show
survey of the health of Wisconsin
Update Spring 2011

SHOW Data at Work

SHOW gives a current picture of health needs throughout Wisconsin. When participants answer our health questions, their answers are added to SHOW's large pool of information. All of the information that people share with SHOW is kept highly confidential.

Findings from SHOW may be used in community health planning. With SHOW's data, we can explore the causes of disease and better understand health care needs in the state. These findings will be shared with public health officials and health care organizations to improve community health planning.

For example, SHOW asks participants if they have had a flu shot within the last year. In 2008 and 2009, 41% answered "yes". That equates to 1.5 million Wisconsin residents between the ages of 21 and 74. Currently SHOW is looking at how this may have changed in 2010. This type of information is valuable for health policy makers and health organizations to help them plan for the next flu season.

Following Health Over Time

SHOW participants from previous years will receive a call from us soon. This year, SHOW will contact participants from 2008 and 2009 for a brief follow-up telephone survey. The phone interview will help us to learn how people's health changes over time. The survey will also ask about current health issues, like access to health care. The follow-up phone survey will take about 20 minutes and participants will receive a payment of $20.

SHOW Celebrates Strong 2010

SHOW's field team **visited 72 different neighborhoods** throughout the state this year, and **knocked on the doors of over 2,000** Wisconsin homes.

2010 was a great year for our team, and we're pleased to share some of the highlights. Nearly 950 people joined SHOW this year. Now, the SHOW study has grown to over 1,500 Wisconsin residents. We send our warmest appreciations to all of the wonderful friends around the state who have joined us as participants. These generous people took time to share the story about their health. The more people SHOW surveys, the better we can understand the health needs of the people and communities in Wisconsin.

None of this would be possible without our tireless SHOW field teams. These devoted team members spent their year traveling to neighborhoods throughout the state. They've knocked on hundreds of doors. By giving interviews and taking physical measurements, they have collected important health stories from many different Wisconsin residents.

SHOW now has three field teams working throughout the state: one based in Middleton, one in Milwaukee, and a new team at the Marshfield Research Foundation.

Picture of SHOW's Data

Here are some highlights from SHOW's data in 2008 and 2009. (Responses are from Wisconsin adults between the ages of 21-74.)

- 19% reported being excessively sleepy during the day
- 10% had no health insurance in the past year
- 27% said that meeting basic needs over the past year was stressful
- 10% have diabetes
- 7% have depression
- 35% have high blood pressure
- 69% of those who have high blood pressure are aware of their condition
- 61% of those taking medication to treat high blood pressure have their blood pressure well controlled
- 91% think their neighborhood is safe from traffic for walking or biking
- 97% think their neighborhood is safe from crime for walking or biking

SHOW is funded by the Wisconsin Partnership Program, which represents a far-reaching commitment by the UW School of Medicine and Public Health to greatly improve the health of people in Wisconsin for years to come, and by the National Heart Lung and Blood Institute of the National Institutes of Health.

Learn more about SHOW at www.show.wisc.edu or by calling us toll free at (888) 433-7469.

Is Your Neighborhood Healthy?

SHOW studies how the neighborhoods and communities that we live in impact our health. We work to answer questions like:

- Does having sidewalks in the neighborhood help keep our hearts healthy?
- Do people who live in unsafe neighborhoods suffer from higher rates of depression?
- What kind of neighborhood characteristics promote good nutrition and good health?

SHOW uses special survey tools to measure healthy qualities in neighborhoods. Two of these tools are the Wisconsin Assessment of Social and Built Environment (WASABE) and the Nutrition Environment Measurement Survey (NEMS).

With SHOW's measurements in hand, researchers will be hard at work learning about how our neighborhoods play a role in health. As the research findings grow, the University will help in planning for healthier neighborhoods throughout the state.

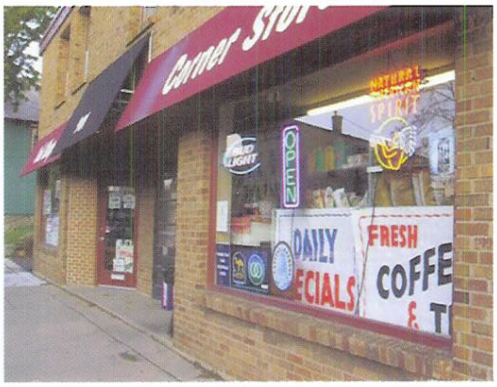

Photo: Nichole Fromm

Physical and Built Environment

A team of UW researchers worked to develop WASABE, a scale for measuring and tracking different traits of Wisconsin neighborhoods. SHOW uses the tool to find out how living conditions affect health.

"We know that exercising is very important for health," explains researcher Dr. Martinez-Donate, "so we are measuring neighborhoods for qualities that allow exercise. We record information about things like neighborhood parks, conditions of sidewalks and safety for biking."

Food in Your Neighborhood

SHOW also looks at the places to buy food within neighborhoods. SHOW studies the availability, quality, and price of food. One of the tools that SHOW uses to study this is the Nutrition Environment Measurement Survey (NEMS).

To take these measurements, SHOW sends research teams to neighborhood restaurants, stores, markets and gas stations. They look to see if fresh and healthy foods are affordable and available. SHOW takes these measurements to see how access to nutritious food can affect the health of area residents.

Survey of the Health of Wisconsin (SHOW)
University of Wisconsin
School of Medicine and Public Health
6602 University Avenue, Suite 5
Middleton, WI 53562

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We are working to improve health in Wisconsin.

If our team knocks at your door, please say you'll participate.
This is how you can play a part.

SHOW will be working in Brookfield in June and July 2011.

We're the UW's Survey of the Health of Wisconsin. It's our job to travel the state to meet face-to-face with residents and to measure their health.

Our research study collects information that monitors the health of our neighborhoods, communities and families. We work to bring better health to the people of Wisconsin.

For more information, visit **www.show.wisc.edu** or call (Toll-free) **1-888-433-SHOW (7469)**

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School of Medicine and Public Health
UNIVERSITY OF WISCONSIN-MADISON