MATCH Talking Points

# What Is Mountain State Assessment of Trends in Community Health (MATCH)?

* A new, biennial population-based health survey that matches in-need communities with state resources for healthcare.
* West Virginians should never have to miss doctor appointments or suffer through injuries without proper healthcare.
* We want every county and its health needs represented—this is your opportunity to raise awareness of what’s really going on in your community!

## The goal?

* We're committed to improving health in West Virginia—but we can’t do it without your help.
* The more surveys we complete, the better our overall success rate—and that helps you and your loved ones.
* Our Mountain State pride runs deep! Let's beat our neighbor states by having the most participation.

## How it works

* One in 14 West Virginians will be selected to participate starting August 31—and will be compensated for their time.
* Information collected in the survey helps policy makers and state officials direct resources to West Virginians who need help the most.
* Completing it is simple! Do it online, by mail, or by phone.

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## Why should you participate?

* By completing the MATCH survey, you ensure that your voice is heard.
* You'll help policy makers and health officials better understand the reality of health in your community.
* Survey answers help guide funding to communities that need it the most.
* Your feedback makes a true difference, such as preventing cuts to healthcare funding and providing better access to the services you, your loved ones, and neighbors need.
* When you complete the survey, you will truly make a difference in the everyday health and well-being of West Virginians.

## What will I be asked about?

* Your personal well-being and health
* Access to needed health care
* Access to food and housing

## Is my information confidential?

* 100 percent. No individually identifiable data is retained or used in reports.
* Participation is voluntary, and it will not impact your eligibility for any state benefits.

## Other messaging:

* Be an advocate for your community!
* Your community. Your voice.
* Visit WVMATCHsurvey.org for more information!
* Support us in improving the health of your community! And tell your friends and neighbors why MATCH matters!