

# Program Evaluation Member Survey Project Findings Report May 2021

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## OVERVIEW OF THE PROJECT

The Association of Ontario Midwives Benefits Trust (AOMBT) carried out a series of surveys between November 2020 and February 2021 to gain insights into member identities, lived experiences, and awareness and needs for their benefits coverage and investment plan. The AOMBT engaged Cathexis, a consulting firm with expertise in evaluation which included an equity and anti-racism advisor who brought an equity lens at every stage of the project.

### Survey #1

**Timing:**

Oct 28-Nov 8, 2020

**Topics:**

- Demographics/identities
- Understanding of AOMBT
- Familiarity with programs
- Meeting members' needs
- What members value
- Experiences of discrimination

**Response rate\*\*:**

- 41% of members (498)

### Survey #2

**Timing:**

Dec 1-15, 2020

**Topics:**

- Lesser known/used benefits
- Improving mental health supports
- Responding to discrimination
- Communication strategies
- \*Demographics/identities

**Response rate\*\*:**

- 36% of members (422)

### Survey #3

**Timing:**

Feb 10 - Feb 25, 2021

**Topics:**

- Stage of financial journey
- Investment and savings programs
- Financial education webinars
- Financial planning services
- \*Demographics/identities

**Response rate\*\*:**

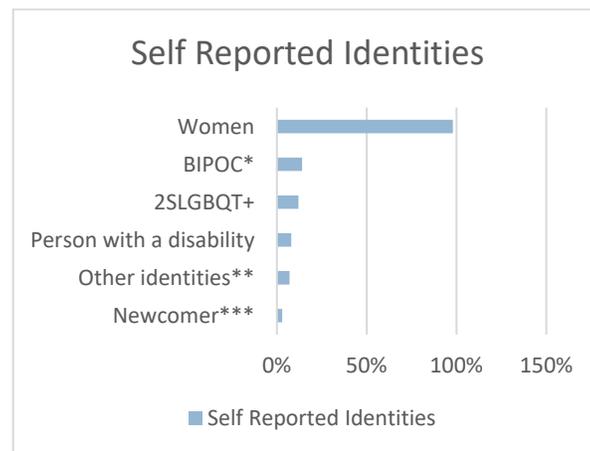
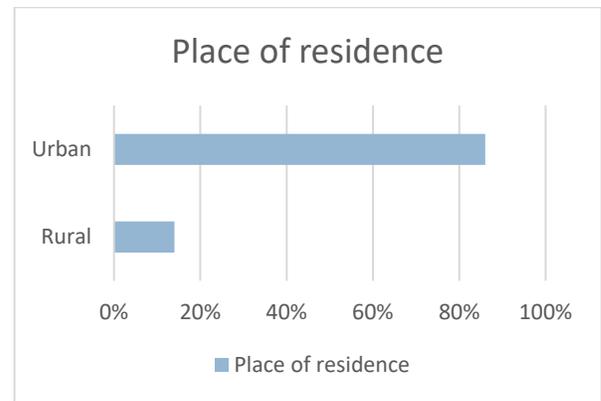
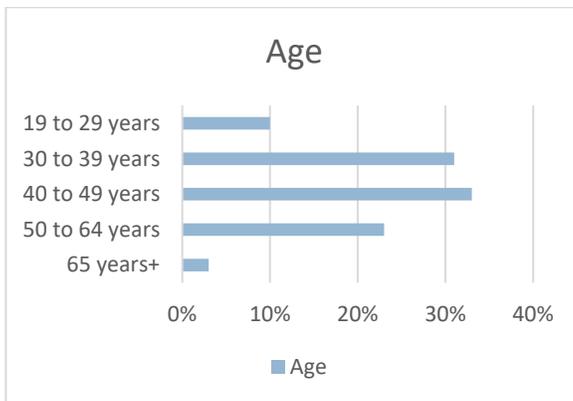
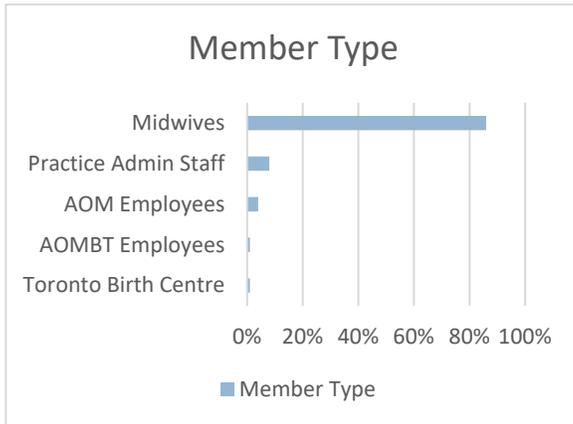
- 30% of members (354)

\*Demographic/identity questions were only asked if members had not responded to a previous survey.

## Who did we hear from?

Ultimately, 670 AOMBT members responded to at least one of the three surveys, representing 55% of members. Members who answered the surveys were largely representative of AOMBT members based on known demographics (e.g., group type, age, stage of career), suggesting the survey findings are generalizable to the broader membership.

## Member Demographics



\* BIPOC includes Black (of African descent), Indigenous (including First Nation, Inuk/Inuit, Metis, Other), and Person of Colour

\*\* Other identities include respondents who supplied other identities, such as: parents, religious identities, mixed-race, ethnic identities, etc.

\*\*\* Newcomer includes those who immigrated within the last 10 years

## What did we want to know?

In addition to confirming the demographics and identities of our membership, we want to better understand the following:

Have members experienced or observed any form of discrimination when accessing services by the AOMBT or one of their partners?

Where do members self-identify in their financial journey – *just starting out? Increasing wealth? Planning for retirement?*

Are members aware of what options are available to them and are the benefits plans, and specifically mental health resources, meeting members' needs?

Does the investments program meet members' needs and what more can the AOMBT do to support members' financial education needs?

How can the AOMBT continue to support members' communication and information needs?



## OUR ACTION PLAN

Listening to the voice of our membership is a key part of ensuring ongoing continuous improvement of our programs and services. Following a thorough review of each of the plan member surveys, AOMBT staff, in consultation with Trustees, have compiled a series of response measures. These relate to our benefits plan, mental health supports, financial education offerings, and additional ways in which we can improve upon our member support and member communication and ensuring all members have equitable access to our programs and services.

**ACTION PLAN** The recommended actions based on member feedback fall into four main areas: **Member Education, Plan Enhancement, Equity and Communication.**

Area of feedback:	Action we are taking:
Member Education	<input type="checkbox"/> We are developing targeted communications to educate members about benefits plans including how benefits are negotiated and priced
	<input type="checkbox"/> We will be launching benefits, leaves and retirement planning education sessions in April, May, June and into Fall 2021
Plan Enhancements	<input type="checkbox"/> We will review flexibility options requested by members as part of 2021 benefits rate renewal process
	<input type="checkbox"/> We are piloting midwifery-specific financial planning services with Desjardins to launch in June 2021
Equity	<input type="checkbox"/> We are launching a disability program evaluation project to examine needs/experience of members with disabilities to understand how to serve members more equitably and effectively
	<input type="checkbox"/> We are training AOMBT staff in the principles and values of AOMBT, including anti-oppression to commence in April 2021
	<input type="checkbox"/> We have shared the key survey findings with our partners regarding discriminatory practices and will hold them accountable to make improvements
	<input type="checkbox"/> We will review all forms, materials, practices used by AOMBT with an equity lens
Communication	<input type="checkbox"/> We will pilot launch of new AOMBT website with more user friendly, comprehensive platform to better meet members' needs in June 2021
	<input type="checkbox"/> We are developing a communications strategy that identifies optimal vehicles, timelines, and target audiences to support members
	<input type="checkbox"/> We will promote expertise of AOMBT staff & their availability for one-on-one member support and advocacy