

PRESENTATION PROPOSAL

MORE THAN A MAP: HOW GOVERNMENT AGENCIES ARE COLLABORATING ON
GEOGRAPHIC INFORMATION FOR BETTER PUBLIC SERVICES

Your Name:	Matthew Stone, MPH
Email Address:	Matthew.stone@cdph.ca.gov
Position/Job Title:	GIS Project Lead/Programmer Analyst III
Organization:	California Dept. of Public Health
Policy Theme:	A Healthy California
Morning or Afternoon:	Morning
Presentation Title:	Examples of Public Health Program Implementation and Web-based GIS
Abstract:	<p>In the California Department of Public Health (CDPH), there are two programs within the Center for Chronic Disease Prevention and Health Promotion actively utilizing a web-based GIS platform in order to expand the reach of their program goals in the areas of Nutrition and Physical Activity (http://www.cnnqis.org) and support for Californians suffering from Arthritis (http://www.calarthrititis.com). The purpose of this presentation is to inform the audience about these two programs and how GIS enhances their program goals and objectives. Examples of each site's functionality as it relates to program goals and objectives will be described.</p> <p>In order to properly plan, manage and monitor any public health program, it is vital that up-to-date, relevant information is available to decision-makers at all levels of the public health system. As every disease problem or health event requires a different response and policy decision, information must be available that reflects a realistic assessment of the situation at local, national and global levels. This must be done with the best available data and by taking into consideration demographics, availability of and accessibility to existing health and social services as well as other geographic and environmental features.</p> <p>GIS provides an ideal platform for program staff and partnering organizations to fulfill their obligations to the</p>

communities they serve by giving them a tool that provides comprehensive information for the targeting of program-specific objectives and analysis in relation to: specific neighborhood areas; surrounding social and health services; and the natural environment. In addition, GIS allows users to easily visualize these targeted catchments and communicate this information to the appropriate decision-makers.

In the California Department of Public Health (CDPH), there are two programs within the Center for Chronic Disease Prevention and Health Promotion actively utilizing a web-based GIS platform in order to expand the reach of their program goals in the areas of Nutrition and Physical Activity and support for Californians suffering from Arthritis. The purpose of this presentation is to inform the audience about these two programs and how GIS enhances their program goals and objectives. Examples of each site's functionality as it relates to program goals and objectives will be described

The Network for a Healthy California (***The Network***) assists local public entities to enhance their nutrition education programs and promote physical activity. The Network Community Development Team is responsible for monitoring and overseeing the programmatic development of over 130 local contractors (Local Incentive Awardees and Special Projects) conducting nutrition education and physical activity promotion for low-income communities in California. Collectively, statewide social marketing activities (nine components) coordinated with local community projects can increase the likelihood that Food Stamp-eligible and similarly low-income consumers throughout the state will make healthy food and physical activity choices consistent with the USDA Dietary Guidelines for Americans.

The California Arthritis Partnership Program (CAPP) collaborates with community-based organizations to expand the reach of programs that improve the quality of life for people with arthritis. Early diagnosis and appropriate management of arthritis, including self management, can help people with arthritis decrease pain, improve function, and lower health care costs.

California's four Arthritis Foundation Chapters are

working together to implement Physical Activity, the Arthritis Pain Reliever statewide. The media campaign targets Caucasians or African Americans with arthritis who are between the ages of 45-64. The health communications campaign was developed by the Centers for Disease Control and Prevention (CDC) to:

- Raise awareness of physical activity as a way to manage arthritis pain and increase function
- Increase the understanding of the importance of 30 minutes of physical activity every day, even in 10-minute increments three times a day
- Enhance the confidence of people with arthritis in their ability to be physically active