

Engaging your community with story maps

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Capacity Collaborative (HC3)
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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

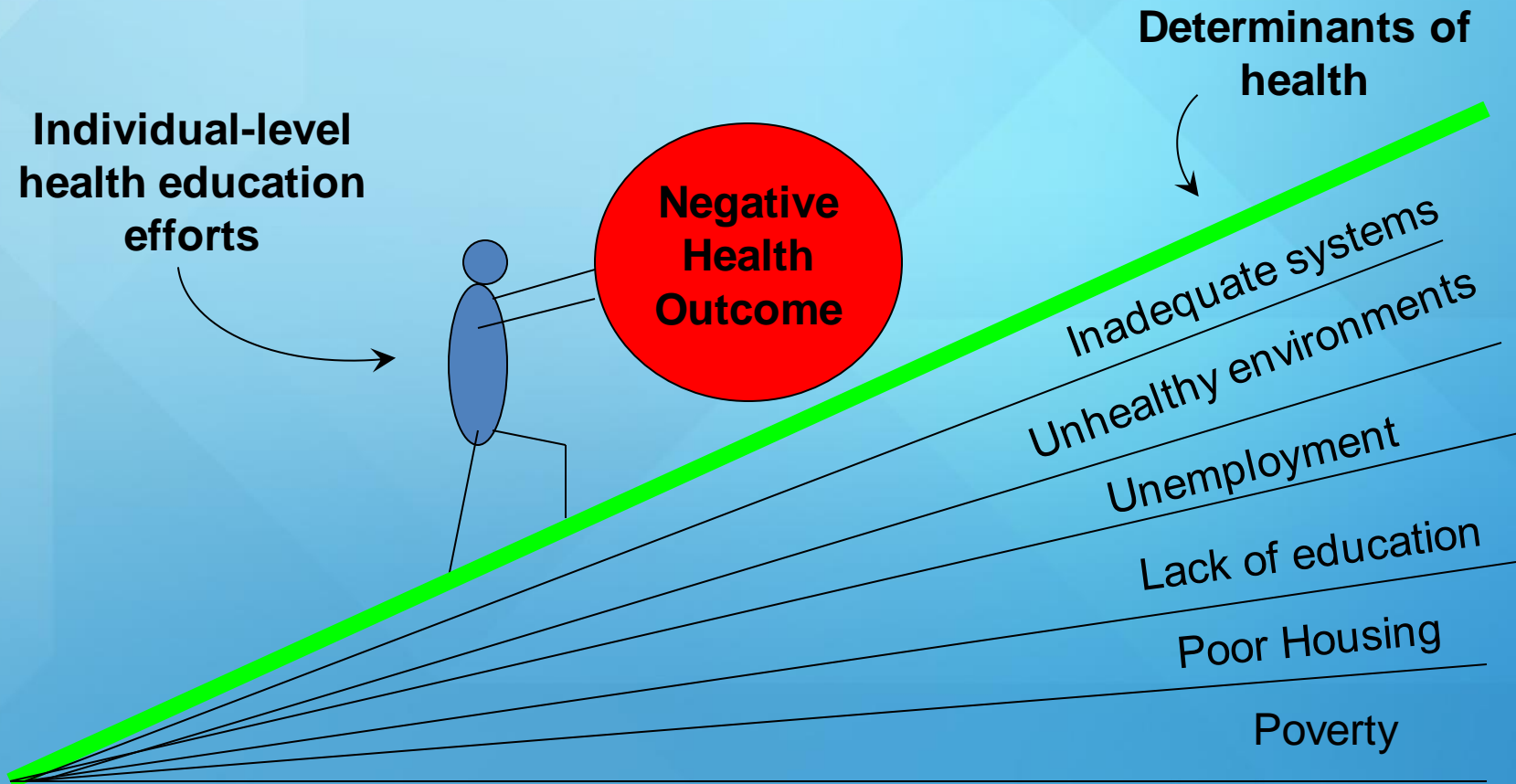


Enabling

*.....Better and Faster Decision Making
... Improved Communication
... Increased Efficiency*

Social Determinants of Health

Adapted from WHO (1990)



Healthy Communities Framework

Robert Wood Johnson Foundation

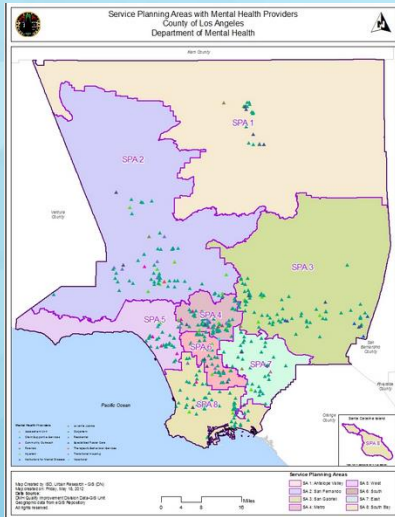
Components

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

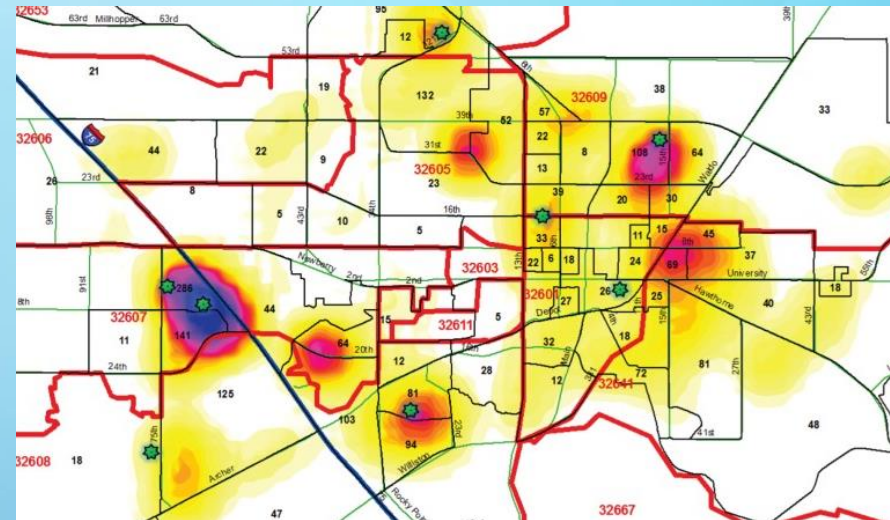


"Your Data. Your Health. Your Community"

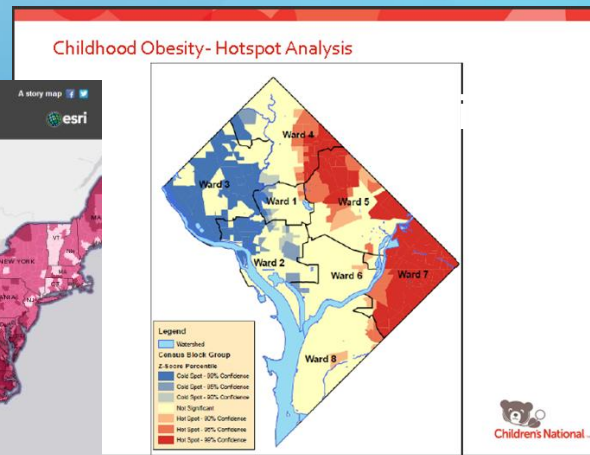
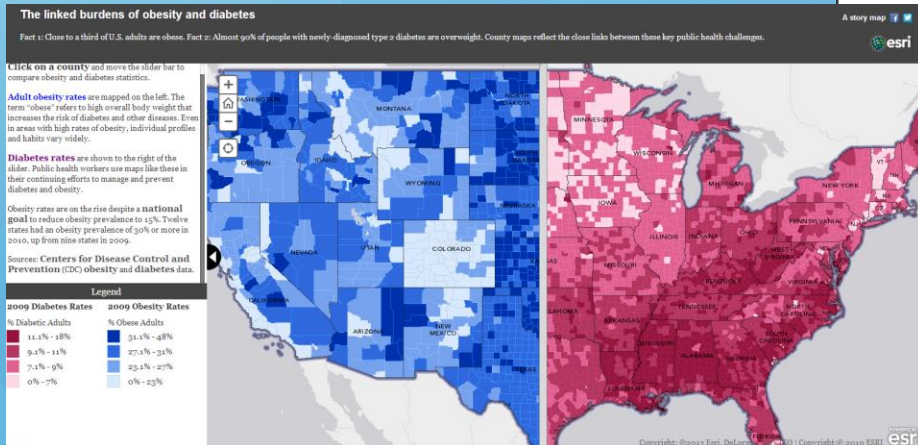
Mental Health Providers



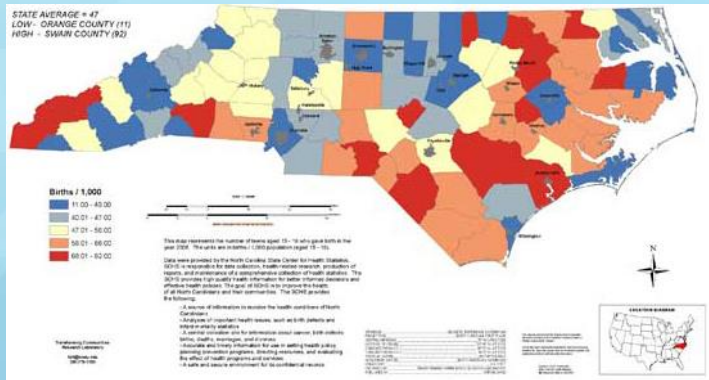
Diabetic Hotspots



Obesity Rates

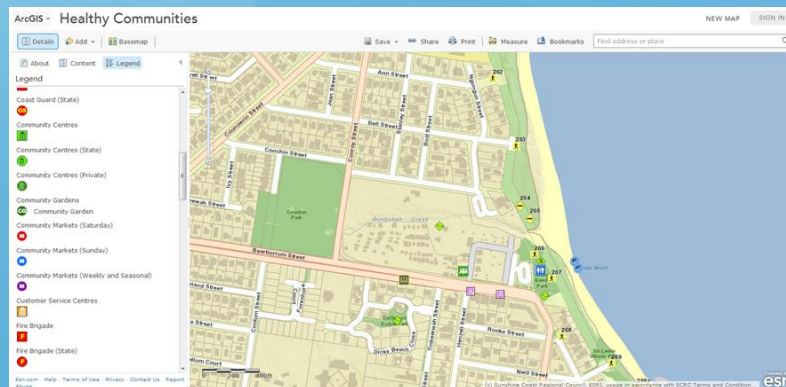


Teen Birth Rates



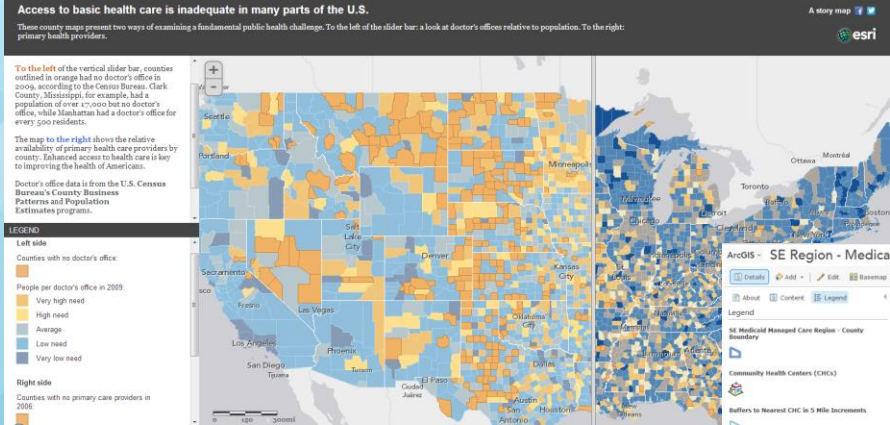
- Binge drinking rates
- Drug Abuse
- Tobacco use

Access to Healthy Food

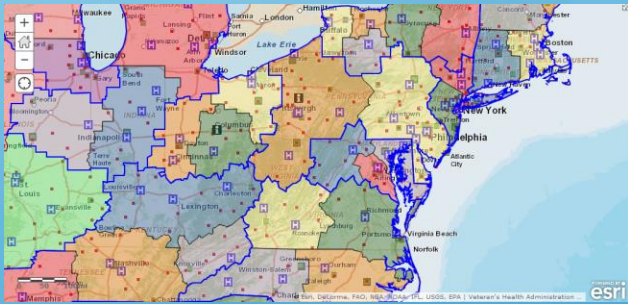
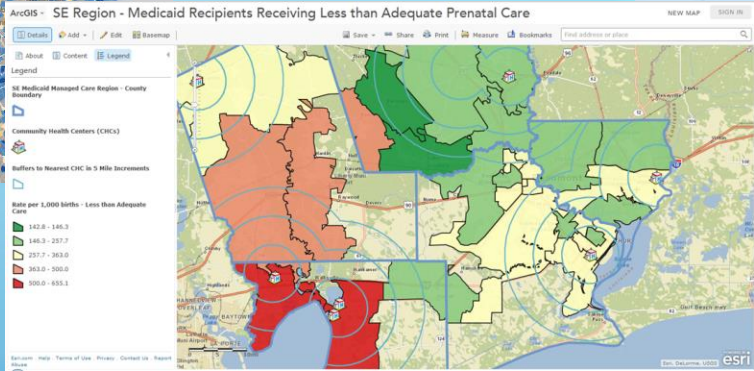


Hospital Access

Access to Primary Care

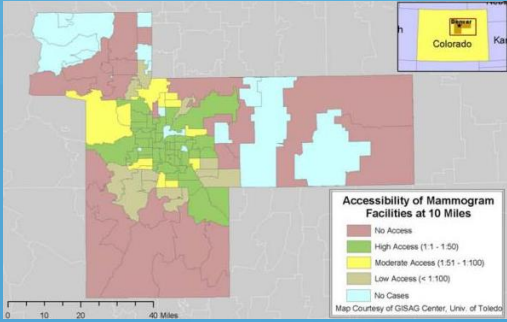


Prenatal Care

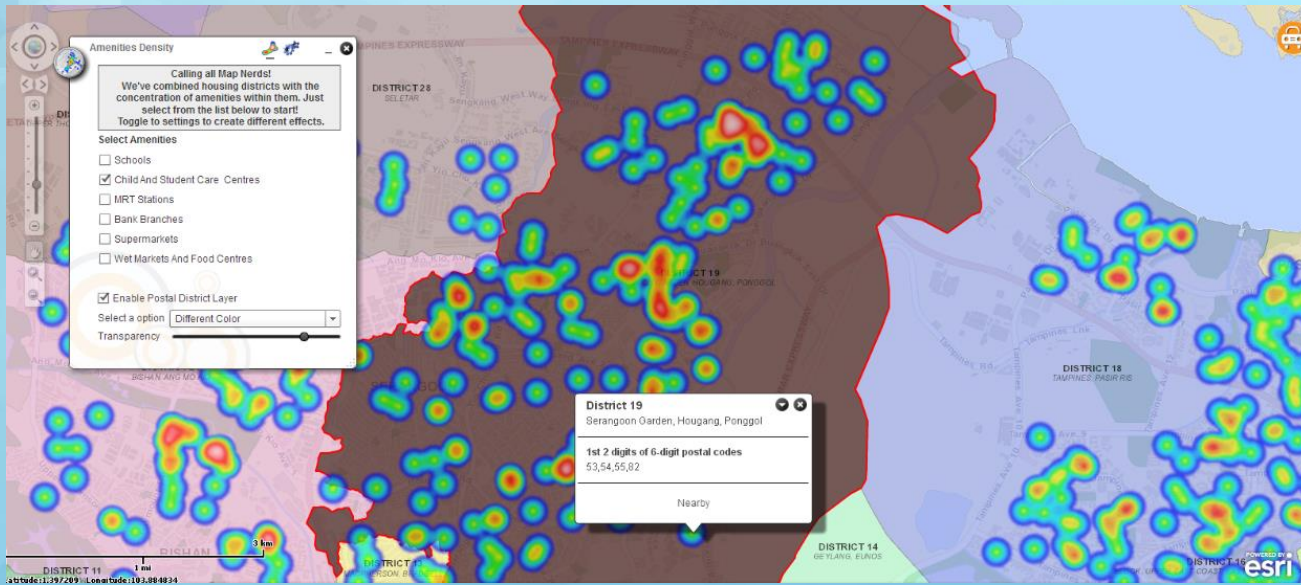


Hospital Regions

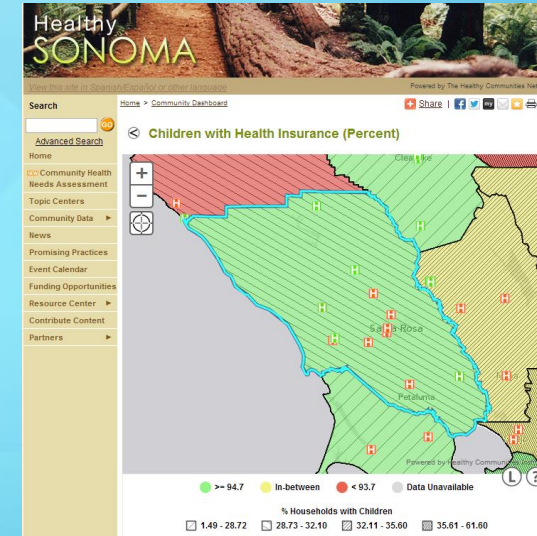
Access to Mammography Care



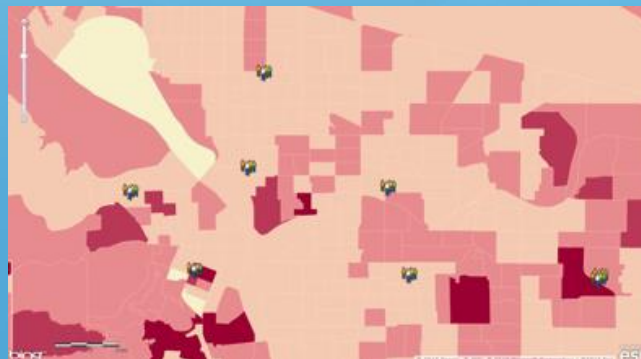
Community Resources – Availability & Access



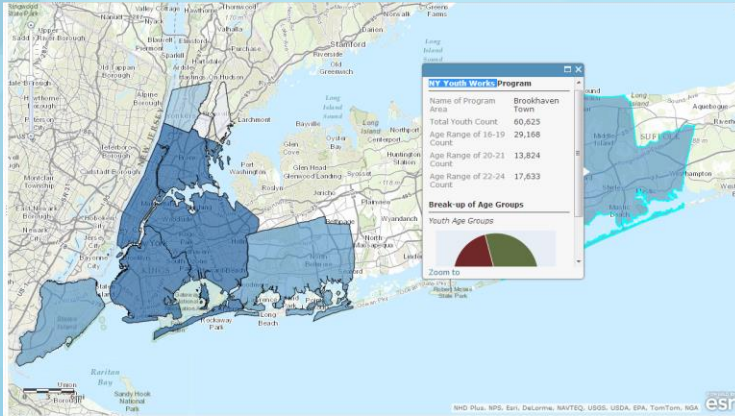
Vulnerable Populations



Senior Services



Youth Job Training Programs



Housing



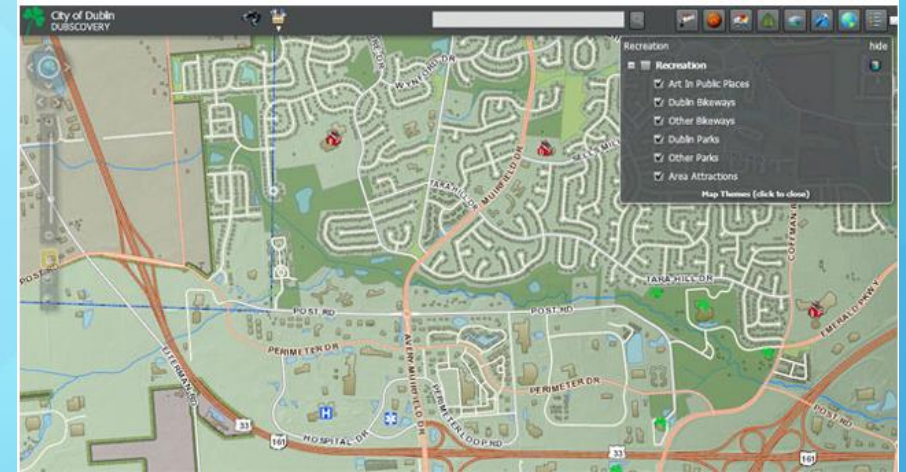
Homelessness



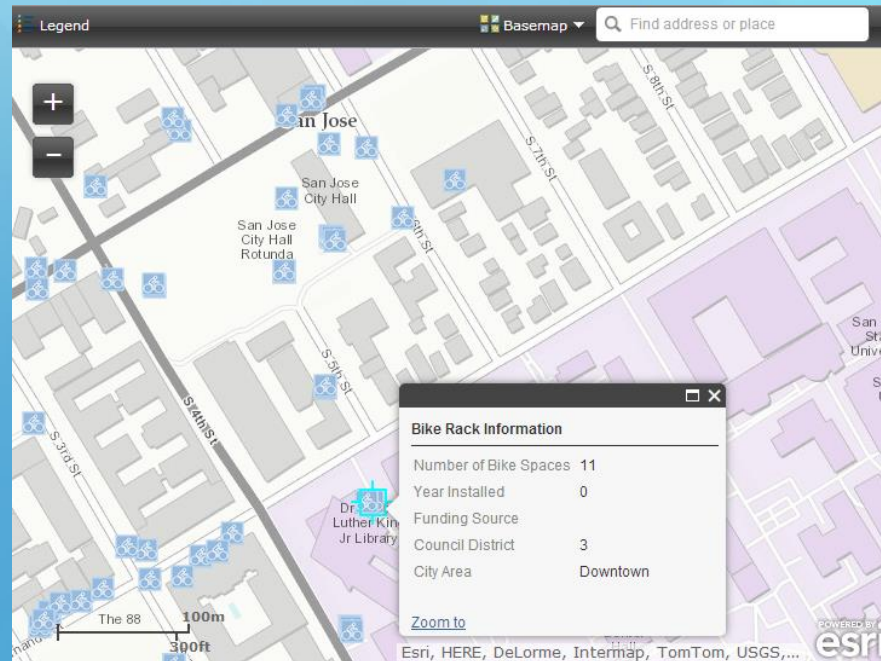
Walking Trails



Parks and Open Space



Bike Rack Locations



Story Maps

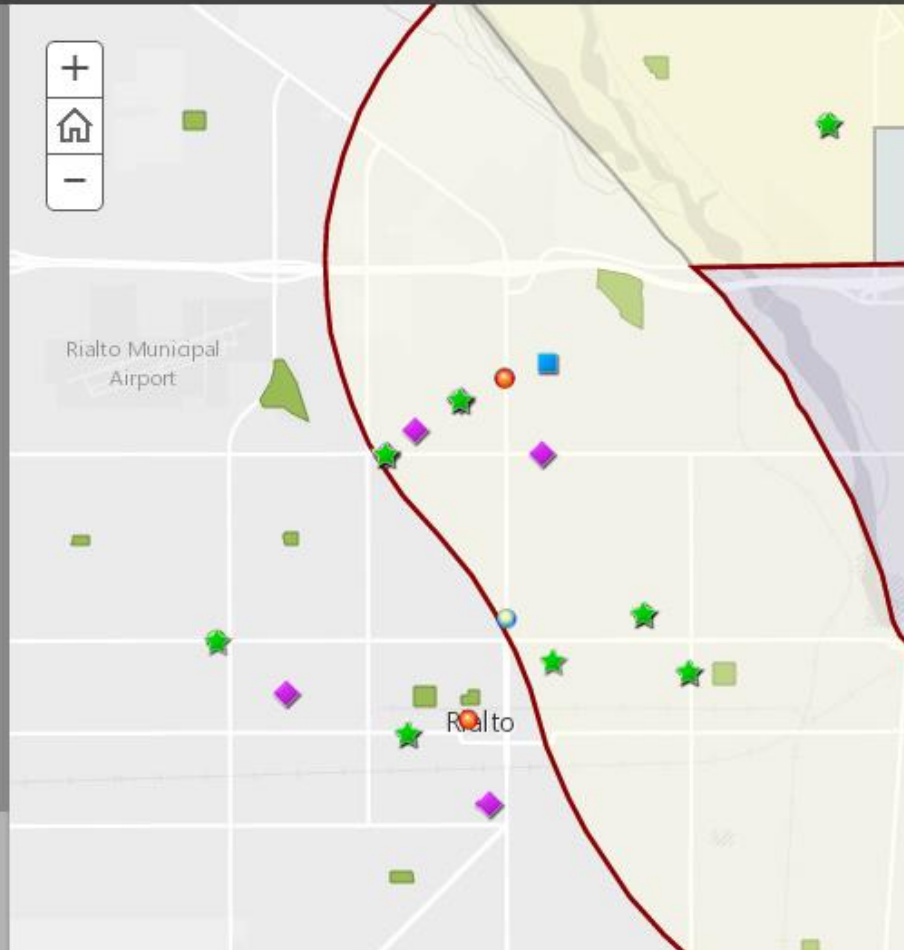
Explore more at storymaps.arcgis.com

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.



A story map



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>



A story map



Place Matters: Health Begins in the Community

The New Analytical Imperatives

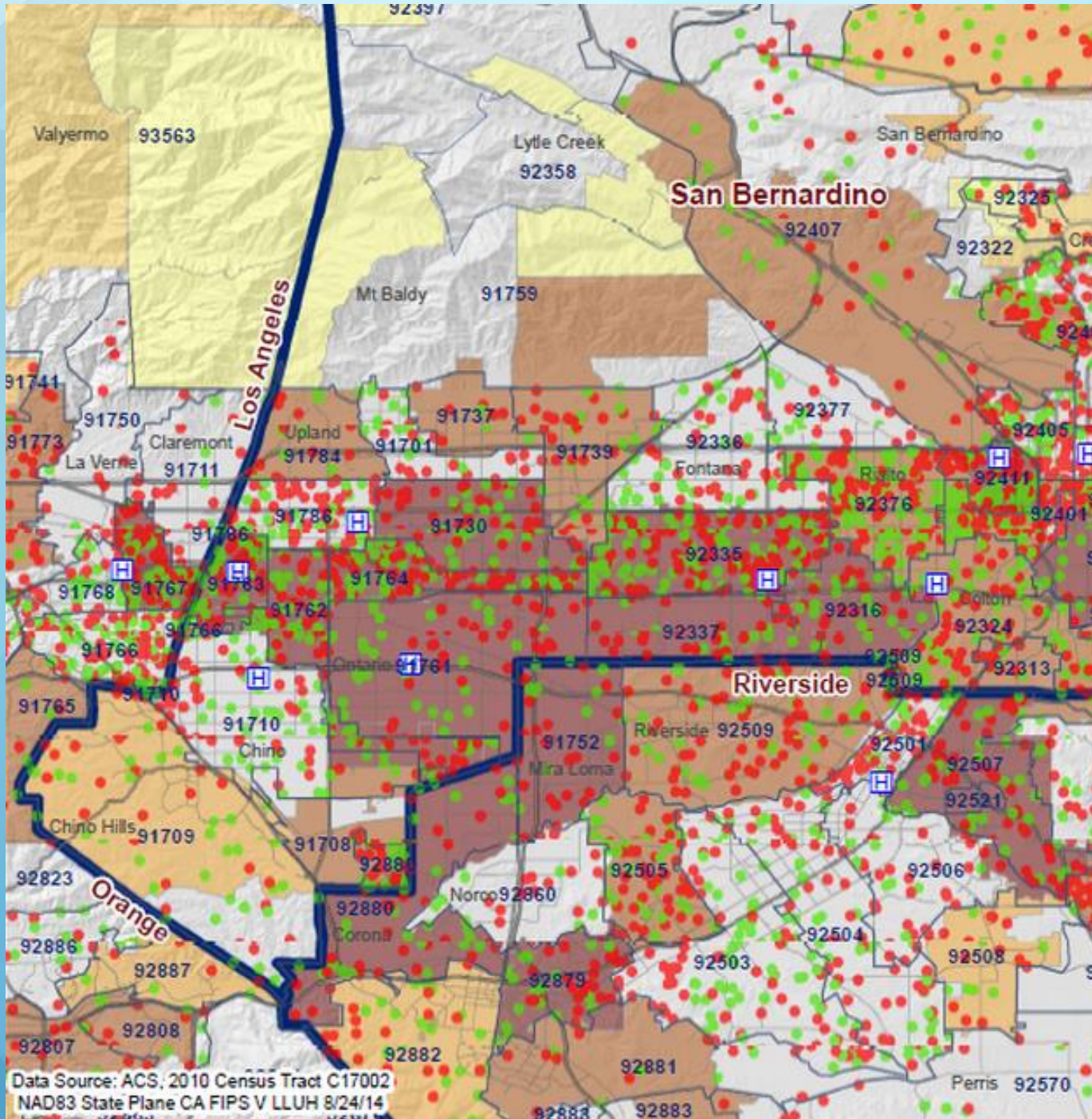
The “place” of children growing becomes clinically relevant


Community health and wellness begins long before admission.

Geography becomes the new information “glue”.

Understanding the space and resources trumps everything else.





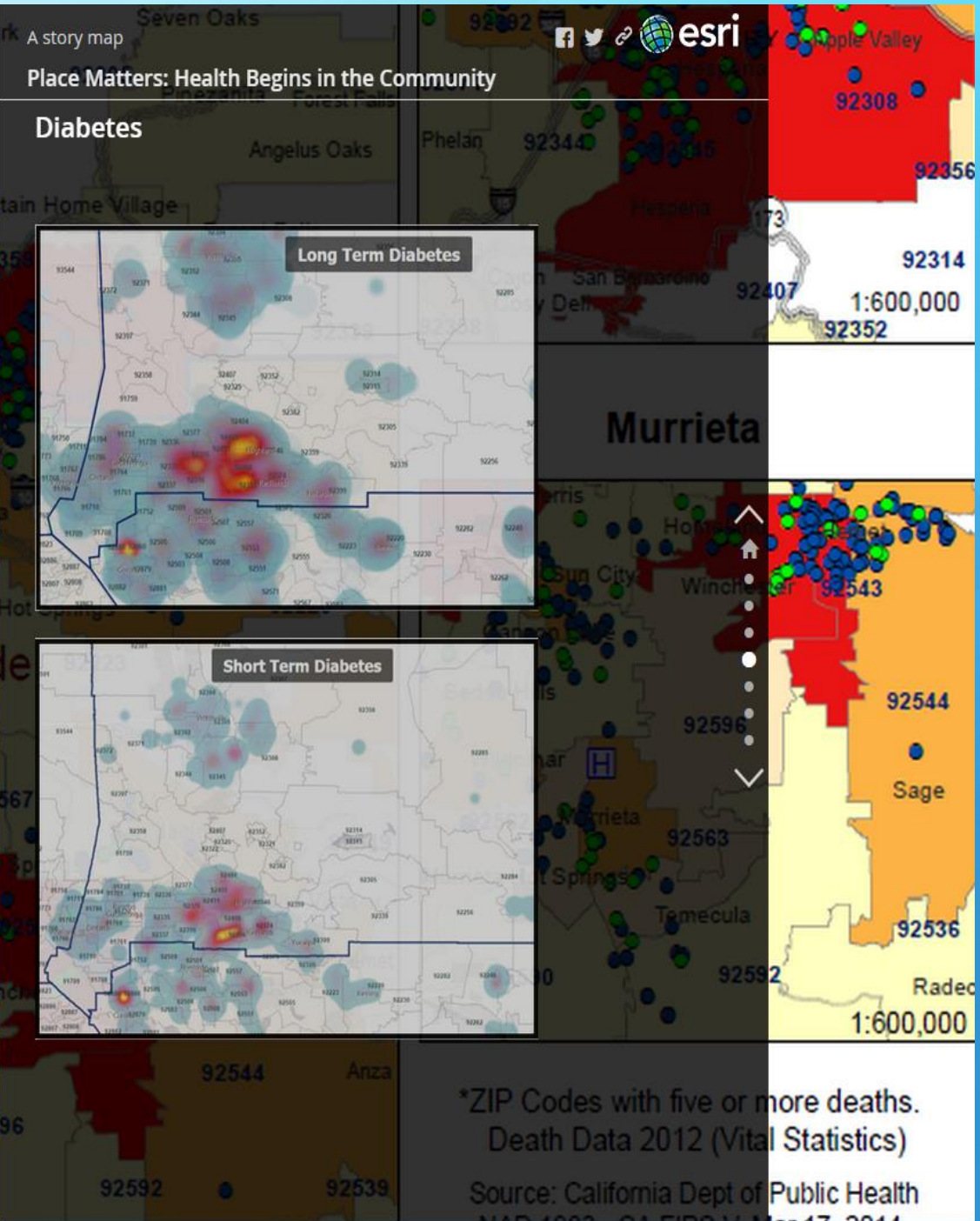
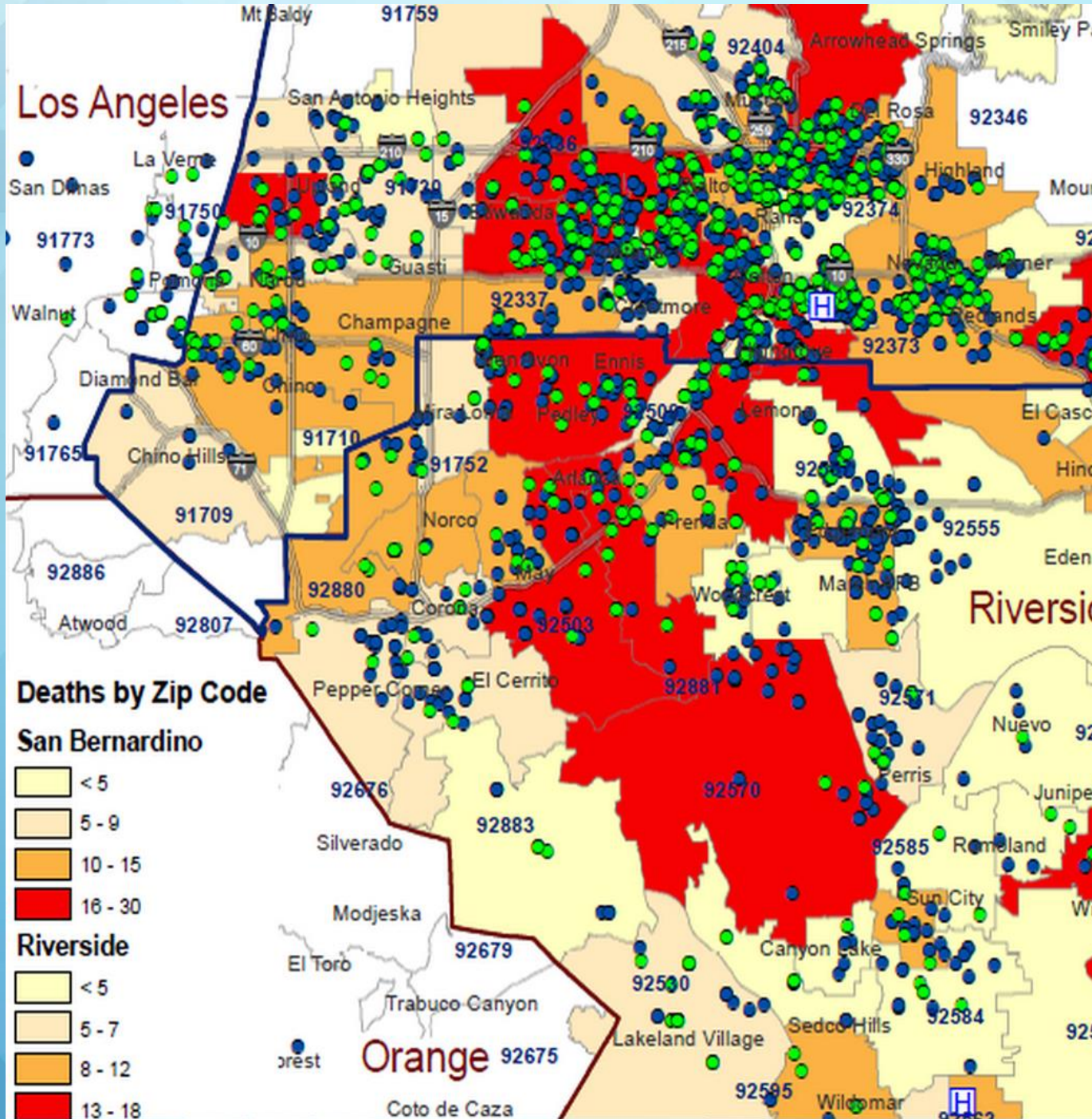
A story map    

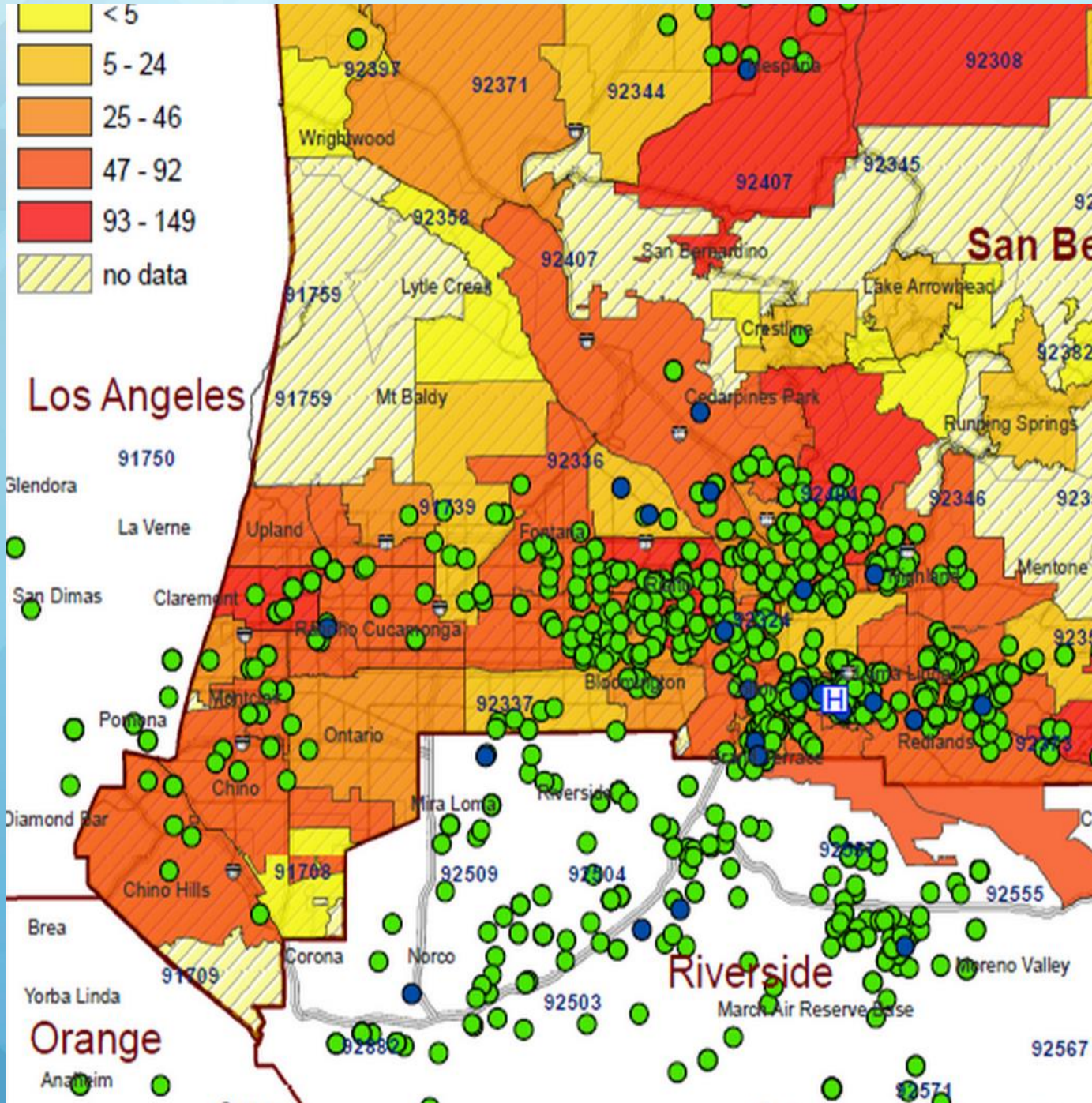
Place Matters: Health Begins in the Community

Air Pollution, Ozone and Pollen

Do you live in a wheezy and sneezy places to live?
cnn.it/1IKIARs #StayingWell







A story map



Place Matters: Health Begins in the Community

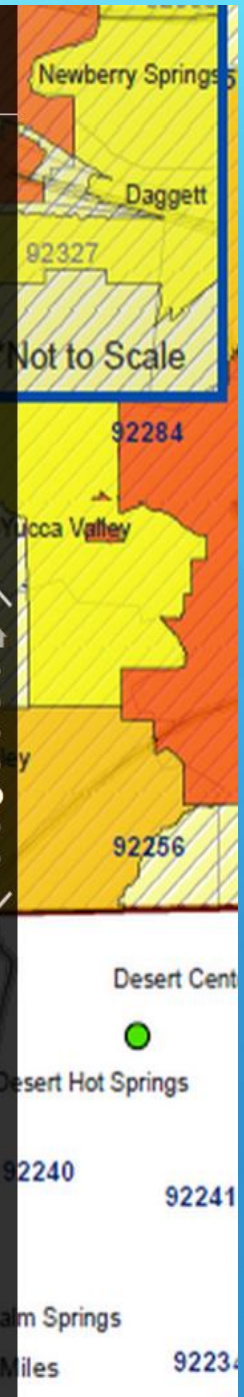
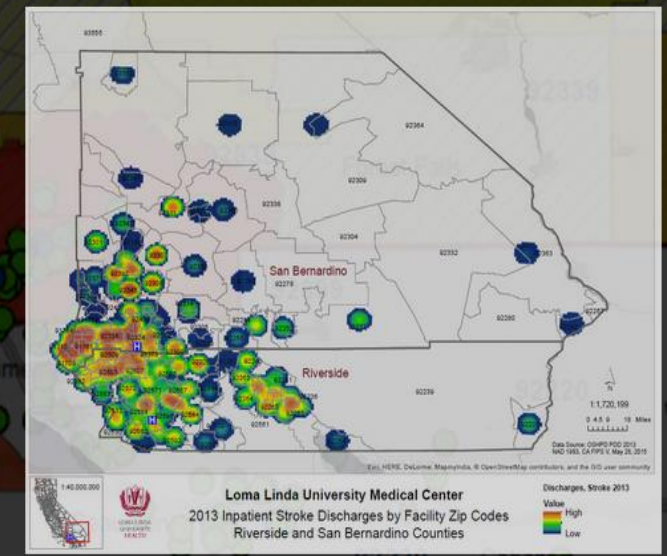
Heart Failure

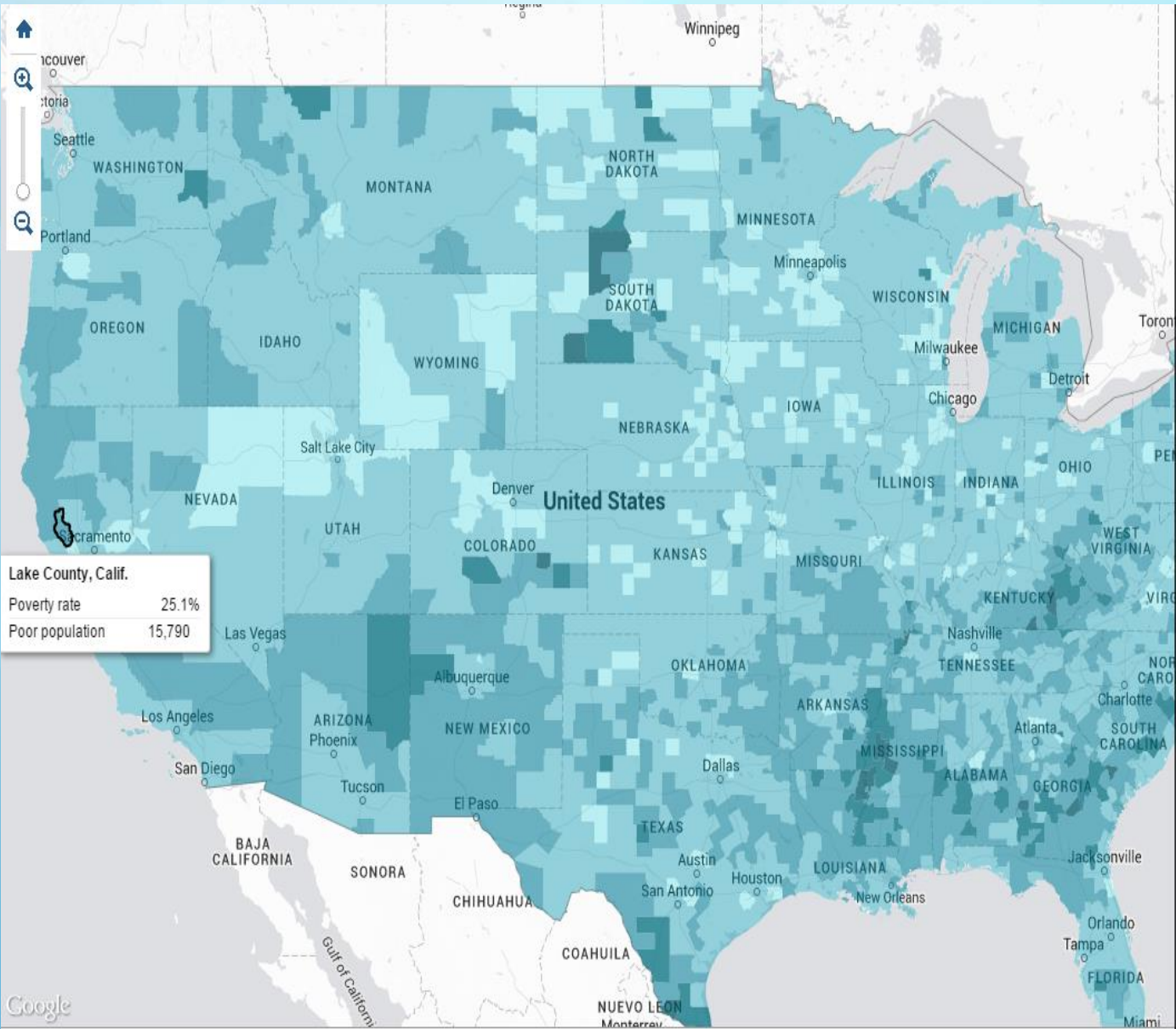
AT THE **HEART OF DIABETES** Diabetes & Heart Disease By The #s

U.S. DIABETES PATIENTS HAVE:

- 2-3x** increased risk for heart disease
- 30%** of coronary stents implanted in 2011
- 280,000** heart attacks annually
- 2-4x** higher heart disease morbidity and mortality rates
- 60%** chance of dying from heart disease

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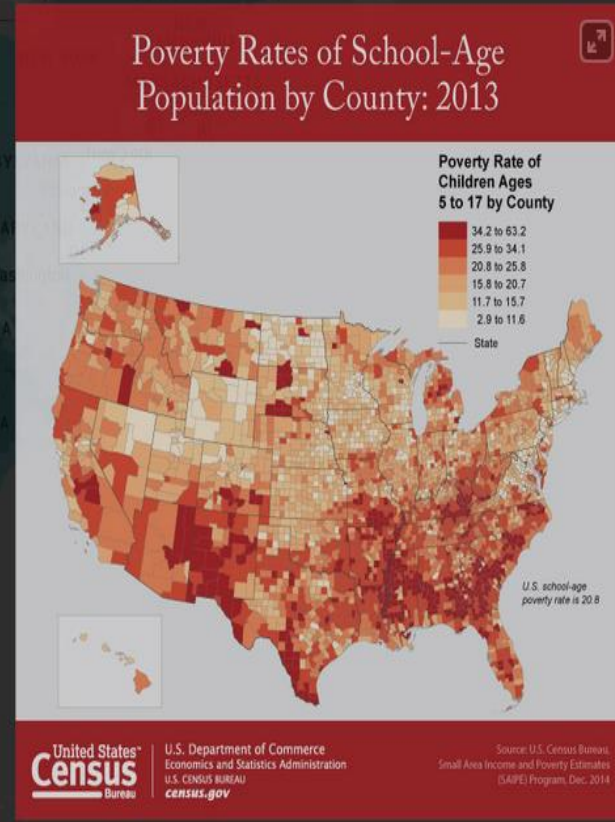
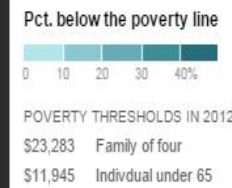




By MATTHEW BLOCH, MATTHEW FRICSON and TOM GIRATIKANON

Measures of Poverty

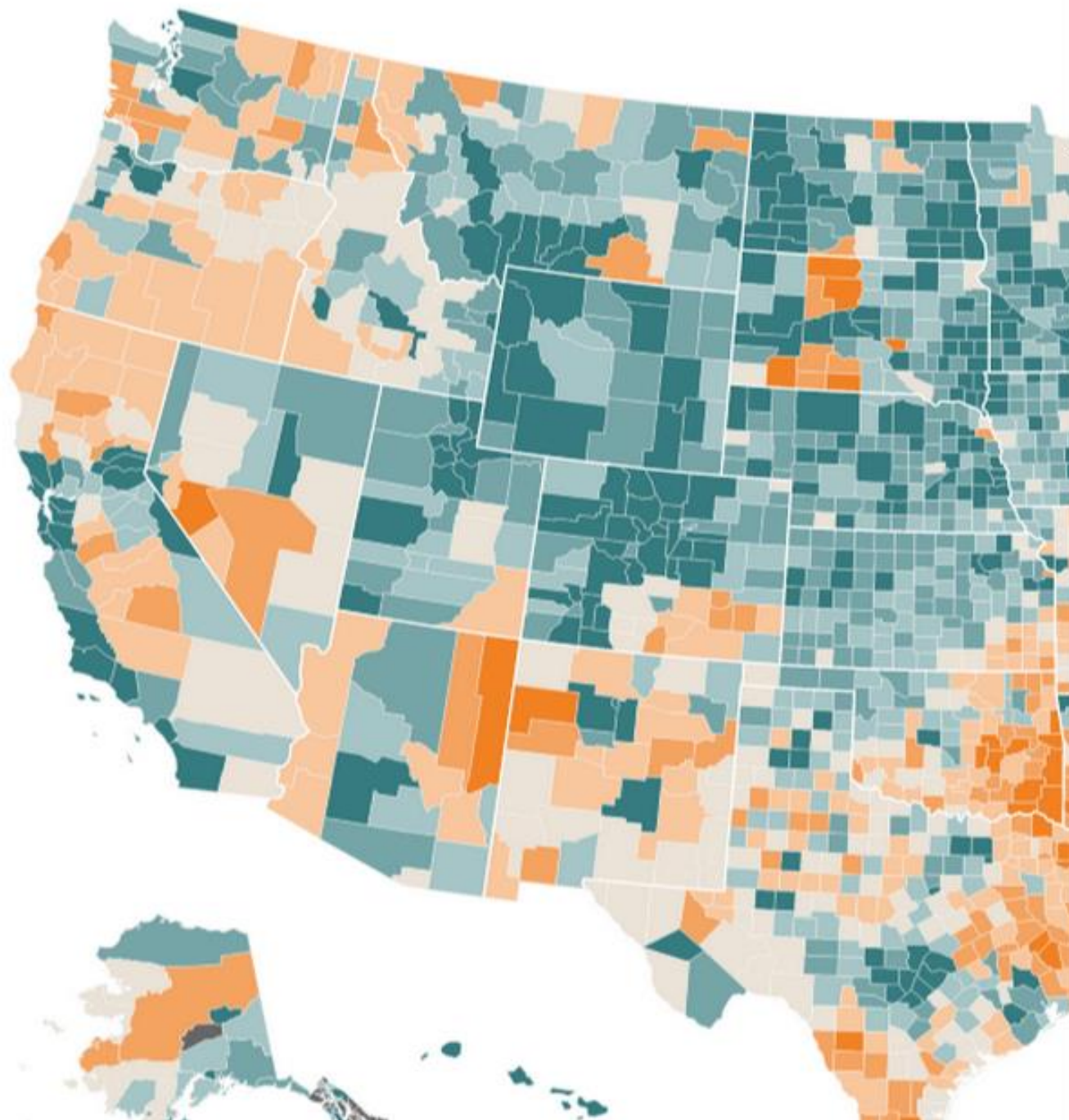
Poverty prevents Americans from buying healthy food.
 The poor live in regions with worse air quality and don't usually live near hospitals and primary care doctors
 Economic insecurity has devastating consequences on both their physical and mental health



Link to poverty map
<http://www.nytimes.com/newsgraphics/2014/01/05/poverty-map/>



Map data ©2015 Google, INEGI Terms of Use



A story map



Place Matters: Health Begins in the Community

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

Source: http://www.nytimes.com/2014/06/26/upshot/where-are-the-hardest-places-to-live-in-the-us.html?_r=0&abt=0002&abg=0

Prison and jail population by county



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for Health & Human Services

Spring 2016

Maps Locate Brighter Future for Homeless

Esri Technology ArcGIS Web App Templates

DeKalb County's Community Development Department provides affordable housing resources to the more than 700,000 residents who call the region home. Funded primarily by the US Department of Housing and Urban Development (HUD), the department acts as the collaborative applicant for

the DeKalb County Continuum of Care and funds several programs to prevent homelessness and help those who are homeless find shelter and stability.

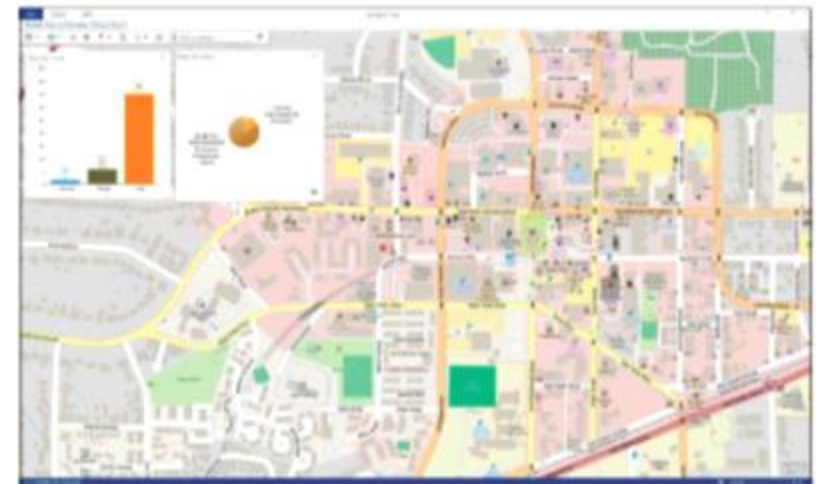
The Challenge

Every other January, teams of hundreds of volunteers embark on an overnight mission to locate and count unsheltered homeless people living in DeKalb County, Georgia. Their goal: identify people in need and provide them with available

resources to get back on their feet. The Homeless Point-in-Time (PIT) count is mandated every two years by HUD and is fulfilled locally throughout the county.

In preparation for DeKalb County's 2015 PIT count, the Community Development Department, in collaboration with Pathways Community Network Institute, planned to execute the census in the traditional fashion: equip boots-on-the-ground teams with paper surveys, pencils,

(continued on page 7)



DeKalb County's GIS team monitored in real time where volunteers and unsheltered people were located during the overnight census.



Esri | Helping to Create a Healthier World