



MATCH

Mountain State Assessment of Trends in Community Health

In partnership with WV DHHR and WVU Health Affairs



What?

MATCH is a newly designed, statewide, cross-sectional, population health survey developed in partnership with multiple bureaus across the West Virginia Department of Health and Human Resources (WV DHHR).

It aims to obtain better statewide estimates on physical, mental, behavioral health and substance use, and acquire data that are generalizable at the county level for all 55 counties in the state.

Why?

Better health estimates on these topics are needed to inform state initiatives.

Currently, federal health data surveillance systems (BRFSS, NSDUH) are not collecting the needed information or not obtaining accurate estimates compared to what is being observed statewide in Medicaid claims data and clinical observations.



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Survey Overview

- ❑ Multimodal survey (web, paper, telephone)
- ❑ 1 in 14 West Virginians will receive survey
- ❑ 125 questions; approximately 30-40 minutes completion time
- ❑ 88,000 starting sample size
- ❑ 22,000 targeted sample size
- ❑ Aiming for 270 completed surveys per county
- ❑ Biennial survey cycle





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Survey Communication Plan

- ❑ Includes traditional media, social media, and community mobilization efforts
- ❑ Communication toolkit available
- ❑ Dr. Clay Marsh, Vice President and Executive Dean for Health Sciences and WV COVID Czar promoting





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Goal and Purpose



GOAL

Improve the health of West Virginians through data-driven decision making.



PURPOSE

To better understand the health of West Virginians and match community health needs with resources specifically designed to meet those needs.

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Who is Involved

The MATCH is a partnership between the WV DHHR (Bureaus for Medical Services, Behavioral Health, Children and Families, and Public Health) and WVU Office of Health Affairs.



Why Should I Participate

Your community. Your voice.
Local voices = Statewide change

Data collected from the MATCH will:

- Ensure that health resources are directed to WV communities most in need.
- Improve and expand health services to communities across



Other Benefits

Data collected from MATCH will be publicly accessible. Robust, representative health data for every WV county will be available to local health departments, non-profits and other community-serving organizations.

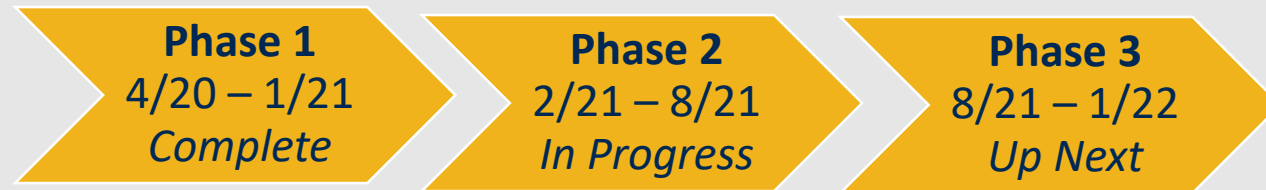




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Survey Deployment and Implementation Timeline



- Survey Development
- Implementation Planning

- Survey Development
- Data Dissemination Planning
- PAPI & Cognitive Testing
- Pilot Testing

- Survey Implementation
- Data Collection
- Data Validation Testing
- Data Dissemination



Data Collection

August 30, 2021 – January 31, 2022

Data

Dissemination

Summer 2022

Data Analysis and Sharing Survey Results

Data collected from MATCH will be available to community through a variety of channels

Web Query Tool

Allow users to explore de-identified MATCH data for specific topics, geographic areas, or create their own data sets.



Regular Reporting

Survey analysis reports, summary reports, and fact sheets will be published and available on the MATCH website
(WVMATCHSurvey.org)



Data Requests by Phone or Email

MATCH hotline and email address available to receive and process advanced data requests.





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Statewide Epidemiological Outcomes Workgroup

- Your community. Your voice.
- Please encourage friends and members of any groups you participate in to complete the survey.
- Join the charge for change! Help us disseminate the message and promote MATCH.



What to Expect if You are Selected

If selected, you will receive a letter in the mail inviting you to complete the survey in one of three different ways.



WEB-BASED SURVEY

Secure online portal accessible by any computer or smart device



PAPER SURVEY

A traditional survey mailed to your home



INBOUND PHONE INTERVIEW

Complete the survey over the phone with a trained interviewer

Protecting Your Privacy

Each person's response to this survey is anonymous. Keeping your information confidential is a top priority. All identifying information such as home addresses and telephone numbers are removed before any data is released for analysis.

Taking, or not taking the survey will not change any state benefits you may be eligible to receive now or in the future.

Contact Us



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www.MATCHWV.org

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THANKS

For Your Participation



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