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Using Concept Mapping to Quickly Move a Group from Ideas to Action to Results

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Using Concept Mapping to Quickly Move a Group from Ideas to Action to Results

**Concept Mapping Defined**
The ability to collect ideas and opinions on a topic from any number of independent stakeholders and quickly integrate the ideas into a series of easy-to-read graphics.

**Why Concept Mapping?**
- Blends the best of qualitative and quantitative methods
- Seeks and organizes variation in stakeholder knowledge, opinion
- Gives flexible design and participation options
- Creates a framework that is multi-purpose, taking you from planning to implementation through evaluation

**Concept Mapping Process**
Planning for concept mapping
Generate ideas
Structure the ideas
Analyze the "maps"
Interpret the maps
Put the maps into action

**Program Goals**
- To reduce skin cancer rates in the North Shore/Cape Ann area.
- To strengthen the capacity of local public health to be able to work more collaboratively.

The Local Public Health Collaborative Skin Cancer Prevention Project

**Suggestions from the Planning Team**
- Focus on strategies that build regional capacity.
- Address wellness issues at a regional level.
- Determine resources required to implement the project.
- Review areas of need that fell out of the Go Zone annually to determine if there are changes in priority and readiness.

**Go Zone Chart for All**
12. Support of adequate housing for elders.

**Go Zone Chart for Wellness and Prevention**
25. The promotion and targeted education to children, sporting programs, seasonal outdoor workers regarding sun safety.

**Go Zone Chart for Building Regional Capacity**
19. To improve outreach to food workers regarding food safety (create a newsletter, increase trainings, provide trainings in non-English languages).
44. To develop a structure for post event response (floods, hurricanes, blizzards, etc.).
5. A regional public relations campaign promoting the work/value and benefit of Local Municipal Health Departments. Including what your local health department does for you and why it’s important.

**Importance Compared to Feasibility**
- High Importance, High Feasibility
- High Importance, Low Feasibility
- Low Importance, High Feasibility
- Low Importance, Low Feasibility

**Importance Health Directors Compared to Other Participants**

**Importance – City Compared to Town**

**Importance Rating**

Go Zone – Regional Project Objective
To create a sustainable project in the Cape Ann/North Shore area that will address a regional public health issue identified by local public health officials.

**Focus Prompt**
A coordinated response (non-mandated) to primary care and preventative health issues among vulnerable populations that would support health departments in the Cape Ann/North Shore area…

**Cluster Grouping – Rated by Importance**

**Cluster Grouping – Rated by Feasibility**

**NSCHN – Regional Project Objective**
To create a sustainable project in the Cape Ann/North Shore area that will address a regional public health issue identified by local public health officials.

**Images**
- North Shore Community Health Network
- Greater Lawrence Family Health Center
- Concept Systems