SHOW is coming soon to your community...
What does that mean?

SHOW - Survey of the Health of Wisconsin

• Studies the health of Wisconsin adults by collecting health information.
• Partners with communities to conduct more focused health studies.

How is the gathered information helpful?

The information helps:
• Understand what factors contribute to health over time.
• Direct resources where they are most needed.
• Examine if Wisconsin residents have access to the health care they want.
• Understand the relationship between where we live, the choices we make and how these affect our health.

Who can participate?

• Randomly selected households will receive invitations to participate. The study includes adults ages 21-74. Each household represents about 3,000 others.
• Participants are paid for their time and receive the results of their physical tests.
What happens during a SHOW survey?

Once a person agrees to participate in the survey, SHOW staff will:

• Do an interview in the home about health and health history.
• Leave a paper survey to complete.
• Schedule an appointment at a survey center for a few basic physical measurements.
• SHOW staff will follow up periodically by phone to ask about any health changes.

How does SHOW protect privacy?

• SHOW only shares individual information with participants themselves.
• SHOW does not share any individual information with anyone else.
• SHOW does not ask questions about citizenship or current immigration status.
• SHOW uses computers and paper-based surveys to ask questions that are sensitive.

Where can I find more information?

• Visit our website www.show.wisc.edu or call 888-433-7649 and request more literature.

SHOW is a non-profit research project funded by The University of Wisconsin’s Wisconsin Partnership for a Healthy Future and The National Institutes of Health’s National Heart, Lung, and Blood Institute.