



Maine Shared Community Health Needs Assessment (Maine Shared CHNA) Statewide Community Survey 2024 Survey Dissemination Plan

Survey Purpose and Goals: The Maine Shared CHNA survey aims to engage people, aged 18 and older, living in Maine to learn about their health and well-being both individually and for the communities where they live. It is one part of the overall community engagement effort of the 2024 Maine Shared CHNA, which also includes focus groups and key informant interviews. It is meant to validate key themes from the focus groups and key informant interviews and to gather additional information from a wider array of people in Maine.

Survey Results and Reporting: Findings from the community engagement effort and data analysis will be used to inform a prioritization process of health and well-being indicators at the County Stakeholder Forums in the Fall of 2024. Reports for each County and the State will be finalized in March 2025 and will detail the results of the prioritization process and synthesis of the community engagement and data analysis. Reports will be publicly available at www.mainechna.org and distributed electronically via the Maine Shared CHNA quarterly newsletter.

Target Audience: The survey seeks to gather insights from people, aged 18 and older, living in Maine. We hope to gather information from a diverse range of people, including diversity of demographics and geographies. The survey asks people to respond based on their personal experiences and regarding the community where they live. As such, professionals working in public health, health care, social services, and other sectors are also encouraged to take the survey from their personal perspective. Responses will be monitored to ensure there is a representative sample. Should this not be the case, outreach will be adjusted to reach necessary populations.

Field Dates: The survey will be open the month of June, closing on June 28th at 5pm. Pending response rates, there is the possibility of extension.

Survey Format: The survey is available on-line via SurveyMonkey, accessed via the SurveyMonkey link, Bitly link or QR code. It is also available electronically as a fillable PDF form (attached). The survey is available in 8 languages: English, Spanish, French, Portuguese, Somali, Lingala, Chinese, and Arabic. The on-line SurveyMonkey version will allow respondents to select the language they want to take the survey in prior to beginning the survey. The electronic PDF version of the survey will be available in all languages and respondents can print the survey in the language of their choice or complete the fillable form in the survey of their choosing.

- SurveyMonkey link: <https://www.surveymonkey.com/r/MeSCHNA>
- Bitly link: <https://bit.ly/MeSCHNA>
- QR Code:



Distribution Methods: Distribution of the survey will occur statewide. The Maine Shared CHNA will conduct outreach to partners requesting their assistance with distribution using the suggested methods listed below based on their ability, capacity and resources. A flyer is available with a QR code and <https://bit.ly/MeSCHNA>. Versions of the flyer are available in formats compatible with Instagram and Facebook and in the 8 languages of the survey. All materials are available on the [Maine Shared CHNA website](#) or by requesting them via email at info@mainechna.org. Template language is provided below for use in emails, newsletters, etc.

- Suggested Distribution Methods:
 - Newsletters
 - Flyers in waiting rooms/offices/shared spaces
 - Listservs
 - Social media
 - Direct outreach to clients/patients/consumers (this may include direct assistance in taking the survey; see below for guidance)
 - Announcements at community meetings, internal organizational meetings, Board meetings, events, etc.
 - Local tv
 - Local newspapers
 - Organizations with which partners are members of, such as: Chambers of Commerce, Rotaries, Lions Clubs, Elks Clubs, etc.

Survey Collection: Partners can assist with survey collection in various ways (see Distribution Methods), including direct assistance. If engaging in direct assistance, please use the following guidance and refer to the section on Data Stewardship for more information on collection and storage:

- Paper Survey Collection
 - The survey and gift card information must be stored separately.
 - Surveys and gift card information can be scanned separately and sent via email to: info@mainechna.org
 - Survey and gift card information can be returned via postal mail and must be postmarked no later than June 28th. Anything received with a postmark later than June 28th will not be included in analysis. Surveys and gift card information can be mailed to:
 - Crescendo Consulting Group
63 Federal Street #1028
Portland, ME 04101
- Electronic Survey Collection
 - The survey and gift card information must be stored separately. Respondents should complete the survey using the fillable form, save it and then complete the gift card information and save that separately.
 - Surveys and gift card information can be sent via email to: info@mainechna.org

Template Language: If you are distributing the survey via an email, newsletter, or other similar method, please use the following language. You may adapt the template to meet your mode of communication and/or audience:

“The Maine Shared Community Health Needs Assessment (Maine Shared CHNA) invites you to participate in their statewide community survey to learn more about the health and well-being of people living in Maine. The survey takes about 10 minutes to complete. Once you complete the survey you can enter a raffle to receive one of 10, \$100 gift cards. You can take the survey via this [link](#) or through the QR code in the attached flyer. A PDF version of the survey in all 8 languages is available at www.mainechna.org. The survey will be open through June 28th.

The information you share will help the Maine Shared CHNA better understand the health and well-being of people living in Maine and their communities. The survey is part of a larger community health needs assessment which includes focus groups, interviews and data analysis. Results will be combined and used to inform a health and well-being prioritization process leading to the development of health improvement and strategic plans.

The Maine Shared Community Health Needs Assessment is a collaborative of Central Maine Healthcare, MaineGeneral, MaineHealth, Northern Light Health, the MeCDC, and the Maine Community Action Partnership. For more information, contact: info@mainechna.org.”

Data Stewardship: The Maine Shared CHNA seeks to establish and maintain a transparent data stewardship framework to foster trust among the Maine Shared CHNA community. You can learn more about the Maine Shared CHNA's data collection, analysis, sharing, publishing, and storage of qualitative and quantitative data in the 2024 Data Stewardship Guidelines (see attachment).

Partners who are assisting with survey collection and return must immediately separate the survey from the gift card drawing contact information prior to administering the survey. Separate sealable envelopes for the survey and gift card information must be maintained that are not accessible to others. Surveys that are saved electronically and/or printed must be destroyed after submission.

Other Information: The survey contains 40 questions and is expected to take about 10 minutes to complete. Printed copies of the survey will not be provided but may be printed by those wishing to complete a hard copy. Upon survey completion, respondents will be able to enter a raffle to win one of 10, \$100 gift cards. Please send any questions regarding the survey and/or Maine Shared CHNA to info@mainechna.org.