



**MATCHING
NEEDS TO
RESOURCES**

MATCH

Mountain State Assessment of Trends in Community Health



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What?

MATCH is a statewide household level population health survey developed in partnership with bureaus within the West Virginia Department of Human Services and WVU Health Affairs Institute.

MATCH aims to obtain reliable robust statewide and county estimates on health, health behaviors, and healthcare access.

Why?

Current federal health surveys have been unable to obtain accurate estimates at granular level compared to what is being observed statewide in Medicaid claims data and clinical observations.

Reliable health data help to ensure that resources are directed to the regions and counties that need them the most.

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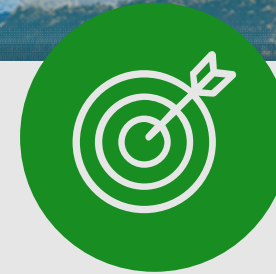
Mountain State Assessment of Trends in Community Health

Goal and Purpose



GOAL

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

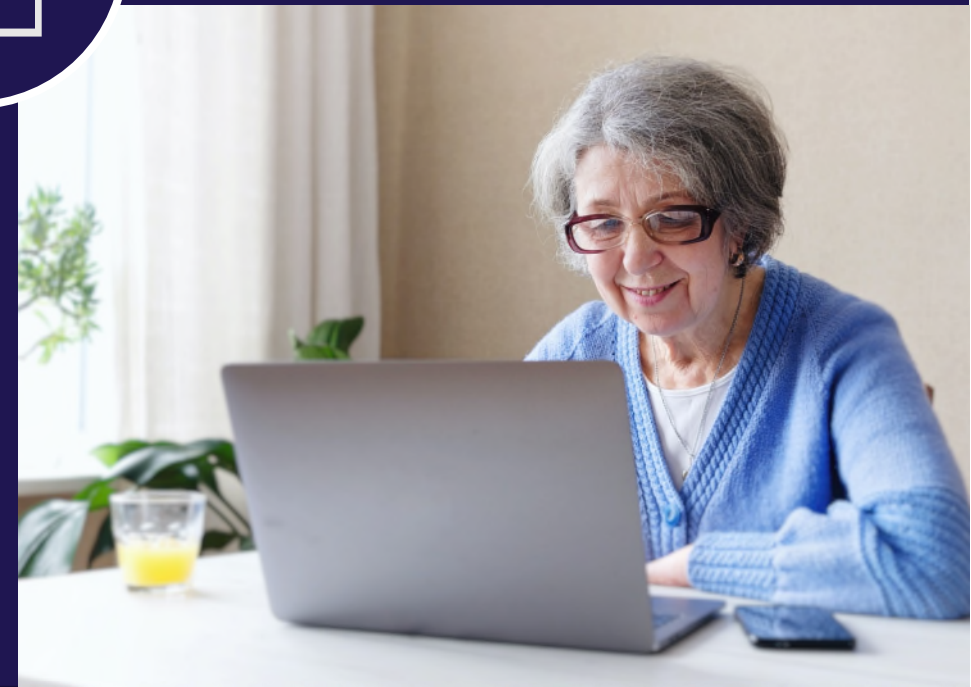


PURPOSE

To understand the health of West Virginians so that resources can be specifically designed to meet their needs.

Survey Overview

- Three options to complete (web, paper, telephone)
- 108 questions; approximately 40-50 minutes completion time
- 88,000 starting sample size
- Aiming for >200 completed surveys per county
- Biennial survey cycle



Target Population

- Included non-institutionalized adults ≥ 18 years residing in residential households in WV.
- Excluded individuals who:
 - Were < 18 years of age;
 - Resided in non-residential households or group homes;
 - Did not read or speak English or Spanish; or
 - Had physical or mental impairments or a language barrier that prevented them from completing an interview.



Data Collection

Data Dissemination



- 2021 Survey: Complete.
- 2023 Survey: Complete. Dataset under development.
- 2025 Survey: Soft Launch Aug. 1, 2025.
- 2021-2022 data available via the MATCH website (WVMATCHSurvey.org)





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2025 Survey Development & Implementation Timeline





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Survey Advancements

Sampling Changes:

- Single sample frame instead of two separate frames used in 2021
- Adaptive sample design

Survey Instrument Changes:

- 2023 and 2025 questionnaire updated
- COVID-19 related questions removed
- Renamed section headings

Additional Capabilities:

- Survey Research Administration Program
- Survey Analytics Program

Under Development:

- Website improvements

2023 Survey Topics



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- General Health
- Mental Health
- Physical Health Conditions
- Substance Use
- Overdose
- Suicide
- Sleep
- Nutrition
- Physical Activity
- Healthcare Access and Quality
- Economic Stability
- Neighborhood and Built Environment



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2021-2022 Findings Highlights

- Response rate: 20.4%; MATCH obtained 16,185 survey responses.
- The state average prevalence of being extremely satisfied or satisfied with life (41.7%) was higher among adults aged 65 years or older (53.4%).
- The state average prevalence of fair or poor general health was 24.2%.
- It was higher among adults with less than high school education (47.1%) compared to those with associate's degree or higher (15.5%); and higher among adults with an annual family income of \leq \$15,000 (43.4%) compared to those with an annual family income of \$85,001 or more (7.5%).
- More than one-fifth (21.9%) of adults rated their mental health as fair or poor; higher among adults aged 18-34 (31.7%) compared to people aged 65 or older (11.1%); higher among adults with <high school education (36.8%) compared to those with an associate's degree or higher (15.3%).



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2021-2022 Findings Highlights

- The prevalence of serious psychological distress in the past two weeks was higher among adults aged 18-34 (21.8%) and 35-49 (18.2%) and lower among adults aged 65 or older (3.7%).
- It was higher among adults with less than high school education and those with family income \leq \$15,000.
- The prevalence of depression, anxiety, or PTSD in the past 12 months (24.3%) was higher among adults who were female (30.0%) than among adults who were male (18.2%). Similar results as above for age subgroups.
- The prevalence of suicide risk (27.5%) was higher among adults aged 18-34 years (40.2%) than among any other adult age groups.
- The prevalence of suicide risk was higher among adults who were multi-racial or "other" (40.3%) than among White (27.1%) and Black (24.5%).



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2021-2022 Findings Highlights

- More than a quarter (25.9%) of adults reported substance use in the past 12 months.
- Of the 8.3% of adults who used prescription opioids/pills in the past 12 months, almost one-tenth (9.3%) did not use them as prescribed.
- The prevalence of ever overdosed was higher among adults with less than high school education (6.1%) or high school or GED education (3.7%) than among adults with an associate's degree or higher (1.9%).
- Among the 31.2% who reported a need for mental health care in the past 12 months, only 56.7% received mental health care.
- About one-tenth (9.7%) reported being treated unfairly by a healthcare provider in the past 12 months.



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2021-2022 Findings Highlights

- Prevalence of diabetes 18.1%, hypertension 43.2%, asthma 16.2%, CVD 10.6%, kidney disease/damage 6.6%, chronic pain 26.1%.
- Prevalence of difficulty performing daily activities 20.4%.
- The prevalence of physical inactivity in the past 30 days was higher among adults with <high school education (53.4%).
- The prevalence of a household cutting the size of meals or skipping meals in the past 30 days was 14.0%.
- The prevalence of two or more emergency room (ER) visits in the past 12 months (11.4%) was significantly higher among adults with less than high school education (20.2%).



Mountain State Assessment of Trends in Community Health

Conference Presentations

Past:

- "A population-based health survey built for West Virginia," AAPOR, 2021
- "Estimating the burden of endocarditis in West Virginia: Mountain State Assessment of Trends in Community Health (MATCH) survey," APHA, 2023
- "A new population-based public health surveillance system: Mountain State Assessment of Trends in Community Health (MATCH)," APHA, 2023
- "Need for mental health service access in West Virginia: Findings from the Mountain State Trends in Community Health (MATCH)," APHA 2023
- "Systematic review of validity of US survey measures for assessing substance use," SER, 2023



Conference Presentations

Past:

- "Transforming the availability and usage of substate, population-level health data in West Virginia through a state-university partnership," AAPOR 2023
- "Leveraging community organizations, trusted voices, and advertising to increase public awareness and response to the Mountain State Assessment of Trends in Community Health (MATCH) survey," AAPOR 2023
- "The value of a key partnership while preparing data from the Mountain State Assessment of Trends in Community Health (MATCH) for dissemination," AAPOR 2023
- "Using community leaders to reach the difficult to reach in a rural, Appalachian state: Strategies for future partnerships," AAPOR 2023



Mountain State Assessment of Trends in Community Health

Conference Presentations

Past:

- "Prevalence of injection drug use-associated infectious diseases in West Virginia: Mountain State Assessment of Trends in Community Health (MATCH) survey, 2021-2022," APHA, 2024

Upcoming:

- "Targeted mailing to increase non-respondent survey response rates in West Virginia using MATCH," AAPOR, 2025



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Publications

- “A systematic review of validity of U.S. survey measures for assessing substance use and substance use disorder,” Systematic Reviews, June 2024
- “Investigating suicide risk factors among Appalachian West Virginian adults,” Journal of Appalachian Health, January 2025

Additional Website Resources

2021 MATCH Findings Report:

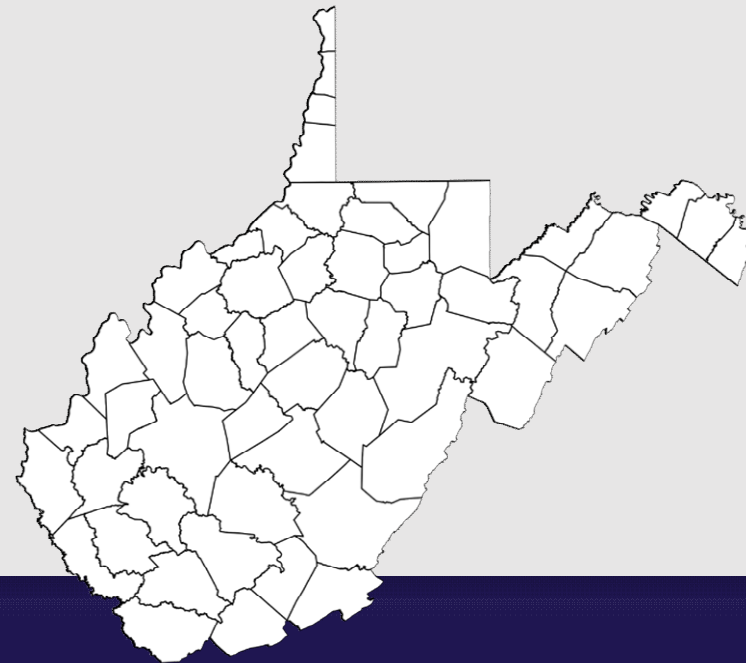
<https://wvmatchsurvey.org/2021findings/>

2021 MATCH Methods Report:

<https://wvmatchsurvey.org/data-insights-2021-match-methods-report/>

County Factsheets:

<https://wvmatchsurvey.org/home/countyonepaggers/>





We Need Your Help!

- Please encourage friends and members of your groups to complete the survey.
- Join the Charge for Change! Help us spread the message and promote MATCH.
- Please let us know if you use the data to benefit your community!



Our Contact



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THANK YOU For Your Participation



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