NAAN MUDHALVAN PROJECT PHASE 2: INNOVATION

PROJECT TITLE: PUBLIC HEALTH AWARENESS

Using data analytics and Cognos innovation in public health awareness can be a powerful combination. Here's how it can be applied:

Data Collection: Gather relevant data from various sources, such as health records, surveys, and social media, to understand health trends and public concerns.

Data Analysis: Utilize data analytics tools to process and analyse the collected data. Identify patterns, correlations, and potential health risks.

Cognos Reporting: IBM Cognos can be used to create interactive and visually appealing reports and dashboards. These reports can present health data in an easily understandable format.

Predictive Analytics: Implement predictive analytics to forecast disease outbreaks, resource needs, and potential health emergencies.

Targeted Messaging: Segment the population based on health risks and demographics. Use Cognos to tailor messaging to specific groups, making it more relevant and effective.

Real-Time Monitoring: Continuously monitor health data and use Cognos to provide real-time updates to health officials, the public, and policymakers.

Feedback Loop: Gather feedback from the public to assess the impact of awareness campaigns and adjust strategies accordingly.

Resource Allocation: Use analytics to allocate resources efficiently, directing them to areas with the highest need.

Collaboration: Encourage collaboration between public health agencies, data analysts, and policymakers to ensure a comprehensive approach to public health awareness.

Privacy and Security: Ensure that sensitive health data is handled securely and in compliance with privacy regulations.

By combining data analytics and Cognos innovation, public health agencies can better understand and respond to health challenges, effectively communicate with the public, and allocate resources where they are most needed, ultimately improving public health awareness and outcomes.

5-why Process Flowchart

```
                    ┌──────────────┐
                    │    Start     │
                    └──────┬───────┘
                           │
                           ▼
                  ┌─────────────────┐
                  │ Identify Problem │
                  └────────┬─────────┘
                           │
                           ▼
          ┌──────────────────────────────────┐
          │ Identify the causes of the problem│
          │ by asking "why did this happen?"  │
          └────────────────┬──────────────────┘
                           │
                           ▼
          ┌──────────────────────────────────┐
          │ Note them down in a diagram or    │
          │ table.                            │
          └────────────────┬──────────────────┘
                           │
                           ▼
          ┌──────────────────────────────────┐
          │ For each of the causes you        │◄───┐
          │ identified, once again ask "why did│    │
          │ this happen?" and identify their  │    │
          │ causes.                           │    │
          └────────────────┬──────────────────┘    │
                           │                        │
                           ▼                        │
              ◇ Have you asked "why" to each        │
                problem 5 times, or enough times to │── No
                identify logical root causes? ◇     │
                           │
                          Yes
                           ▼
          ┌──────────────────────────────────┐
          │ Find solutions to the root causes │
          │ identified.                       │
          └────────────────┬──────────────────┘
                           │
                           ▼
                    ┌──────────────┐
                    │     End      │
                    └──────────────┘
```