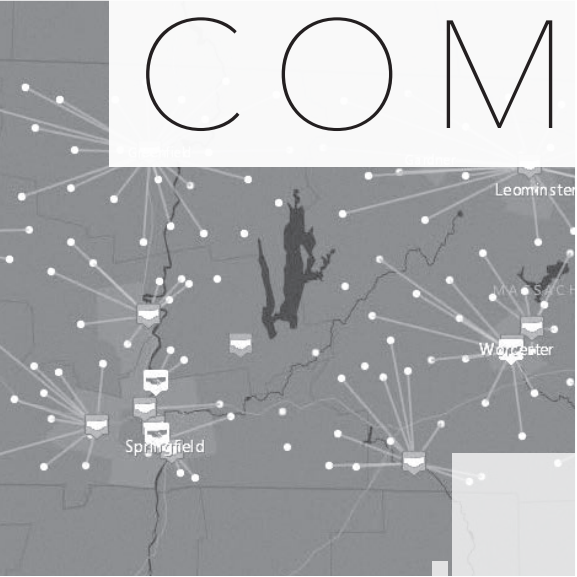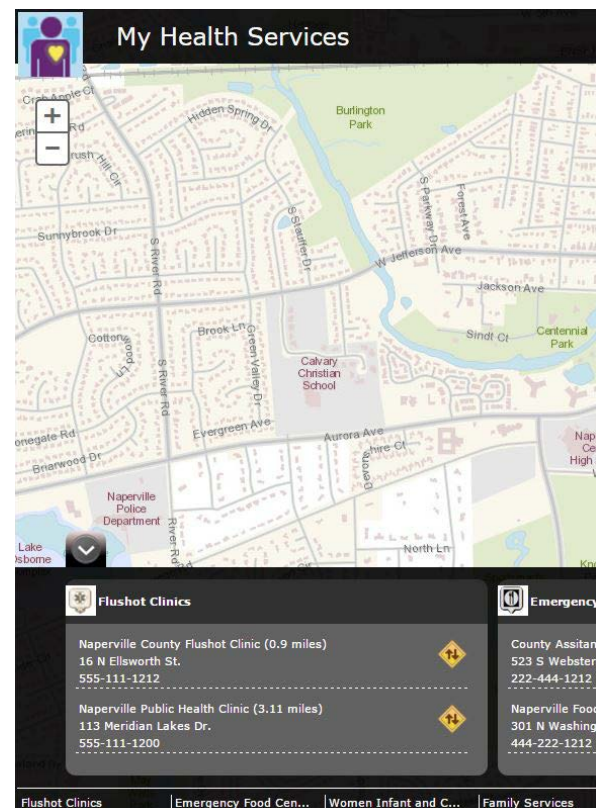# BUILDING HEALTHY COMMUNITIES

Building Healthy Communities Starts with *Clarity*

Governments are rallying around the smart cities concept—also known as *resilient communities*, *sustainable cities*, *livable communities*, and *smart nation*—with the subthemes of safe cities, healthy communities, smart grid, and smart transportation.

At Esri, we support this movement and embrace the terms *smart communities*, *resilient communities*, and *healthy communities*. When we talk with governments about community, we are talking about municipal, county, regional, and state communities. We believe that people at all levels of government want to improve quality of life for residents by building smart and healthy communities. We work with governments around the world to design and implement solutions that can improve the productivity and efficiency of government while increasing transparency and collaboration with residents and businesses.

A healthy community starts with a modern approach to curating health and human services information, improving collaboration, streamlining processes, and analyzing trends or issues. Esri works side by side with government agencies to develop a geographic information system (GIS)-powered approach by first identifying problems and solutions using the Esri® ArcGIS® platform.
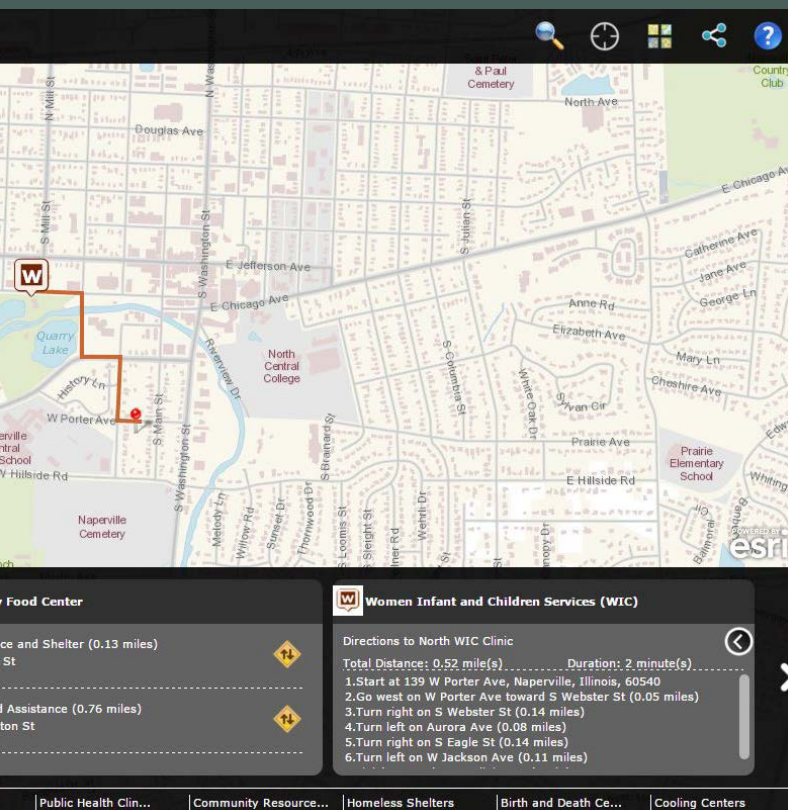
The ArcGIS platform offers the tools your organization needs to build a healthy community. Choose from more than 150 maps and apps created for your specific needs, based on our experience in working directly with government agencies.

WE OFFER SMART MAPS AND APPS FOR

- Health Equity
- Children and Family Services
- Preparedness and Planning
- Chronic Disease and Health Promotion
- Medicaid
- Behavioral and Mental Health
- Environmental Health
- Community Services and Development
- Infectious Disease
- Aging and Adult Services
- Health Care Quality
- Vital Records
- IT/IS

TO HELP DEPARTMENTS WITH

- Public Information and Community Engagement
- Licensure and Inspection
- Case Management
- Disease Surveillance
- Open Data
- Improving Access to Health
- Location of Resources
- Identifying Vulnerable Populations

The My Health Services application helps residents locate health services offered by government agencies or affiliated providers and obtain information about these services. To locate a service, users simply enter an address in the search box or use their current location. The user's location will then be highlighted on the map, and relevant information about local services will be presented.

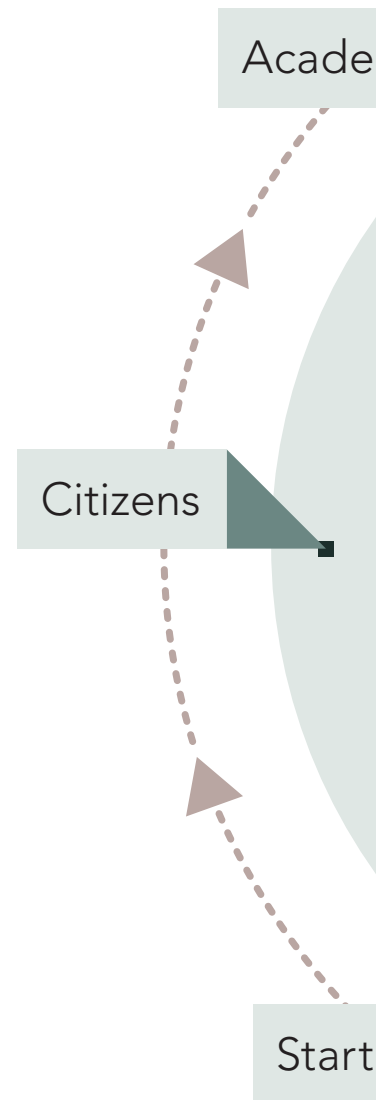*A smart community is a healthy community.*

GIS:
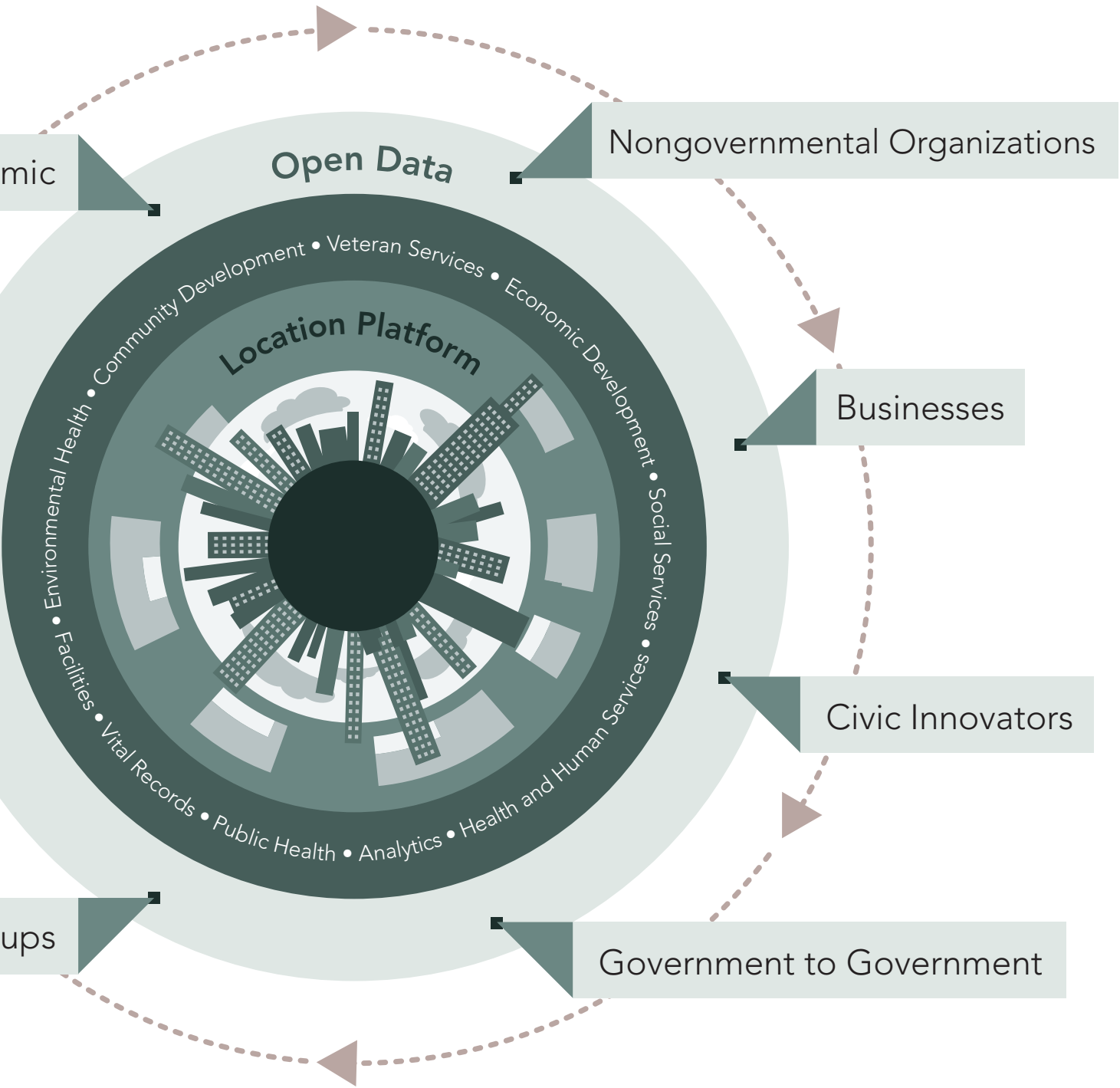## A Proven *Pathway* to a Healthy Community

Geospatial technology leads the way, giving you the location-based intelligence and spatial analysis you need to build and maintain a healthy community. Government agencies realize significant return on investment and fulfill their mission every time they use GIS to solve problems.

For decades, governments and organizations around the world have relied on GIS. Now more than ever, GIS is mission critical. There are endless opportunities to apply GIS across health and human services.
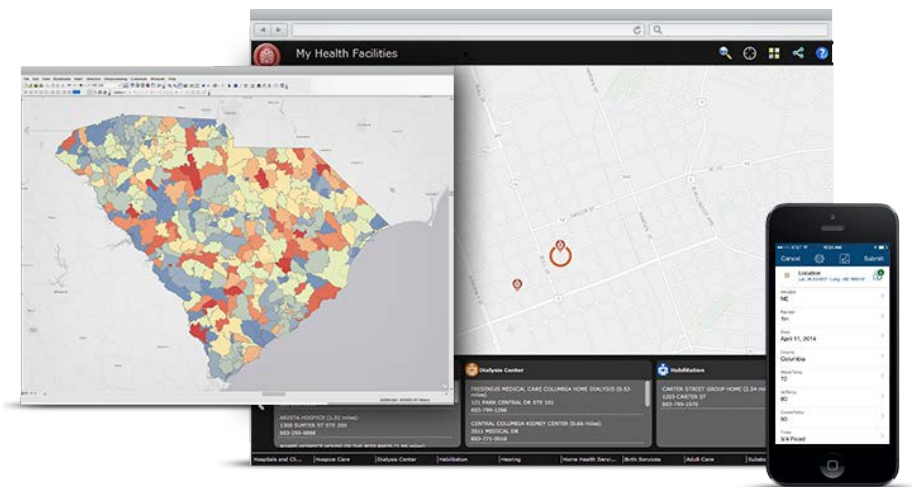
Acade

Citizens

Start

The City of Philadelphia's Parks and Recreation Department uses GIS to help its staff work intelligently, saving the department roughly $355,000 annually.

Nongovernmental Organizations

Businesses

Civic Innovators

Government to Government

Open Data

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...ups

Community Development • Veteran Services • Economic Development • Social Services • sevices • Health and Human Services • Analytics • Public Health • Vital Records • Facilities • Environmental Health •
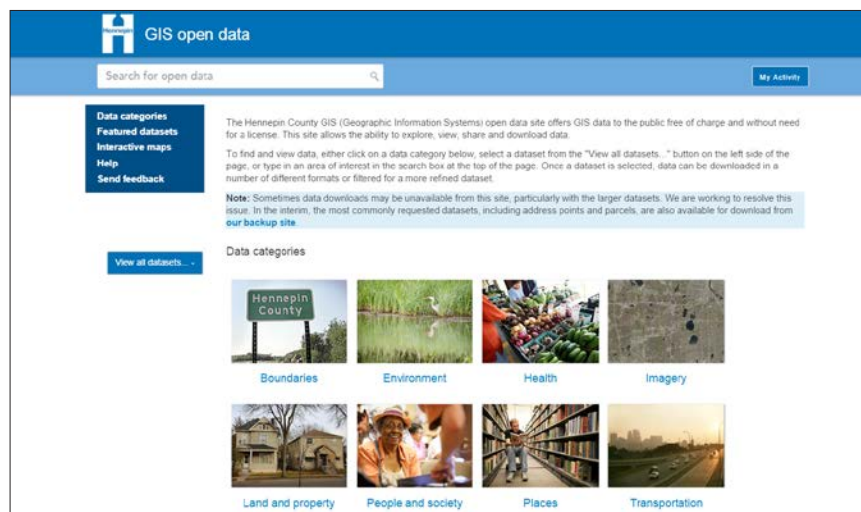
Location Platform

Modern Governments

The ArcGIS platform takes governments, residents, and

My Health Services

An ArcGIS application enables residents to determine access to various health care service providers within their geography.

The ArcGIS Open Data template connects your residents and businesses to your authoritative data. Hennepin County promotes government transparency by providing public access to explore, view, share, and download data. This empowers the county to better understand what issues are key to the community.

Require Modern GIS

emerging technology providers into bold, new directions.

Here are **FOUR STEPS** to create a successful strategy that supports a healthy community:

1 START WITH A WORLD-CLASS GIS PLATFORM

The ArcGIS platform gives governments the power to approach problems in a way that serves decision makers, residents, fieldworkers, GIS professionals, and non-GIS users. ArcGIS supports major government workflows including data collection, analysis, what-if scenarios, operational awareness, field operations, and civic engagement.

2 BUILD A LOCATION-BASED STRATEGY

A location-based strategy enables governments to prioritize the GIS applications they need. An organization can analyze issues department by department or tackle a single concern (such as children and family services) to meet goals within a more limited scope.

3 DELIVER REAL SOLUTIONS THAT SERVE GOVERNMENT PRIORITIES

Governments know their biggest health and human services challenges include eliminating health disparities, improving access to care, maximizing resources, and designing effective interventions to improve community health. Esri's ArcGIS applications are free for users to download and share with their organization and community.

4 DEVELOP STRONG RELATIONSHIPS WITH THE ESRI PARTNER NETWORK

The Esri Partner Network is a community of organizations that helps you get the most out of your GIS investment. Esri partners deliver sophisticated solutions that can fulfill your organization's requirements such as licensing and inspection and community health needs assessments. These solutions are built on top of the ArcGIS platform and can extend customized solutions that scale with a state, municipal, or regional government over time.

The Esri Difference

There are many smart options for meeting the needs of a next-generation healthy community. However, most approaches only support large metropolitan areas or are focused on a single problem. What sets Esri apart is its strong focus on the specific needs of all levels of government. Esri works directly with people from thousands of government agencies around the world to identify GIS tools and solutions that truly help transform community health.

After years of working in partnership with public health and human services organizations of all sizes and asking how we can help, Esri has developed a clear path to building healthy communities.

Esri's approach will support your government regardless of its size or geography. We deliver solutions that cover multiple disciplines as a means of strengthening all government operations.

Governments that invest in the ArcGIS platform can immediately deploy ready-to-use apps and tools, which are included at no extra charge with ArcGIS℠ Online, ArcGIS for Server, or ArcGIS for Desktop. The ArcGIS platform includes apps such as field data collectors and dashboards, viewers, and crowdsourcing tools as well as an increasing list of others. ArcGIS users can share data with internal operations, other governments, or civic innovators through ArcGIS Open Data.
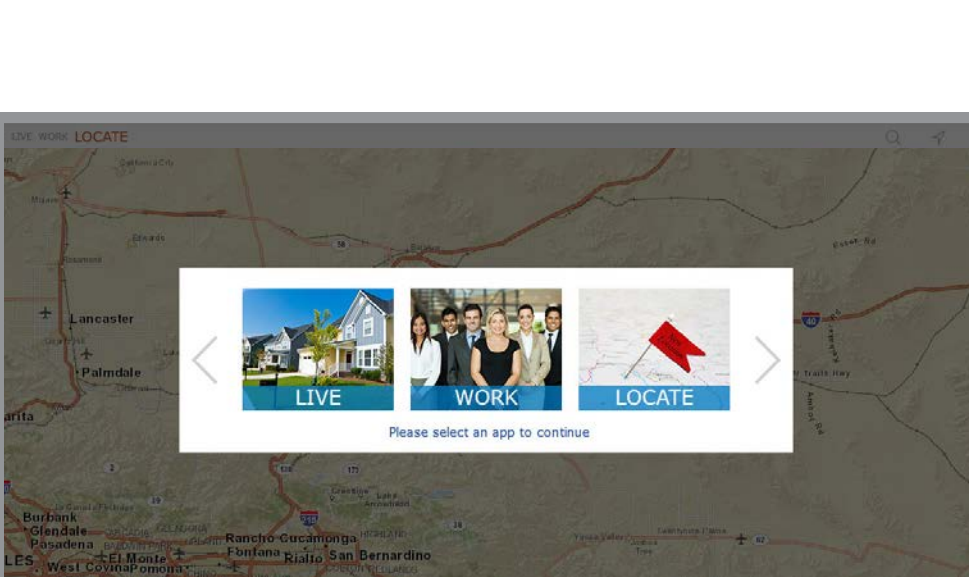

Esri and ICMA have hosted several events that bring government leaders together to discuss the apps their communities need the most. These leaders represent governments of all sizes and geographies.

ArcGIS Online users have access to free Esri Story Map templates, which make it easy to tell a rich and inviting story about their community. Story Map apps show the environment, culture, and resources in a geographic context. This Story Map helps users discover farmers' markets in their communities.
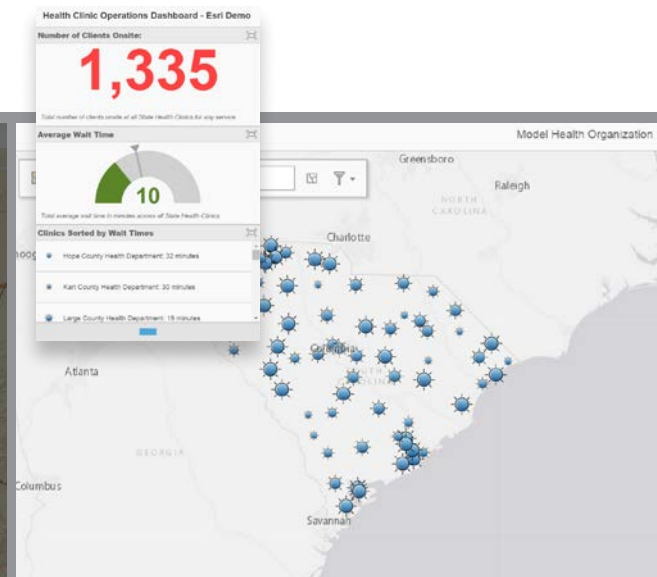
Esri recognizes that building healthy communities involves working alongside governments and professional trade associations to truly understand government needs.

We listen, study, and document best practices from governments. The ArcGIS platform offers a series of more than 150 map and application templates that Esri has built by working directly with governments.

The Live Work Locate app communicates what differentiators and amenities a community has to offer. The City of Rancho Cucamonga, California, assisted Esri in designing, testing, and deploying several economic development tools, like Live Work Locate, and emergency management tools. The city has deployed 14 apps in 16 months.

This Health Clinic Operations Dashboard links an operational system—such as a client, appointment scheduling system, or on-site ticket system— with facility locations. This provides real-time intelligence to operations staff throughout an organization to ensure adequate customer service and allocation of staff resources.

ArcGIS: A Solution That *Matures* with You

The ArcGIS platform is designed to grow with your government. Esri continually supports your work, whether you are just getting started or you are experienced at applying geographic solutions.

Tip

You can achieve the highest possible level of productivity, efficiency, and public engagement when you apply the ArcGIS platform throughout the various departments of your organization. You will have access to ready-to-use solutions as well as configurable open-source apps, allowing you to adapt over time. As you move closer to your healthy community goals, Esri will continue to provide solutions that fit your needs.
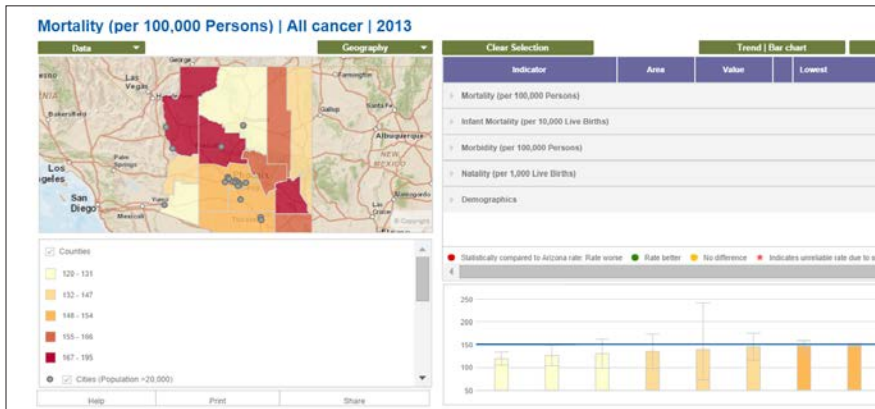
Enhanced Solutions

As you look for more advanced solutions, you can migrate to an Esri partner solution or a combination of solutions for a fully integrated approach to your workflows. If you have a mature user site, you may decide to go straight to a discipline-specific partner solution. Whatever choices you make, you can be confident that the ArcGIS platform will support you.

Your Choice

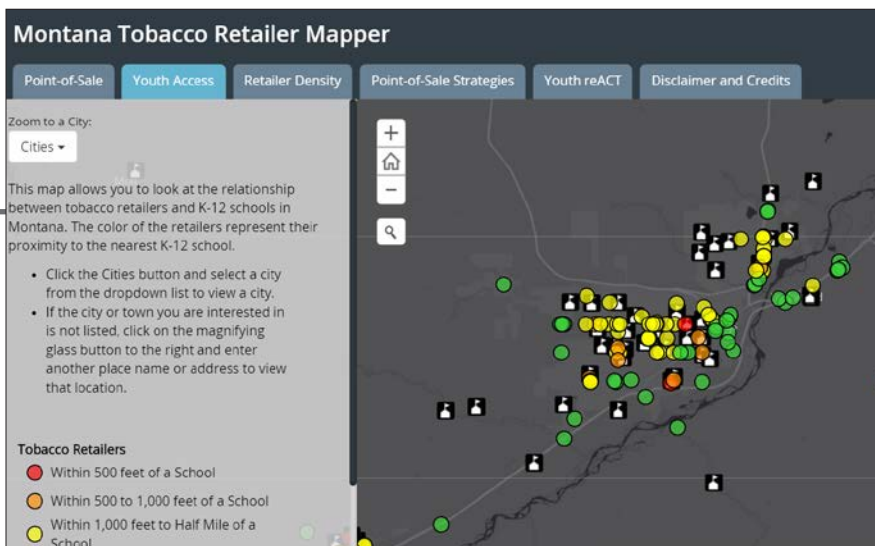Most organizations will use a combination of implementation strategies as they look to support the entire organization.

Explore Esri's healthy communities at esri.com/health.

Start building your healthy community today.

GeoWise

ArcGIS is used to create a Community Profiles Dashboard to inform residents and policy makers regarding the health of the community. Esri partner GeoWise developed an interactive map that allows users to visualize and analyze the statistics and changing demographics of a region.

Geodata

Health and human services departments use ArcGIS to communicate and collaborate with each other and their communities. Esri partner Geodata used ArcGIS to develop a public information app. The community engagement app is a tool for reducing exposure to tobacco products and advertising in stores by educating policy makers about density and compliance regulations. The app also provides an opportunity for engaging youth in health policy.

BUILDING HEALTHY COMMUNITIES WITH ESRI TECHNOLOGY

As governments mature in the use of GIS technology, they can opt for one of Esri's 2,000 partner solutions or start with ArcGIS solutions and then migrate to and/or integrate with partner solutions over time.

LICENSING

Governments can purchase licenses for individual units of software or, where available, opt for an organization- or department-wide approach to rapidly adopt the solutions and deploy more than 150 applications across the entire organization.

SERVICES

Implementation and consulting services, as well as jump-start packages, are available through Esri Professional Services; Esri Partner Network, consisting of consultants and solution providers; and international Esri distributors.

Understanding our world.

Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.

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