



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.

Taking the pulse of Wisconsin



School of Medicine
and Public Health
UNIVERSITY OF WISCONSIN-MADISON