

Community Health Equity Survey 2026: Key talking points

Below are key talking points, with additional detail in bullets beneath. Use talking points in materials, social media, meetings, and one-on-one conversations you might have with community members. Choose or tailor talking points that will be most effective in reaching your community.

Across Massachusetts, decisions are made every day about community needs, priorities, solutions, and resources. Your experience should shape those decisions.

- You are the expert in what makes your community healthy. When you take the survey, you are sharing your values, needs, and hopes for the future.
- Driven by community members' experiences, survey data helps local organizations advocate for equitable policies, apply for funding to meet local needs, and tailor programs to best serve their communities. At the state level, survey data helps to quantify health and social needs unique to different communities, identify opportunities to address inequities, and prioritize how resources are allocated.

The Community Health Equity Survey uplifts groups that have often been underrepresented in important ways, like in data about their health and well-being. By taking the survey, you are adding your experience and expertise, and ensuring that your community is represented.

We're facing new kinds of threats to the health and safety of communities that have historically been denied an equal chance at health. Now more than ever, equity-focused data like CHEI is needed.

- Massachusetts is working to ensure that communities previously underrepresented or invisible in data and decision-making have a voice – particularly in the current climate.
- It's important to capture the experiences and the impact of current policies and actions on the communities most at risk.

CHEI understands the environment we're living and working in, and the everyday concerns and fears people are experiencing.

- Participation in the Community Health Equity Survey is voluntary and completely anonymous. The survey does not ask for any personal identifying information (like a name, phone number, or email). Any question can be skipped.
- All survey responses and data are anonymous, and data that is shared is combined with other responses (aggregated).