

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

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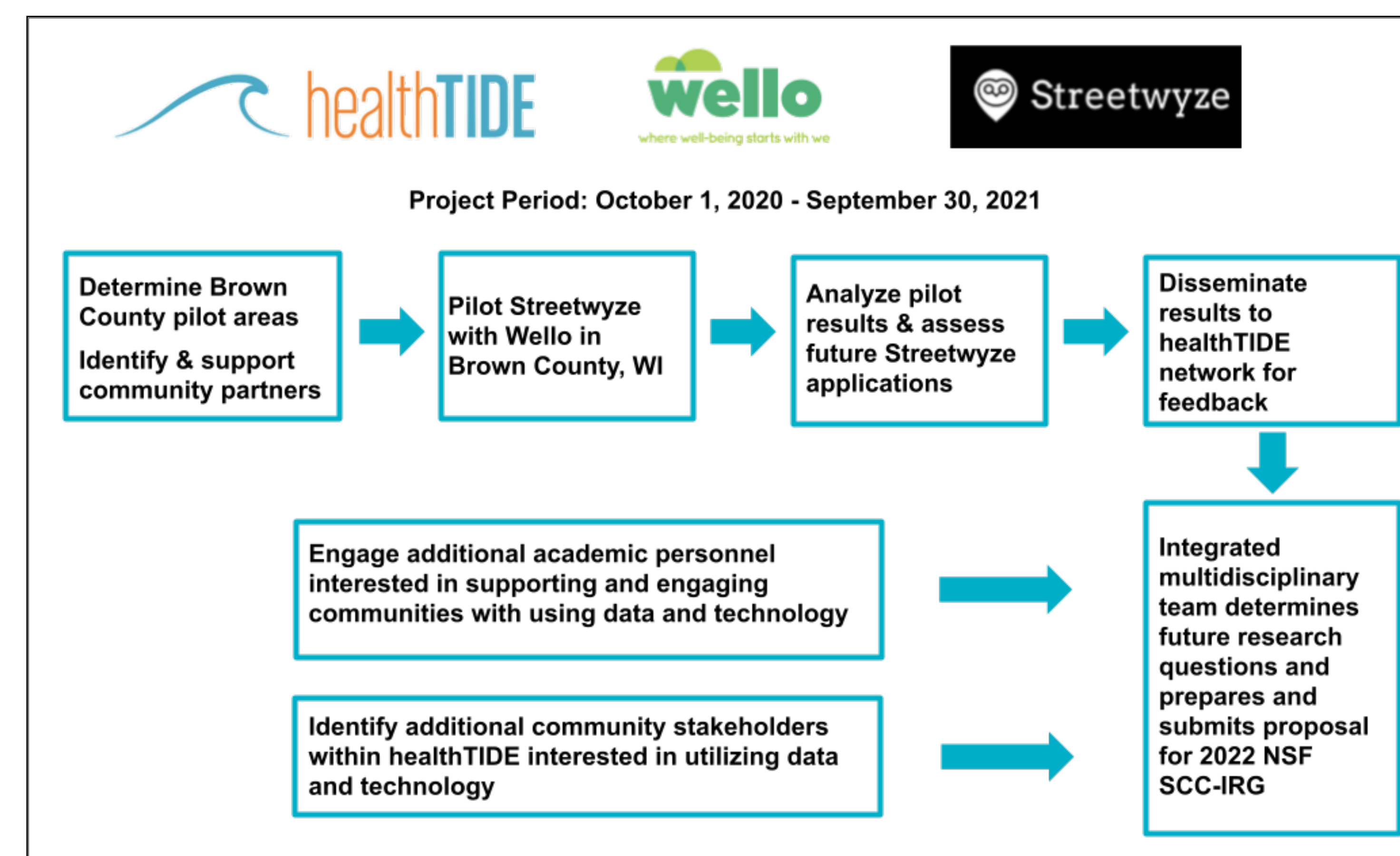
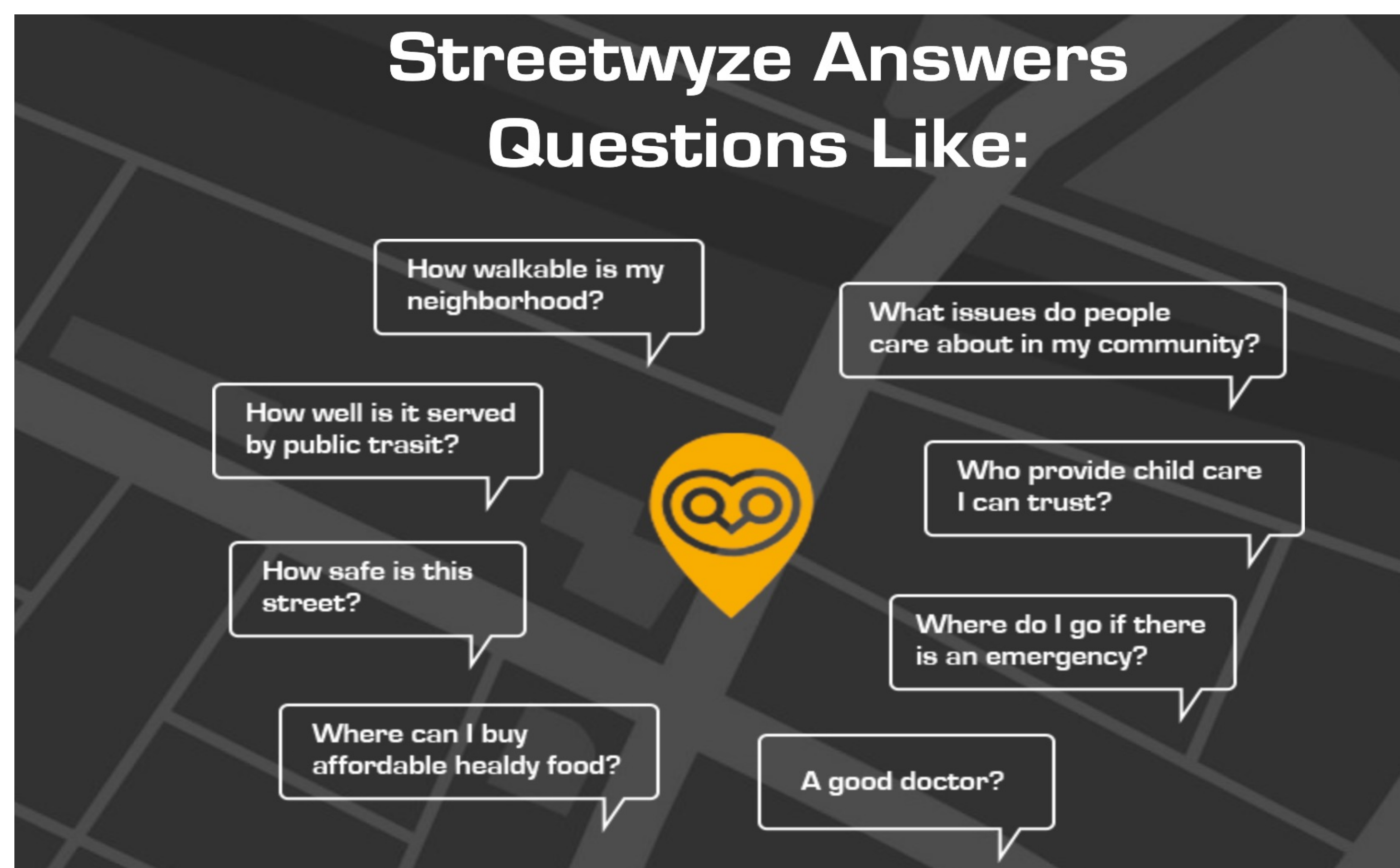
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Big data used for public-health investments are typically point-in-time sources uninformed by community stakeholders.

*Ground-truthing is crucial.*

In this project, Wisconsin's Wello and healthTIDE are thus working with Streetwyze to pilot participatory technology enabling stakeholders to define, develop, and deploy concepts of community and belonging, with a focus on ameliorating the impacts of racism.



Complements big data with real-time data-feedback loops, via participatory technology that amplifies the voices of those most affected during design, implementation, and evaluation of public health interventions.

Informs implementation of similar projects tailored to local conditions and contexts, yet sharing a common grammar – maximizing effectiveness, efficient resource-use, and community support across a statewide network.

**Next steps:**

- Select community organizations for pilot implementation
- Analyze data and disseminate for community feedback
- Publish and propose!