



## Medical Education and Research Grant Outcome Report

**Name:** Survey of Health of Wisconsin (SHOW)

**Principal Investigator:** Javier Nieto, MD, PhD

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**Department:** Population Health Sciences

**Program:** Targeted

**Grant Duration:** 01-01-2006 to 06-30-2009 (42 months)

**Expenditures:** \$4,431,155 (100%)

**Use of Funds (Taxonomy):** Applied Public Health Research

**Research Keywords:** Survey Research, Epidemiology, Determinants of Health, Healthcare Access, Public Health

► **Description:** The Survey of the Health of Wisconsin (SHOW) is a series of surveys designed to monitor the health status and identify the health care needs of the people of Wisconsin. This project developed an infrastructure for population health research, applied public health investigation, and health policy development in the state.

The surveys take a broad look at the health of Wisconsin residents and gathers information to better understand why some people are healthy and others are not. Annual samples of households are selected randomly from each of Wisconsin's eight Congressional districts. Data are collected using personal face to face interviews and questionnaires. Consenting subjects also undergo a physical exam and provide biological samples (blood, saliva, urine). In addition, SHOW surveys include extensive collection of community level data for the natural and built environments and communities social programs and policies.

► **Contributions/Results:** SHOW has used this grant to successfully start a program that will have broad benefits for improving health of the state. Participation rates have been high enough to recruit a representative sample of Wisconsin residents, as well as a cohort to participate in longitudinal studies. The early data quality has been high. Although it is too early to report any findings, preliminary analysis suggests that SHOW will be able to address impacts of access to care, quality of care, neighborhood

characteristics, perceptions of health, and also enhanced measurement of health.

► **Met Objectives:** Project complete

► **Timeline for Application of Results:** Less than three years

► **New Partnerships or Collaborations:** During the last three years, SHOW has forged significant collaborations across the UW system and with state and local public health officials. SHOW also has contracted services through Marshfield Laboratories and Prevention Genetics, and consulted with community leaders around the state.

► **Matched Dollars (cash or in-kind):** \$369,741

► **Dissemination:** SHOW has been featured in more than 60 newspaper articles across Wisconsin and Minnesota. It has produced TV-ready videos for news broadcasts as well. The program has created a wide variety of promotional materials, including press releases, endorsement letters, fliers, topical brochures, direct mail. It also maintains a website ([show.wisc.edu](http://show.wisc.edu)) for all interested parties.

Other work has been through community involvement. SHOW has worked with community leaders and hosted Open Houses in selected locales. In addition, Nieto and his team have presented at more than 40 events to public and private stakeholders. It also held a symposium for over 200 people in Madison and Milwaukee on May 14, 2008.

► **Additional Funding:** The MERC renewed this program, providing \$4.1M over the next three years. It also has received a \$5.5M NIH-GO grant.