# INTRODUCTION

Data-driven decision making is vital to improving public health. The Michigan Fitness Foundation believes data-driven decision making should be easy.

# MAP TO HEALTHY LIVING<sup>TM</sup> STATS

#### **Content Data**

- 22 main search options 20+ subcategory search items
- 66 agencies providing content

#### M2HL Usage Data From October 1, 2013-September 30, 2014

- 391 users
- 792 sessions lasting on average 00:02:32
- Browsers Used:
- 40.91% • Chrome
- o Firefox 28.41%
- Internet Explorer 21.72%
- 7.20% o Safari
- Android Browser 0.76%
- 1207 page views with average 1.5 pages/session



Landing Page. Click on Enter the Map to get started searching.



# MAP TO HEALTHY LIVING<sup>TM</sup>: BRINGING DATA TO LIFE

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0	Opera	0.63%
0	Amazon Silk	0.13%
0	Opera Mini	0.13%
0	Safari (in-app)	0.13%

## **1** WHAT TO LOOK FOR Farmers Markets Stores Accepting EBT Local MDHS Offices All Schools Pathways to Potential Safe Routes to School ACES Schools FFVP Schools SNAP-Ed Agencies Agency Locations Geographic **2** WHERE TO LOOK

What to Look For? Select your search criteria. Choose from 22 search options, such as Nutrition Education, Physical Activity, Schools, Local Resources, Geographic, or *Demographics* in order to customize your search.

# **BEFORE MAP TO HEALTHY LIVING<sup>TM</sup>**

## Finding and analyzing authoritative data was time-intensive and inefficient.



# **SEE FOR YOURSELF!**

# Visit: map2healthyliving.org



Where to Look? Narrow your search criteria. Search the state, or a radius based on county, city/village/town, or zip code.

y) Q - Search in Sheet	
Format Cells Themes	and Housing Occupancy: 2010
Name Address Map	
Enter a street address, city and state, or a street address search will use 2010 address data, least address data city 955 Eifert Road Holt Geographies containing 955 EIFERT RD, HOLT, MI,	address and ZIP code. Click 'Go'. ② based on the contents of Your Selections. state zip Michigan V 48842 GO
Select geographies to add to Your Selection Geography Results: 1-13 of 13	IS
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Perform customizable searches.

**Go!** Click to activate your search.



**Results.** Zoom in or out to customize the view your results.



# WITH MAP TO HEALTHY LIVING<sup>TM</sup>

## I WANT TO FIND: ols 📋 All Sch Census Tract Eligible Cer UNEMPLOYM raphic 22.8 - 100 8.0 - 15.3% (m 4.1 - 7.9% Zero Populat

## **GIS-powered spatial reference:**

- Improves program needs assessment
- Drives collaboration
- Increases reporting accuracy and precision

## With just a few clicks, Map to Healthy Living<sup>™</sup> can:

- Visualize the complex social, environmental and economic factors which influence low income families' diets and physical activity (PA)
- Rapidly and accurately analyze the relationships between these factors
- Conduct a needs assessment
- Perform gap analysis to identify high-need, underserved areas and find collaborators
- Demonstrate grant compliance (programming in eligible locations, non-duplication of efforts, etc.)
- Target statewide social marketing



**Print/Share.** Print your map or share it via email, Facebook or Twitter.