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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

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.

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...

1. Vulnerable Populations
2. Building Regional Capacity
3. Wellness Promotion and Prevention
4. Youth/Adolescent Issues
5. Environmental Health

Cluster Grouping – Rated by Importance

Cluster Grouping – Rated by Feasibility

Importance Compared to Feasibility

Importance – City Compared to Town

Go Zone Chart for All

Go Zone for Wellness and Prevention

Go Zone for Building Regional Capacity

Go Zone for Wellness and Prevention

1. To reduce skin cancer rates in the North Shore/Cape Ann area.
2. To strengthen the capacity of local public health to be able to work more collaboratively.
3. Focus on strategies that build regional capacity.
4. Address wellness issues at a regional level.
5. Determine resources required to implement the project.
6. Review areas of need that fell out of the Go-Zone annually to determine if there are changes in priority and readiness.

Program Goals

Suggestions from the Planning Team

- 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 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?

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

The Local Public Health Collaborative Skin Cancer Prevention Project

Go Zone for Building Regional Capacity

Importance Health Directors Compared to Other Participants

Importance – City Compared to Town

NSCHN Helping Communities
Jim Ryan - Director
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Greater Lawrence Family Health Center

25. The promotion and targeted education to children, sporting programs, seasonal outdoor workers regarding sun safety.

24. Educating school nurses in communicable disease within school settings.

23. Support of adequate housing for elders.

22. The promotion and targeted education to children, sporting programs, seasonal outdoor workers regarding sun safety.

21. Focus on strategies that build regional capacity.

20. Address wellness issues at a regional level.

19. To improve outreach to food workers regarding food safety (create a newsletter, increase trainings, provide trainings in non-English languages).

18. 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.

17. Vulnerable Populations

16. Building Regional Capacity

15. Wellness Promotion and Prevention

14. Youth/Adolescent Issues

13. Environmental Health

12. The promotion and targeted education to children, sporting programs, seasonal outdoor workers regarding sun safety.

11. 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.

10. To improve outreach to food workers regarding food safety (create a newsletter, increase trainings, provide trainings in non-English languages).

9. 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.

8. Educating school nurses in communicable disease within school settings.

7. Focus on strategies that build regional capacity.

6. Address wellness issues at a regional level.

5. Determine resources required to implement the project.

4. Review areas of need that fell out of the Go-Zone annually to determine if there are changes in priority and readiness.

3. To reduce skin cancer rates in the North Shore/Cape Ann area.

2. To strengthen the capacity of local public health to be able to work more collaboratively.

1. Focus on strategies that build regional capacity.