

Community Health Equity Survey 2026: Promotional toolkit guidance

Thank you for your interest in sharing the DPH Community Health Equity Survey with your families, neighbors, communities, and other networks across the state. To help support those dissemination efforts, we've created a series of communication materials that appeal to a wide range of the survey's communities of focus. This guide is to help orient community partners, residents, organizations, and others interested in sharing the survey to the wide range of available outreach materials.

Each toolkit is separated by the language the materials are translated into. You can find these language-specific pages here: mass.gov/DPH/HealthSurveyPromo.

Thank you for your efforts to ensure that your community is represented in public health and social data. If you have any questions about the survey or the toolkits, please reach out to CHEI@mass.gov.

Promotional toolkit resources include:

- Key talking points
- Flyer (8.5" by 11")
- Coloring sheet (8.5" by 11")
- Sample social media content
 - Sample copy for social media posts
 - Social media graphics for use on Instagram, Facebook, X, LinkedIn, WhatsApp, and other social media platforms
- Virtual backgrounds
- Email templates for survey promotion
 - For potential survey takers
 - For partner outreach
- Passive parental consent forms for youth-serving organizations (available on request at CHEI@mass.gov)

Key talking points

Key messaging documents are created to give partners talking points about the CHES survey. The key messages offer general insight on the importance of the survey, the ways data will be used, how the survey will serve communities, and other information.

Flyers

8.5" by 11" flyer

This flyer was created using stock photography that reflects many different identities. Flyers can be shared digitally—for example, in emails or in a newsletter—or printed out to be passed out at outreach events and hung in locations where community members might find them. The flyers have both a written URL to the survey and a QR code that goes directly to the survey. At the mass.gov/HealthSurvey page, survey participants can choose their preferred language.

Customizable flyer template

Community partners can reach out to CHEI@mass.gov to request access to a template that can be customized with your own photos and preferred language promoting survey participation.

Coloring sheet

The coloring sheet can be used at outreach events and other activities for families and children. They're also a good way to keep children entertained while adults are taking the survey!

Sample social media content

Sample social media graphics and posts

Social media graphics can be posted along with suggested text below. The images are formatted to fit and be used on all major social media platforms.

1.

Be a part of the change your community wants! When you take the MA Community Health Equity Survey, you're helping to shape decisions about community priorities, needs, and solutions.

Take the anonymous survey today at mass.gov/HealthSurvey.

2.

When you take the MA Community Health Equity Survey, you're sharing your values, needs, and hopes for the future. Make your voice heard in decisions about your community!

Take the anonymous survey now at mass.gov/HealthSurvey.

Email templates for survey promotion

For survey takers

This email template can be used by partners to ask their networks of MA residents to take the survey.

For partner outreach

This email template can be used to reach out to organizations, networks, coalitions, etc., to ask if they would be interested in partnering to further outreach efforts.

Virtual backgrounds

Background images include links and QR codes to the survey and can be used on Zoom, Microsoft Teams, or other virtual environments.

Passive parental consent forms for youth-serving organizations

Passive parental consent forms can be sent to parents/guardians ahead of sharing the survey with youth under age 18. These forms inform parents/guardians of the survey and provide them the opportunity to decline their child's participation. Use of these forms is optional. To request a copy, please email CHEI@mass.gov.