Engaging your community with story maps

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Health Communication Capacity Collaborative (HC3)
Johns Hopkins Center for Communication Programs
Esri is Committed to Health

Mission – To transform health through strategic implementation of a GIS platform that:

- improves decision-making
- increases efficiencies
- facilitates collaboration

... at local and global scales

Our Status
- 47 Years Old / 18+ Years in Health
- Growing / Successful
- Many Value-Added Partners & Distributors

Our Users
- Hundreds of Thousands of Organizations
- Millions of Users
- Hundreds of Domains
Why is GIS so Compelling?

What’s happening where I live, work, and play?

- Maps communicate
- Spatial analysis is powerful
- New technology is extending GIS

Enabling ArcGIS

Better and Faster Decision Making
Improved Communication
Increased Efficiency
Social Determinants of Health

Adapted from WHO (1990)

- Individual-level health education efforts
- Negative Health Outcome
- Determinants of health
  - Inadequate systems
  - Unhealthy environments
  - Unemployment
  - Lack of education
  - Poor Housing
  - Poverty
Healthy Communities Framework

Robert Wood Johnson Foundation

Components

- Healthy environments
- Equal access to care
- Reduction of negative health outcomes
- Stakeholder engagement
- Community partnerships

“Your Data. Your Health. Your Community”
Access to Healthy Food

Teen Birth Rates

- Binge drinking rates
- Drug Abuse
- Tobacco use
Community Resources – Availability & Access

Vulnerable Populations

Senior Services

Social Factors
Youth Job Training Programs

Housing

Homelessness

Economic Factors
Walking Trails

Parks and Open Space

Bike Rack Locations

Physical Environment
King Middle School
Using Story Maps to Connect Communities to Health Assets

King Middle School Community Resources

Improve awareness and access to healthy living resources by establishing common use among families, health systems, and school communities.

Place Matters: Health Begins in the Community

Identifying and mobilizing community assets enables community residents to gain control over their lives. People can become active shapers of their own destinies, instead of passive clients receiving services from a variety of agencies.

Source: Community Tool Box
http://ctb.ku.edu/en/table-of-contents
Place Matters: Health Begins in the Community

The New Analytical Imperatives

The “place” of children growing becomes clinically relevant.

Community health and wellness begins long before admission.

Geography becomes the new information “glue”.

Understanding the space and resources trumps everything else.
Air Pollution, Ozone and Pollen

Do you live in a wheezy and sneezy place to live?
cnn.it/11KIARs #StayingWell
Poverty prevents Americans from buying healthy food. The poor live in regions with worse air quality and don’t usually live near hospitals and primary care doctors. Economic insecurity has devastating consequences on both their physical and mental health.

Poverty Rates of School-Age Population by County: 2013

U.S. Department of Commerce, Economic and Research Administration, Census Bureau

Link to poverty map: http://www.nytimes.com/2014/01/05/poverty-map/
Where you Live "Place" Matters

Hardest places to live
(Green = Doing Better, Orange = Doing worse)

1. Education
2. Income
3. Unemployment
4. Disability
5. Life expectancy
6. Obesity


Prison and jail population by county
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