

Health Affairs Institute

West Virginia's public health institute

We Partner, Deliver, and Transform

- Our vision is solutions that make an impact throughout West Virginia and Appalachia.



About Health Affairs Institute

Our services:

- Health Data Analytics
- Policy Analysis and Evaluation
- Program Development and Implementation
- Program Evaluation
- Project Management
- Public Impact Research
- Survey Research
- Training and Technical Assistance

MATCHING
NEEDS TO
RESOURCES

MATCH

Mountain State Assessment of Trends in Community Health

In partnership with WV DHHR and WVU Health Affairs Institute



HEALTH AFFAIRS INSTITUTE

WEST VIRGINIA
Department of



Health & Human Resources



Scan to visit
WVMATCHsurvey.org

Problem

- Substate, population-level mental and behavioral health data in West Virginia (WV) are scarce
- Data gaps limit understanding and addressing health concerns across WV



Purpose



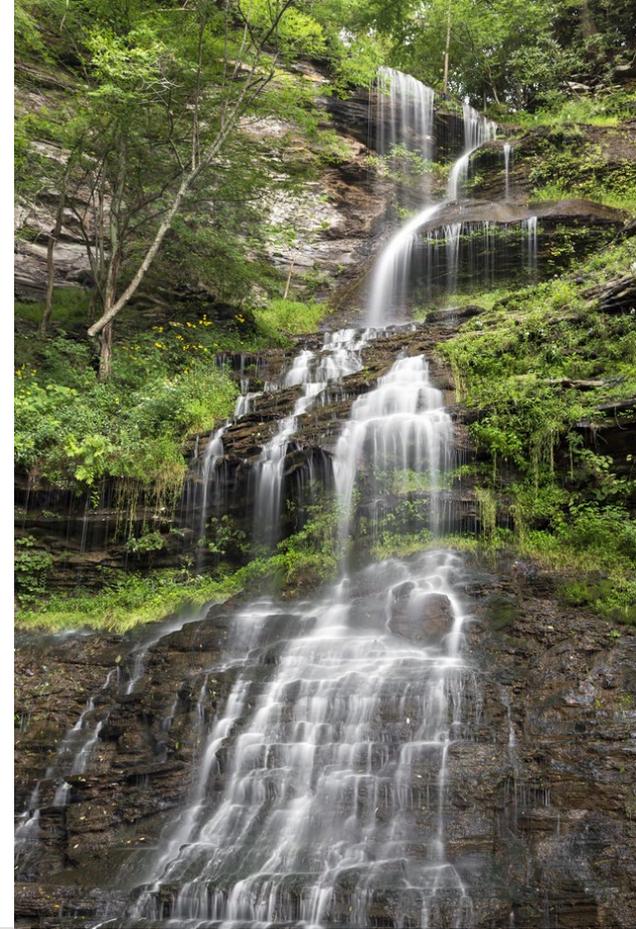
Mountain State Assessment of Trends in Community Health

In partnership with WV DHHR and WVU Health Affairs Institute

- WV Department of Health and Human Resources and WVU Health Affairs Institute partnered to form the **Mountain State Assessment of Trends in Community Health (MATCH)**
- MATCH goals:
 - To better understand the health of West Virginians
 - Match community health needs with resources specifically designed to meet those needs

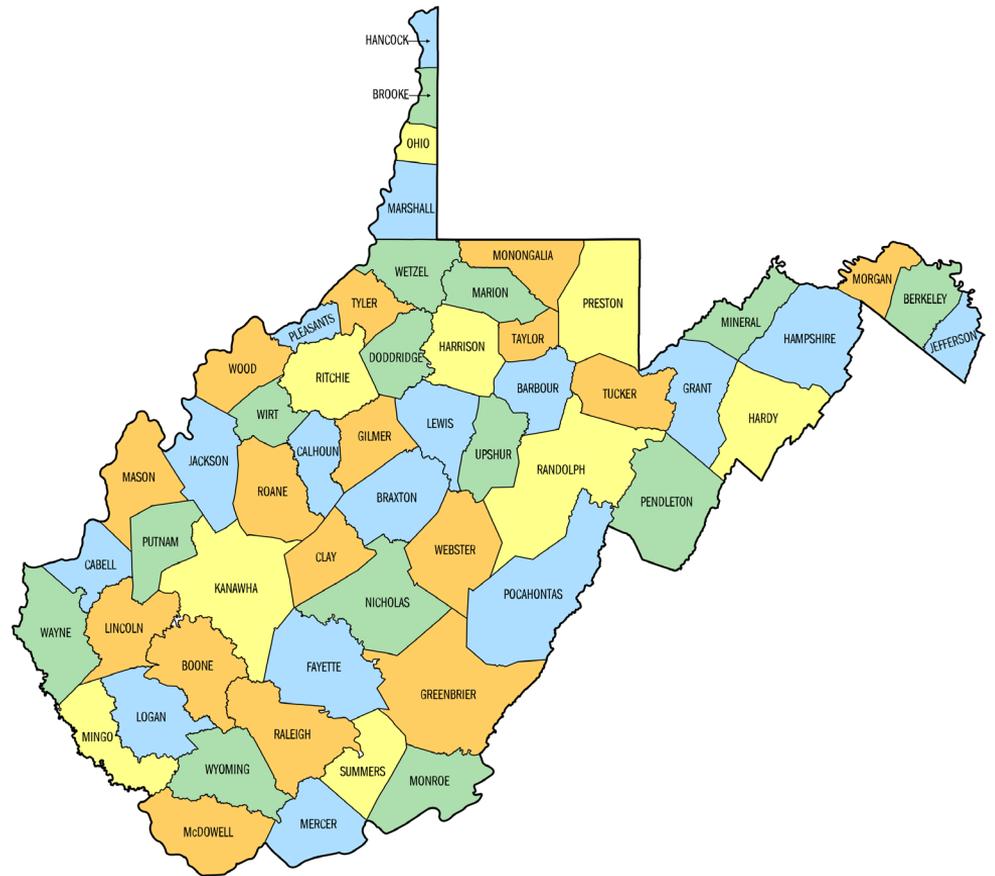
Methods

- MATCH Domains (104 items)
 - Health status and behaviors
 - Illicit drug use
 - Mental health
 - Social determinants of health
 - COVID-19



Methods

- MATCH Survey
 - Cross-sectional
 - Population-based
 - Biennial
 - Multi-mode



Methods

- Stratified random sample
 - Two sampling frames:
 - (1) Medicaid Administrative Frame (n = 17,604)
 - (2) Address Based Sampling Frame (n = 70,400)
 - WV residents (\geq age 18) who were non-institutionalized and not living in group housing

Methods

- 88,004 WV adult residents were selected and mailed invitations
- Fielded August 31, 2021–February 28, 2022



Data Collection



WEB-BASED



PAPER



TELEPHONE

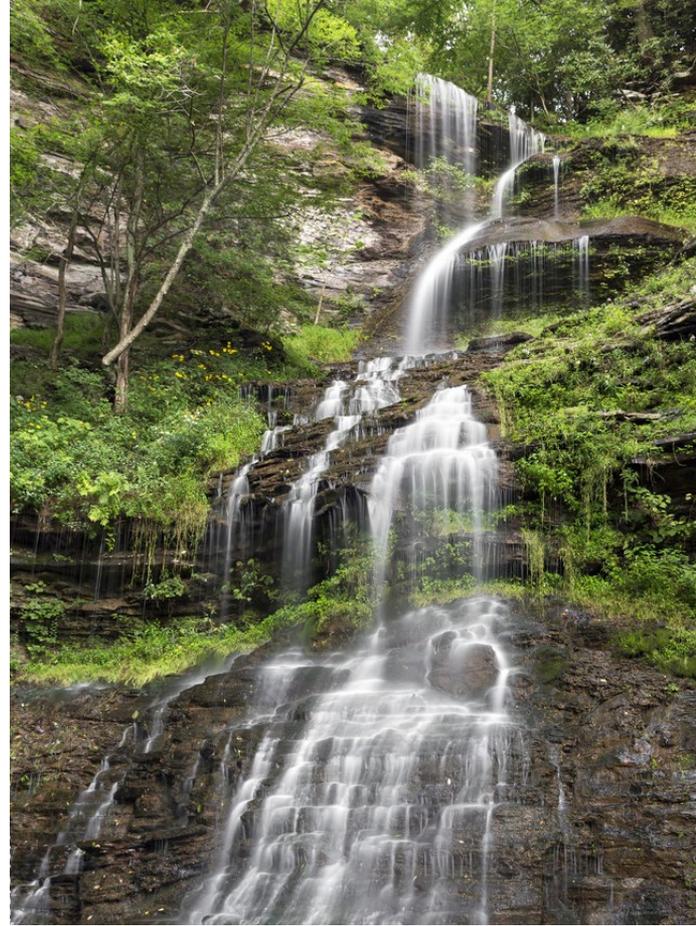
Community Outreach

- Bolster community trust
- Increase survey response



Community Outreach

- Contacted community organizations, trusted voices, and advertising outlets in WV communities
- Monitored survey completions by county each week
 - Leveraged partnerships to conduct outreach in counties with the lowest number of completions



Community Outreach

- Purchased statewide radio ads and targeted newspaper ads
- Tailored outreach strategies based on community characteristics



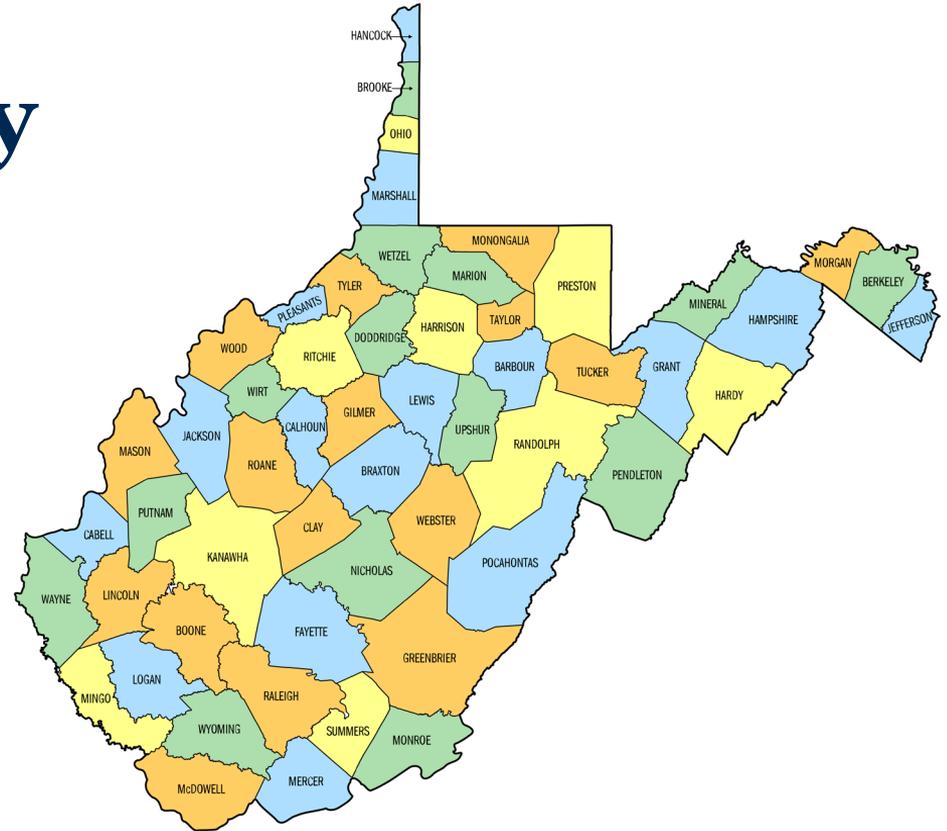
Results

- 20% response rate (AAPOR RR2*, $N = 81,073$)
 - 16,185 completed surveys (\geq question 62)
 - Responses from all 55 West Virginia counties
- Stable survey estimates (state, regional, county)

* The American Association for Public Opinion Research. 2016. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 9th edition. AAPOR.

Results: Stability

- 78 out of 102 questions stable at the state level
- 10 out of 102 questions stable at the county level
- Excluded questions 103 and 104



Conclusion

- Potential to become the premier substate, population health surveillance source for WV
 - Fills data gaps
 - Allows geographic comparisons
 - Will allow temporal comparisons with future fieldings
 - Available to the public

Next Steps

- Prepare for next fielding (summer 2023)
- Disseminate state-, regional-, and county-level data and findings



Data Dissemination

Data Explorer

Tool that can be used to explore de-identified data and create data sets

Available by scanning this code or at wvmatchsurvey.org/data



Data Dissemination

Reporting

Survey analysis reports, summary reports, and fact sheets

MATCHING
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MATCH

Mountain State Assessment of Trends in Community Health

2021 Mountain State Assessment of Trends in Community Health (MATCH)

MATCHING HEALTH NEEDS TO RESOURCES



What is MATCH?

A state-wide survey designed to understand the health and well-being challenges facing West Virginians and identify the resources West Virginia (WV) communities need to improve the health of our people.

The survey asks questions on health status and behaviors, health care access, substance use, mental health, social determinants of health, and COVID-19, collecting information that is representative of every county in WV.

Motivation for MATCH

Local-level information regarding the mental and behavioral health of WV adults was needed to better direct state health resources and assess health program impact.

MATCH Participants

WV residents 18 years of age and older, noninstitutionalized, and not living in group housing (e.g., nursing homes, residential living facilities).

Participants were selected at random.

Of the 88,004 adult West Virginians selected to participate, 16,185 (20%) completed the survey.

The statistically weighted results are representative of all WV adults.

Data Dissemination

Data Dashboard

Tool that will present the data story in a simplified manner



Data Dissemination

Public-Use Dataset

Dataset that can be downloaded off the MATCH website for use by the public



Questions?