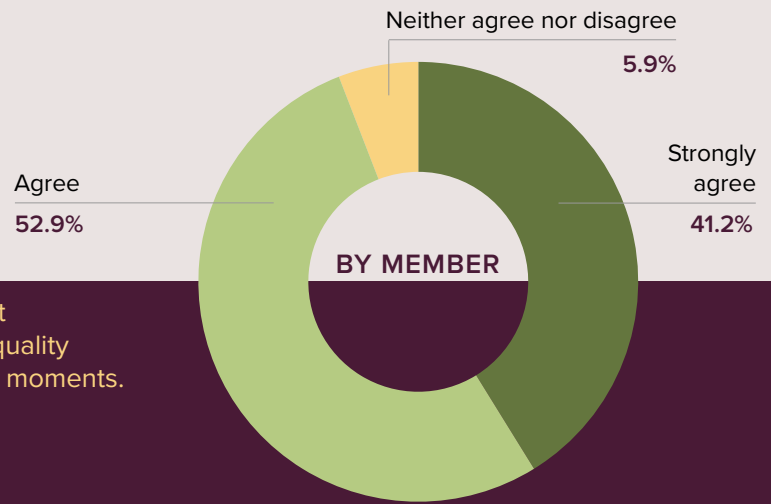
-  The survey was sent to a total of 353 individuals, with at least one survey sent to each of CanWaCH's member organizations.
-  The survey received a 49.5% response rate (considered [good](#) for this type of survey).
-  A total of four segmented surveys were distributed to members:
 -  a MEAL-focused survey for programming and monitoring and evaluation leads
 -  a public engagement-focused survey for communication, policy and public engagement leads
 -  a shorter general membership-focused survey for organizational and gender equality leads
 -  a full survey that included all questions
-  Respondents were asked to base their responses on the period of April 2022 - March 2023.
-  Several new members noted in their responses that while they were satisfied so far, it was early to definitively answer certain questions.

KEY FINDINGS

FULL STEAM AHEAD

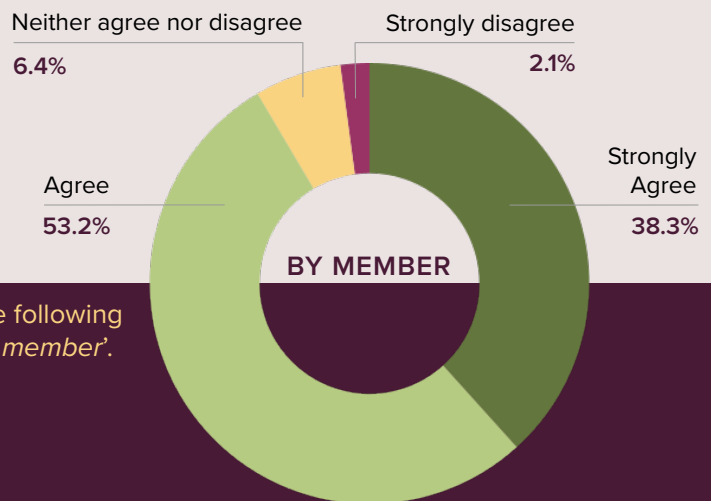
94.1%

of members **agree** or **strongly agree** that CanWaCH brings a health and gender equality focus to international cooperation sector moments.



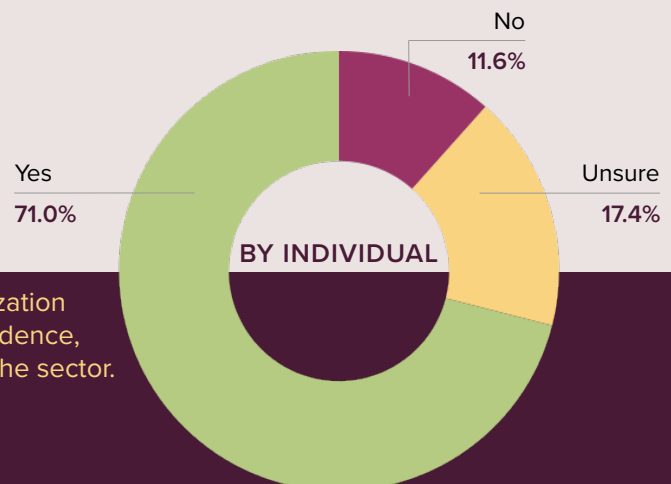
91.5%

of members **agree** or **strongly agree** with the following statement. *'I find value in being a CanWaCH member'.*



71%

of individuals surveyed say they or their organization have used CanWaCH as a platform to share evidence, tools or lessons learned with other partners in the sector.



MEMBERS FOUND GREAT VALUE IN:

ENGAGEMENT OPPORTUNITIES

“CanWaCH provides a platform for us to get our message out, share what we are doing and engage with others in the sector who are doing similar – and sometimes different – things.”

“Grateful for the platforms that CanWaCH has created to bring together rights-based organizations working on GE and health issues.”

EVENTS

“The in-person networking that takes place at the annual meet-up is vital for our organization.”

“In person events support partnership building for advocacy and project development with other NGOs.”

RESOURCES

“I’ve used CanWaCH’s blogs, articles, and learning resources to develop my knowledge on global health issues and gender equality.”

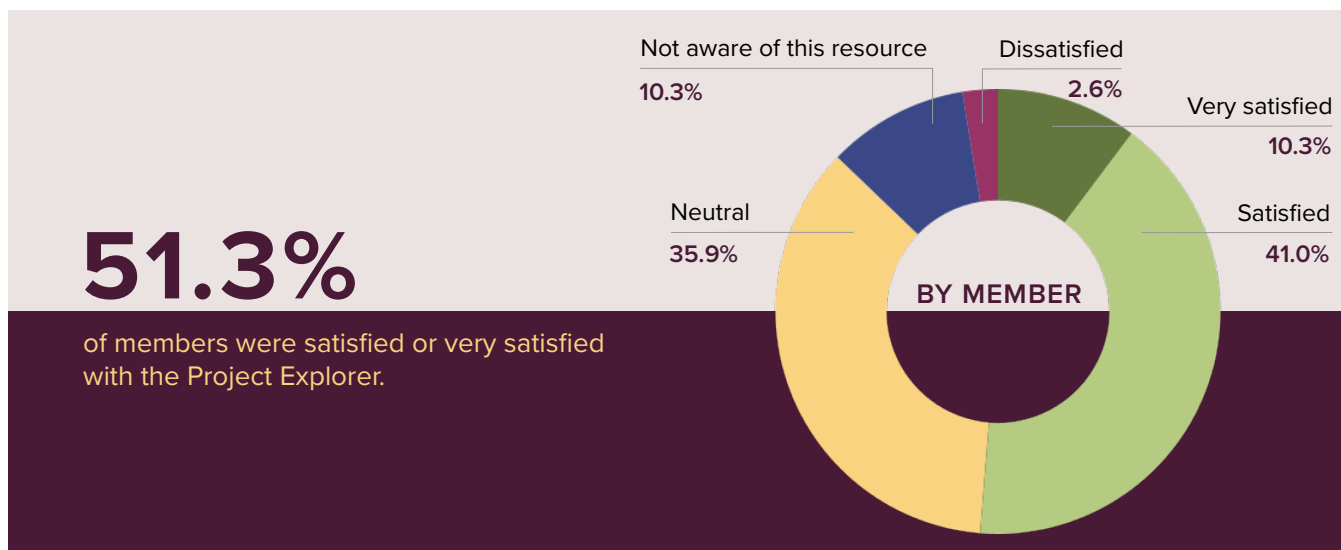
“Gender in programming resources supported me in building a training session for staff.”

PROMOTION AND SUPPORT

“Our association with CanWaCH has been instrumental in our success over the past 6 years.”

“In particular, I really appreciate the policy advocacy work of CanWaCH. It’s effective in representing the interests of CanWaCH’s membership.”

ADJUST COURSE

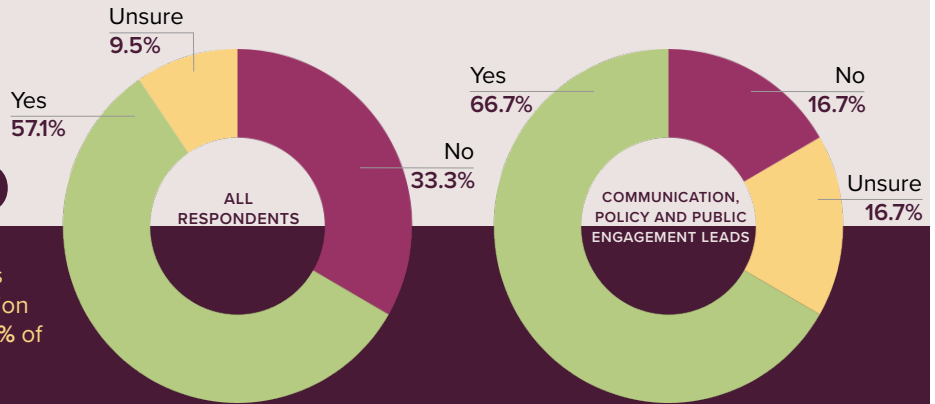


WHAT MEMBERS TOLD US: *“I would like to suggest CanWaCH to find an automated way to update Project Explorer.”*

WHAT WE’RE DOING: Since April, CanWaCH has facilitated a Data Use Working Group which is dedicated to improving the Project Explorer and making it more user-friendly including improving the ways data is shared, as well as increasing engagement with the tool and its use among CanWaCH members and partners.

ONE THIRD

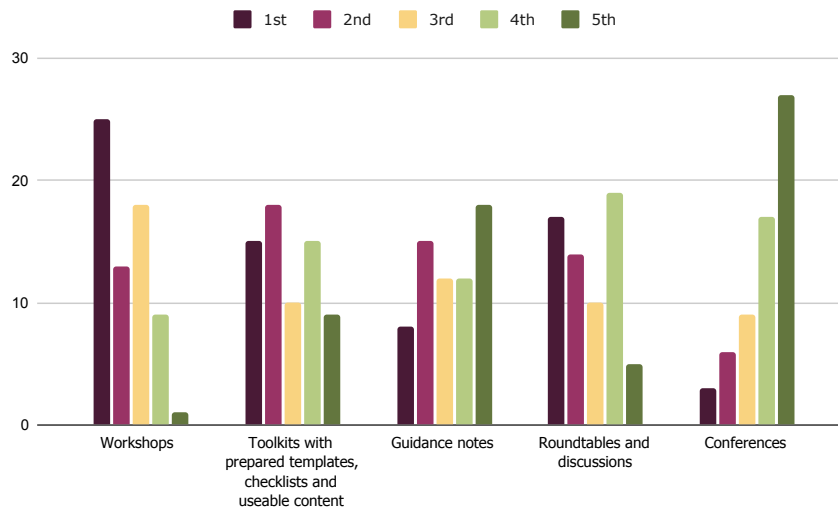
of individuals surveyed (**33.3%**) say they have not accessed CanWaCH's public engagement and public opinion data and information, including **16.7%** of communication, policy and public engagement leads.



WHAT WE'RE DOING: While engagement and public opinion data was limited in the survey window, CanWaCH has recently released [new polling](#) exploring Canadian perspectives on global affairs and ODA. Through a series of written pieces, social media posts and member communications, we have tried to socialize these results with the membership while providing tangible takeaways.

NEW HORIZONS

We asked members what type of capacity strengthening and training would best serve their needs, ranked in order of preference.



WHAT MEMBERS TOLD US: While many individuals expressed appreciation for CanWaCH events and opportunities to engage, conferences are not the preferred medium.

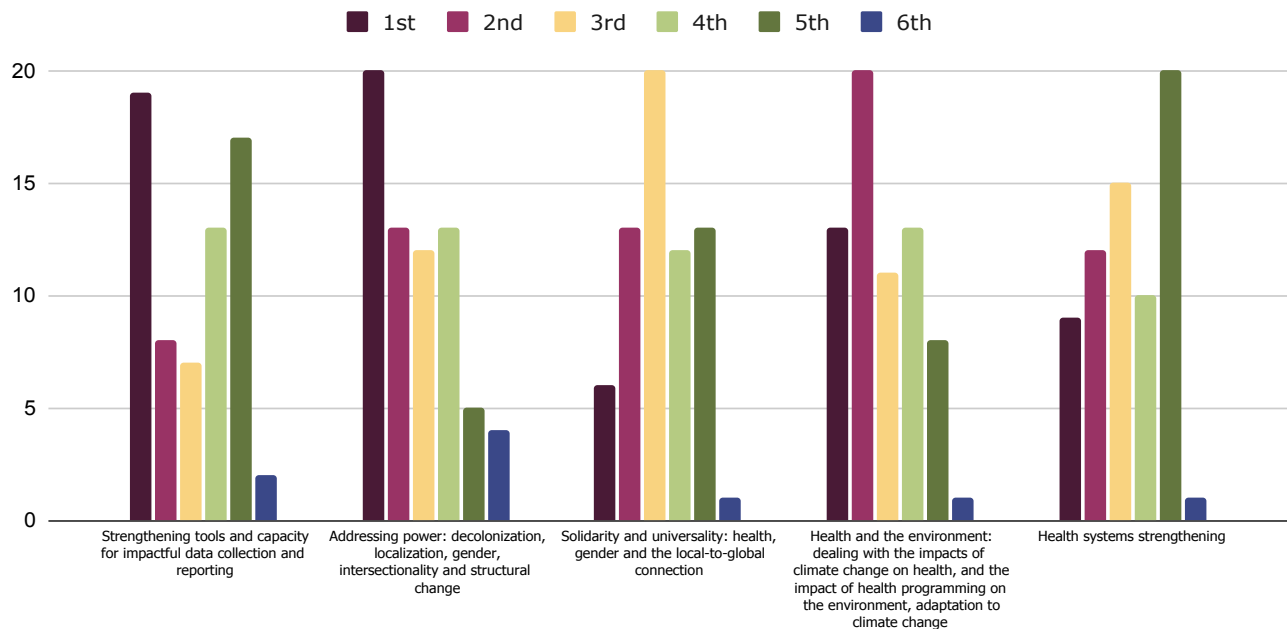
WHAT WE'RE DOING: Where possible, CanWaCH uses a “*right people in the right room at the right time*” approach to events. We want people to leave our events with a clear sense of why they were there and what they’re leaving with. That means focusing on purpose and impact rather than how many stakeholders we can fit into an event space.

One example was our first [Global Health Impact Summit](#), hosted shortly after this survey was taken. Rather than following a conference structure, we experimented with a new format where members and other stakeholders in the field presented their ongoing projects and engaged with a panel of experts.

Similarly, CanWaCH hosted its first series of [Dialogues](#) with that same goal: convening the right people to spark the highest-impact conversations. Vibrant evenings of discussion and networking led to new partnerships, memorable stories and reconnections between leaders, professionals and practitioners in global health.

“The CanWaCH Dialogue in Toronto this year was great. I hope CanWaCH organizes more of these or similar events in the future.”

We also asked members what capacity strengthening themes most interested them.



In addition to the broad themes captured above, members proposed their own suggestions.

SUGGESTION: *“How AI is going to transform our work and what we need to do or put in place now as a community to integrate AI in our work safely?”*

WHAT WE'RE DOING: At our 2023 CanWaCH Academy, we included a session focused on leveraging AI, including risks, tricks and possibilities. Watch the recording [here](#).

SUGGESTION: *“Mental health & psychosocial support.”*

WHAT WE'RE DOING: For workplace wellness to stick, it has to come from the top. That’s why this year’s CanWaCH academy included a session on psychological health and safety geared exclusively toward executive leaders and senior HR directors.

SUGGESTION: *“Space and opportunity for collaboration; learning about how to create sustainable organizations; how to strengthen a membership-based Network like our own.”*

WHAT WE'RE DOING: CanWaCH convenes several working groups for this purpose. These groups consist of member representatives who come together to share, connect and collaborate on a variety of sector issues. Current working groups include:

- » The Gender Equality Working Group
- » The Public Engagement Working Group
- » The Metrics Working Group
- » The Public Opinion Research Working Group
- » The Youth Working Group
- » The Stakeholder Engagement and Policy Working Group
- » The Project Explorer Data Use Working Group

When space allows, we welcome new members to join these groups, forge new connections and offer a fresh voice to these conversations.

LET'S KEEP THE CONVERSATION GOING



STAY CONNECTED WITH CANWACH IN ANY OF THE FOLLOWING WAYS:

Subscribe to the [CanWaCH](#) and the [Equal Futures Network](#) newsletters

Subscribe to the [Data for Impact](#) and [Public Engagement](#) bulletins

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Contact us directly by emailing info@CanWaCH.ca