

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.

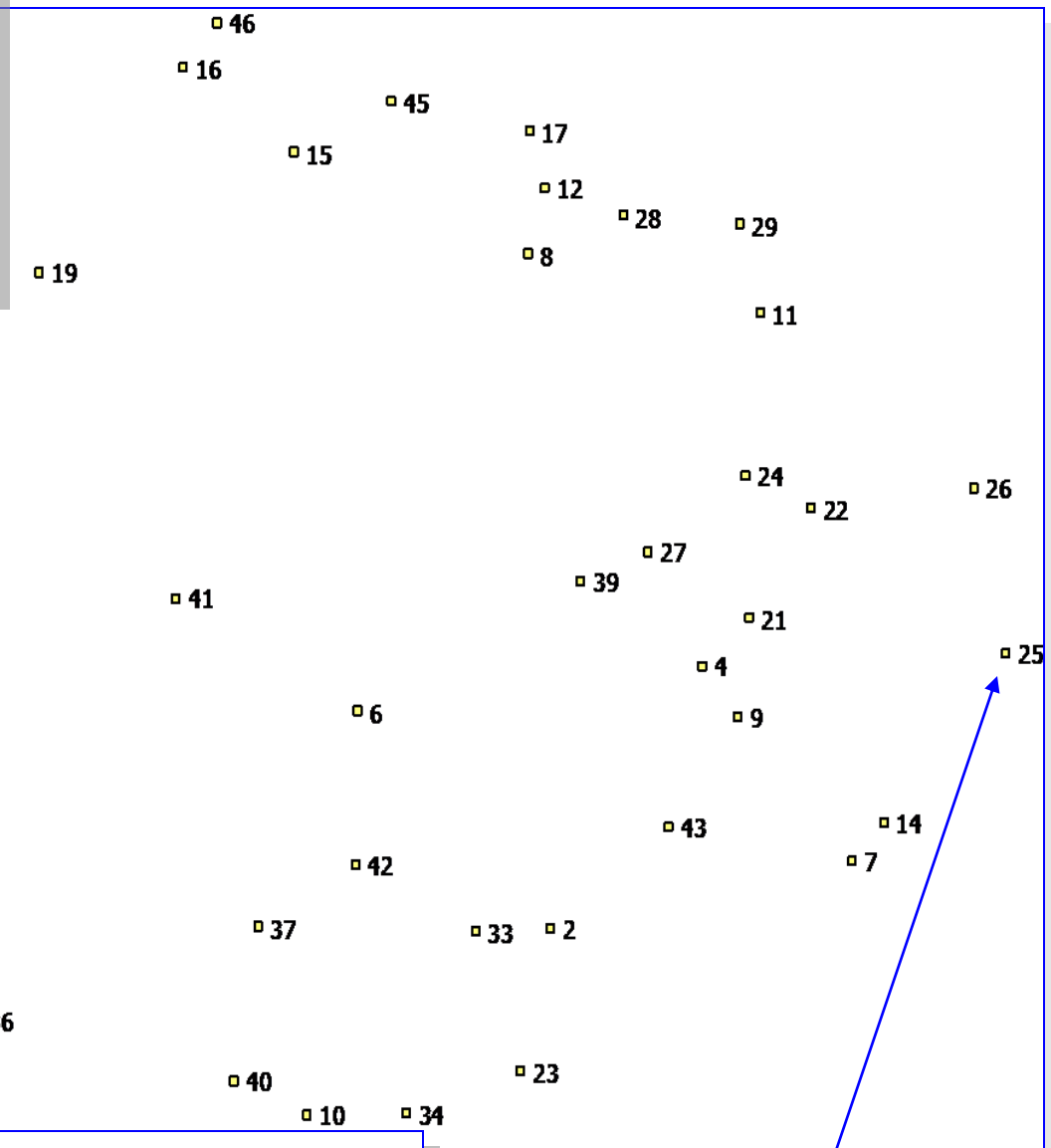
NSCHN – Regional Project Objective

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.

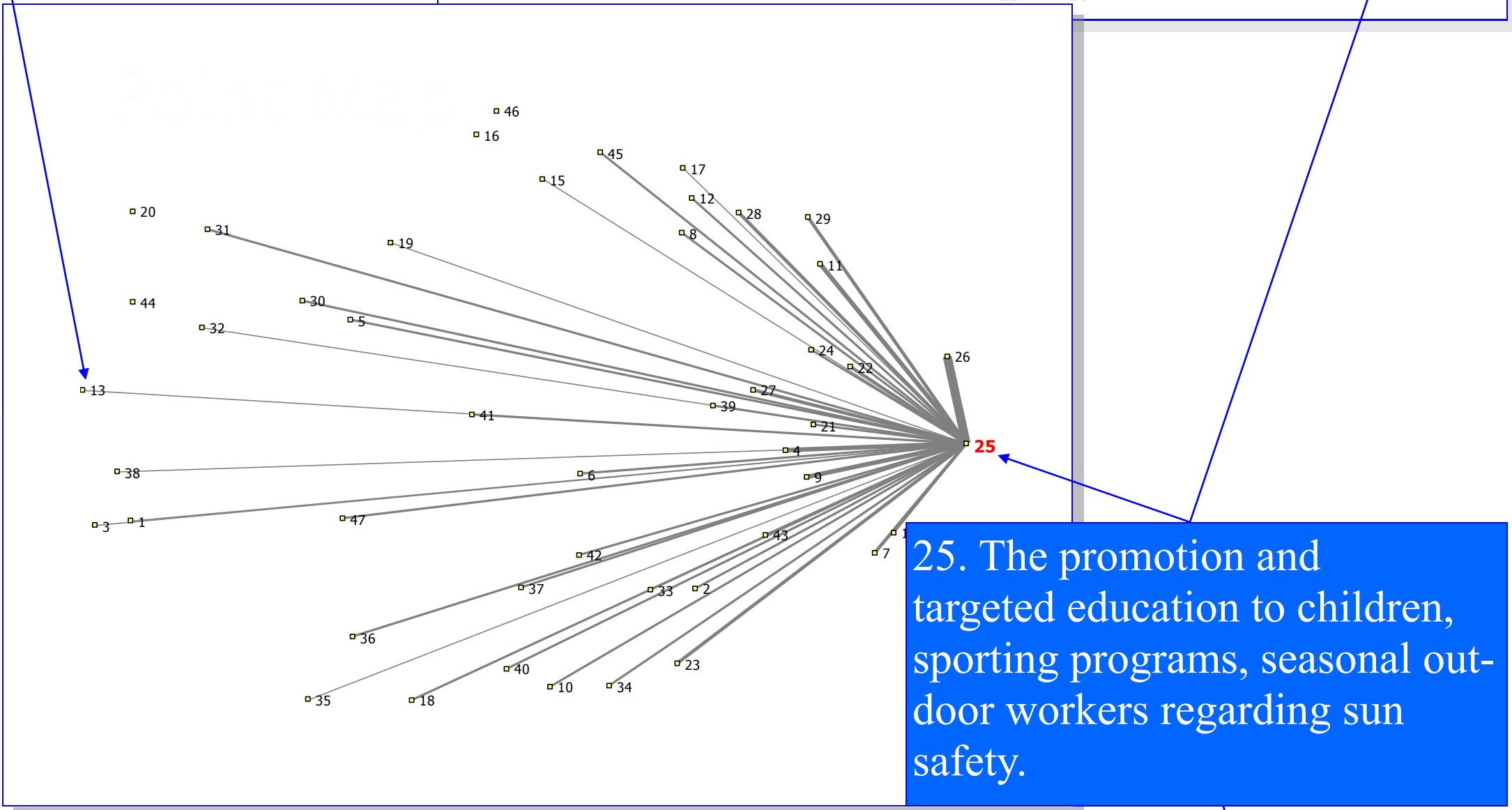
The North Shore Community HEALTH NETWORK

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...



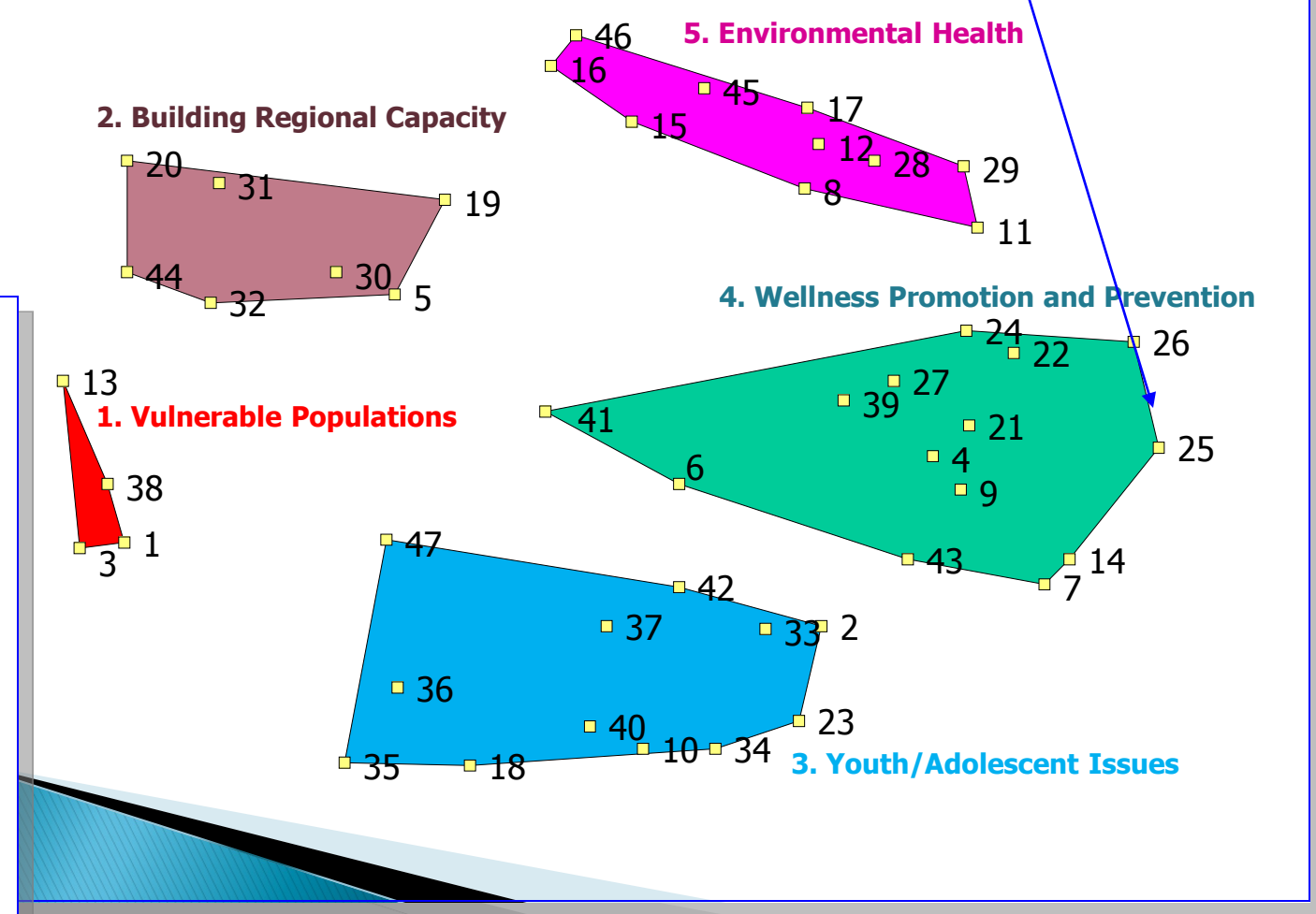
13. Support of adequate housing for elders.



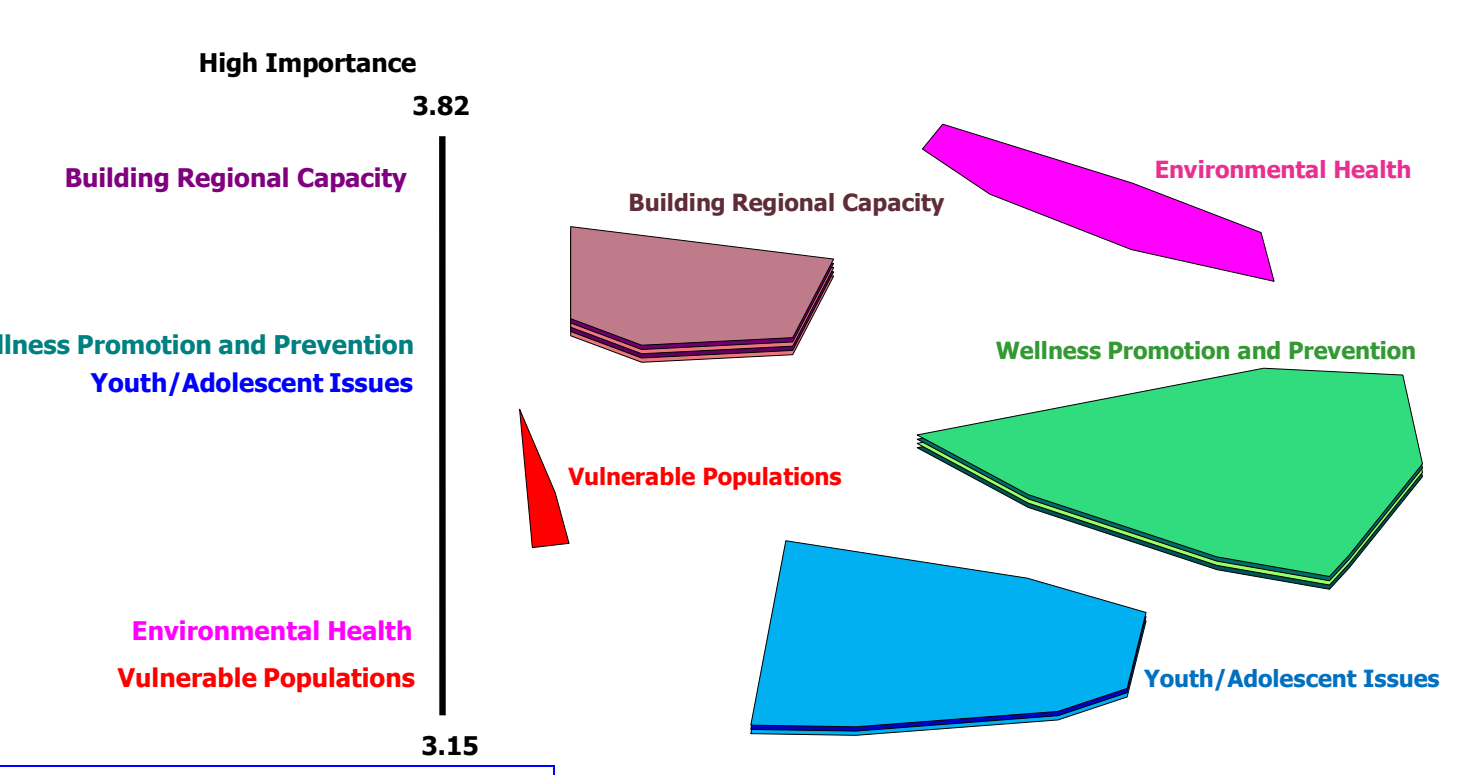
25. The promotion and targeted education to children, sporting programs, seasonal outdoor workers regarding sun safety.



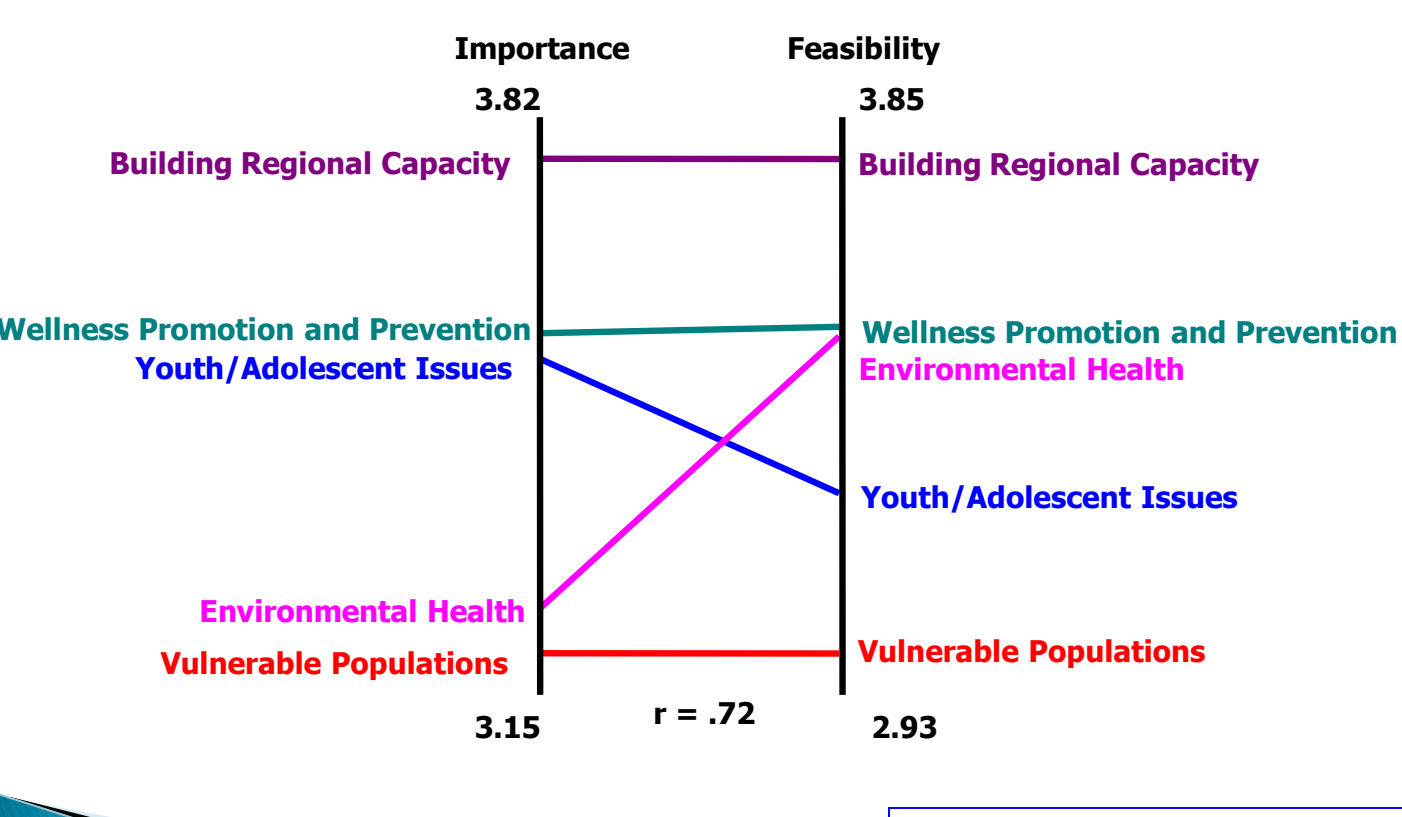
Cluster Grouping



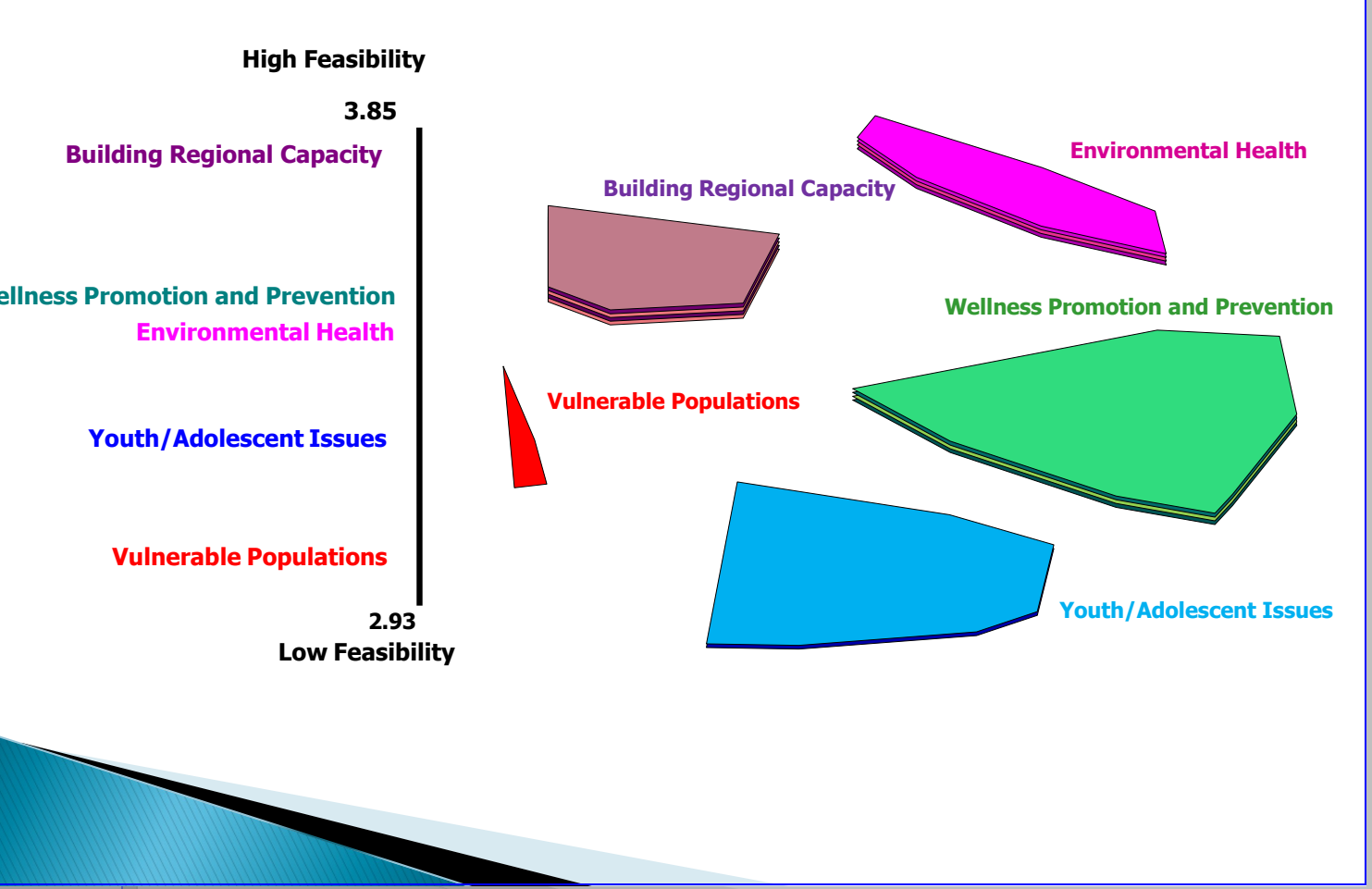
Cluster Grouping – Rated by Importance



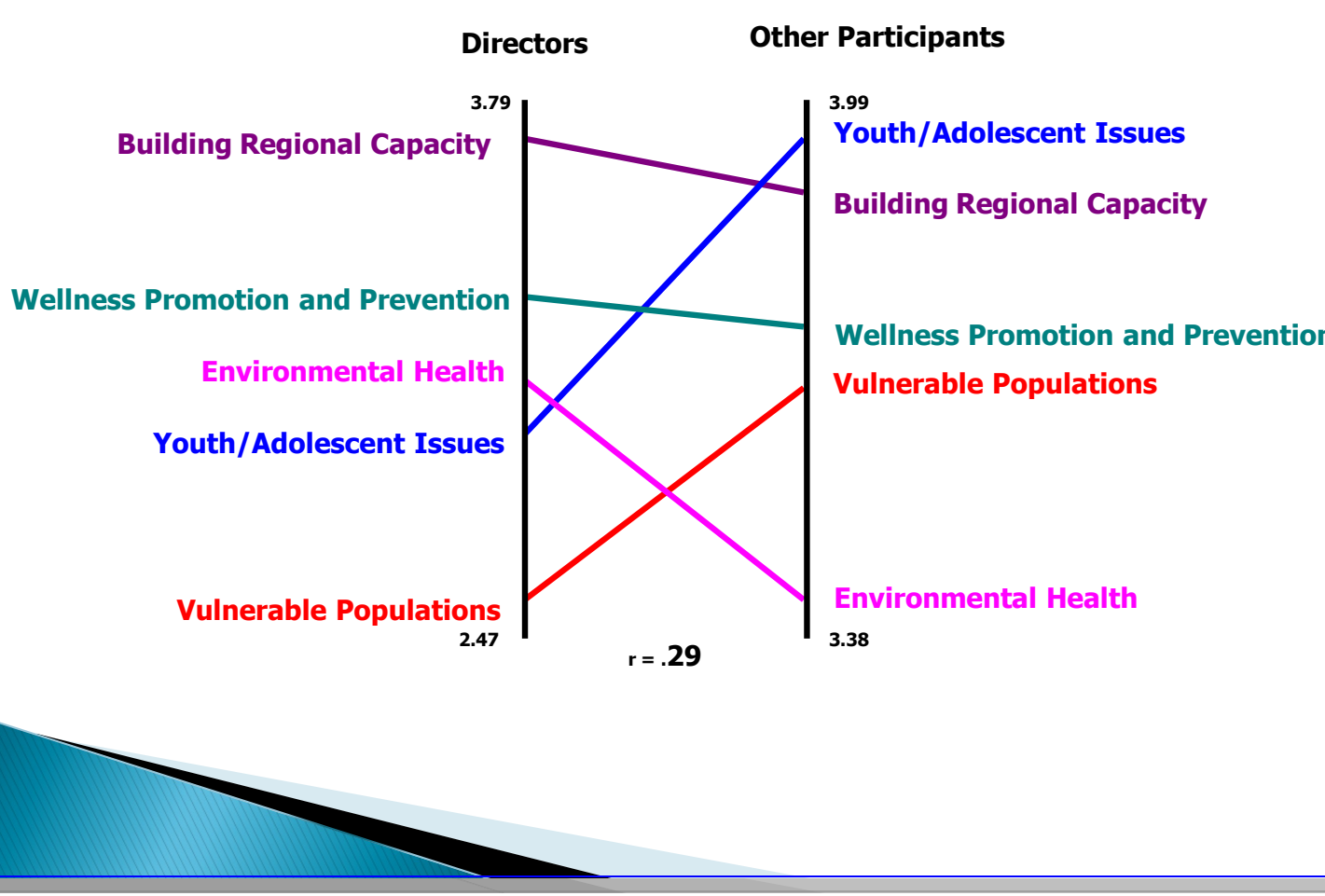
Importance Compared to Feasibility



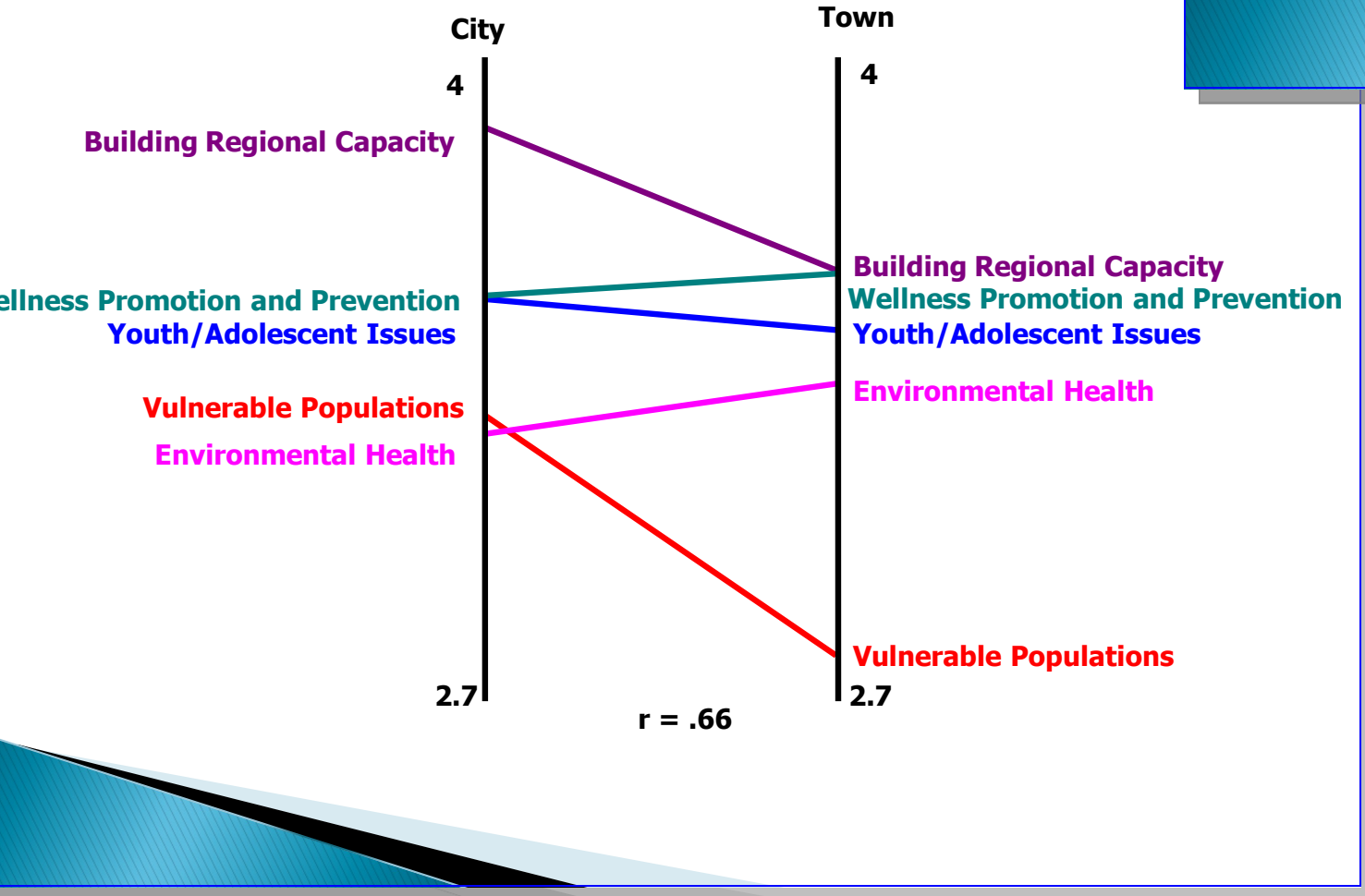
Cluster Grouping – Rated by Feasibility



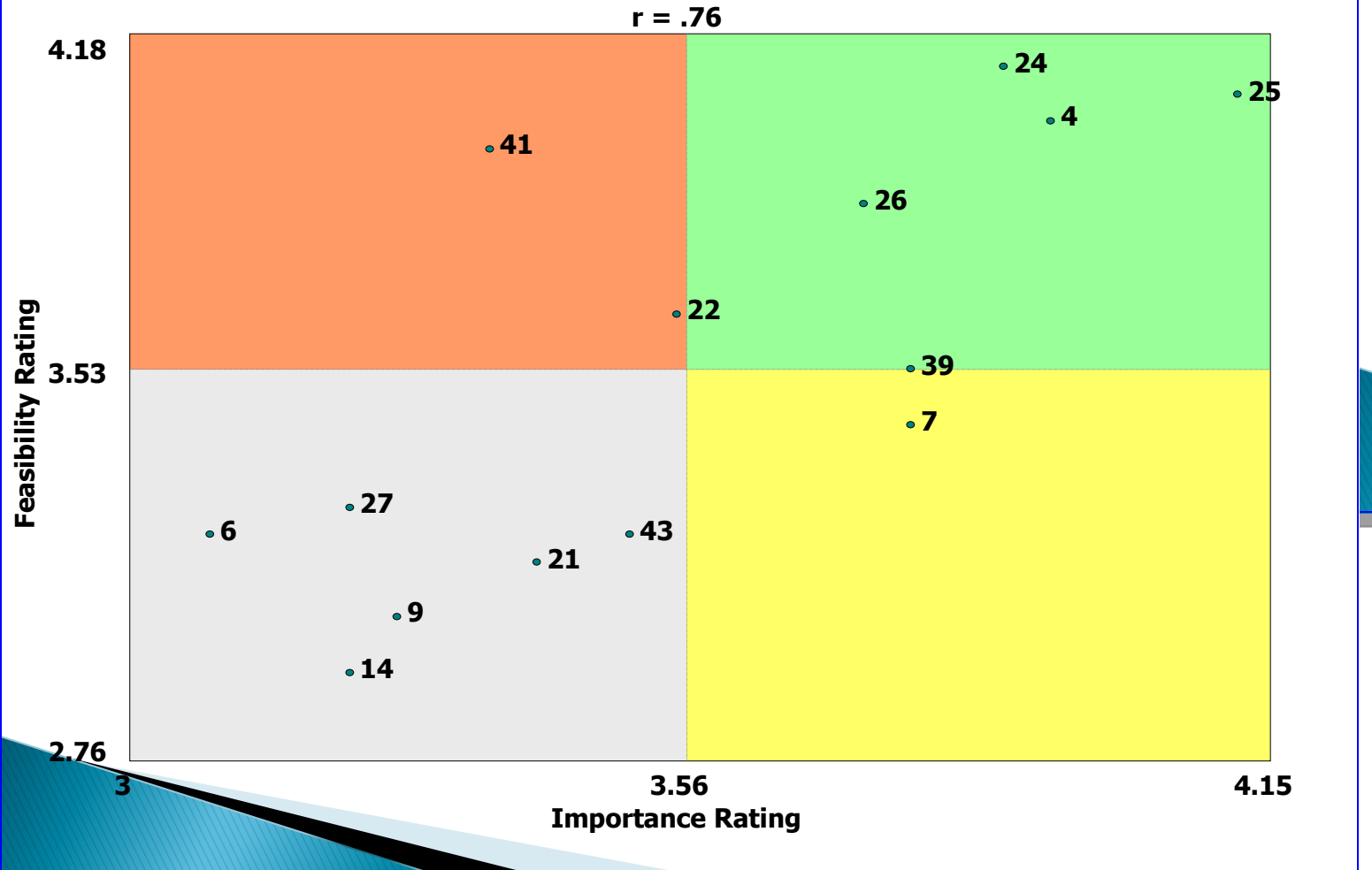
Importance Health Directors Compared to Other Participants



Importance – City Compared to Town



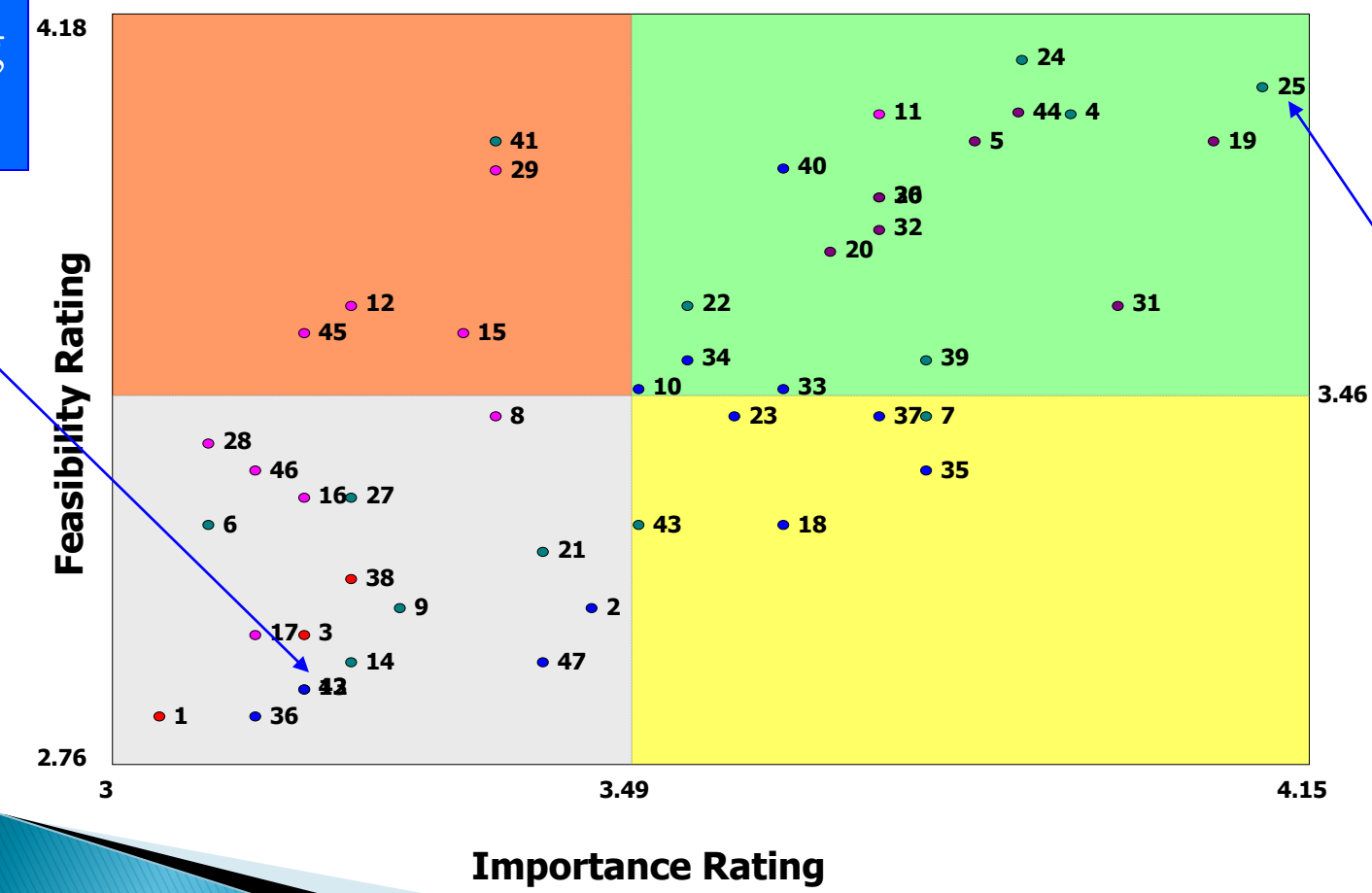
Go Zone for Wellness and Prevention



Go Zone for Wellness and Prevention

- 25. The promotion and targeted education to children, sporting programs, seasonal outdoor workers regarding sun safety and melanoma.
- 4. A chronic disease prevention and health promotion campaign to raise awareness around a specific chronic disease that points consumers to a specific action, e.g. screening.
- 24. Educating school nurses in communicable disease within school settings.

Go Zone Chart for All $r = .72$



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

Go Zone 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.