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.

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 for Building Regional Capacity

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

13. Building Regional Capacity

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

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

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

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

17. Support of adequate housing for elders.

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