

Understanding the most effective ways to engage community members using technology and data as tools for influencing change in Wisconsin

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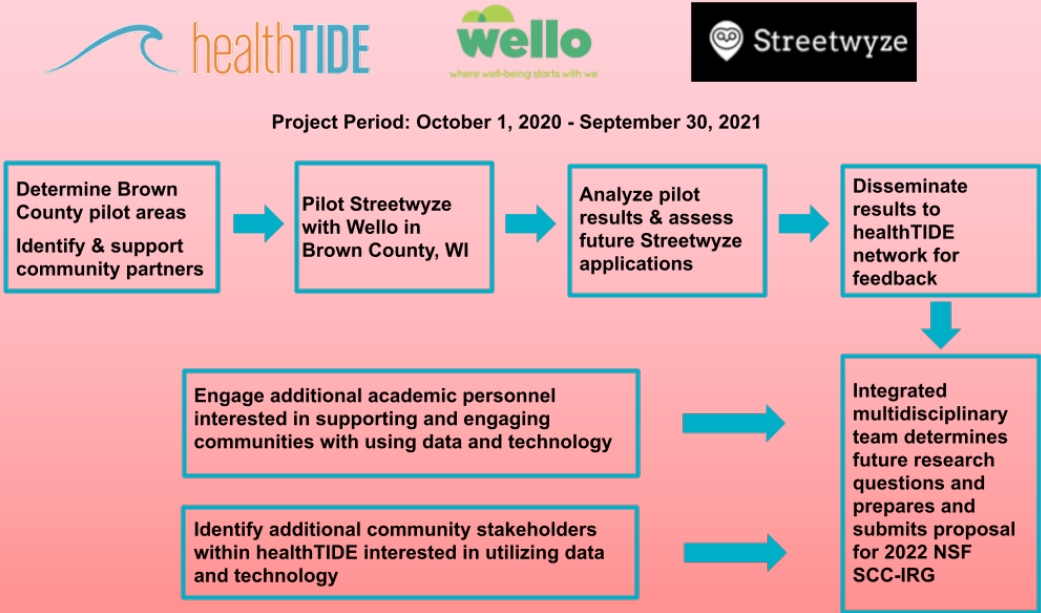
&

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Project Overview

Visual Schematic



Project Vision

1. Use participatory geographic technologies to advance understanding of local senses of community and of belonging to, within, and among communities across the state of Wisconsin
2. Drawing on (1), develop locally relevant participatory strategies to prioritize and ameliorate inequities in health determinants and outcomes in each community.

Project Overview

Use-Inspired Research

- Big data that inform and guide public-health investments are typically point-in-time sources that are *not informed by community stakeholders themselves*.
- *Ground-truthing is crucial.*
- Wello (Brown County, WI, including City of Green Bay) and healthTIDE are thus working with Streetwyze to *pilot participatory technology which enables stakeholders to define, develop, and deploy concepts of community and belonging, with a focus on ameliorating the impacts of racism.*

Planning Grant Activities

- Assemble project team and leadership
- Introduce project to community stakeholders
- Hold regular meetings among Wello, healthTIDE, and Streetwyze teams
- Conduct demos of Streetwyze app for Wello and its community stakeholders
- Select Brown County community organizations for participation in pilot
- Analyze data from pilot and disseminate to partners for feedback
- Based on analysis and feedback, publish results and submit full NSF IRG proposal

Project Update

- **After establishment of our team leadership and structure and introduction of the pilot project to community stakeholders at Wello's annual meeting (on February 23, 2021), we held *demos of the Streetwyze technology for community stakeholders.***
- **We are currently *determining which local community organizations in Brown County* are most interested and could best serve as strategic partners in the pilot.**
- **We are also *sharing the pilot process with other healthTIDE community partners and planning evaluation of pilot data* for publication and use in a full NSF IRG proposal for 2022.**

Project Evolution

- **We've learned that *conducting demonstrations of Streetwyze with smaller groups of stakeholders is necessary* to get full interest and buy-in. Centering community in deciding how best to utilize the application – and particularly which key questions its use might help us answer, and how – has been vital.**
- **Similarly, we've learned that having ongoing conversations between the Streetwyze and Wello teams are necessary to *ensure everyone shares responsibility for and develops shared comfort with the processes* for implementing the pilot.**