Affinity groups
Like ideas with like ideas

Audience
Who will this reach?

Scalability
How long will this persist? Can it be evolved over time?

Concepts
Feedback on how to get citizens involved

CHOOSE YOUR OWN ADVENTURE EXPERIENCES	Young <18	20s-40s	50s-70s	75+	Short term	Long term	Evolve over time	Educate about data	Empower citizen scientists	Give data	Standards, integrations	Public campaign	Retool Incentives	Educate about healthcare	World data	Reach the underserved	Compelling stories
Dynamic graphic novel	●	●			●		● if digital	●				●		●		●	●
Children's book	●				●			●				●		●		●	●
Gaming app	●	●			●		●	●	●			●		●			●
Viral quiz / situational walkthrough	●	●	●	●	●		●	●	●			●		●		●	●
VR / escape room health data puzzle	●	●			●		●	●	●			●		●		●	
Mystery show / game with datamapping	●	●			●		●	●	●			●		●			●

AUDIO / VISUAL MEDIA	Young <18	20s-40s	50s-70s	75+	Short term	Long term	Evolve over time	Educate about data	Empower citizen scientists	Give data	Standards, integrations	Public campaign	Retool Incentives	Educate about healthcare	World data	Reach the underserved	Compelling stories
Podcast	●	●	●		●	●	●	●	●			●		●			●
Animated short	●	●	●	●	●			●	●			●		●			●
Video series (Ted Ed)	●	●	●		●	●	●	●	●			●		●		●	●
White board video	●	●	●		●			●	●			●		●			●
Viral skit video (Between Two Ferns)	●	●			●			●				●		●			●
Buzzfeed list	●	●			●			●				●		●			
Story-based case videos		●	●	●	●	●	●	●				●		●			●
Medical dramas / tv shows		●	●	●		●	●	●				●		●			

DIGITAL	Young <18	20s-40s	50s-70s	75+	Short term	Long term	Evolve over time	Educate about data	Empower citizen scientists	Give data	Standards, integrations	Public campaign	Retool Incentives	Educate about healthcare	World data	Reach the underserved	Compelling stories
Infographic / interactive roadmap	●	●	●		●	●	●	●	●			●		●	●		●
Website	●	●	●	●		●	●	●	●			●		●		●	●
App	●	●	●			●	●	●	●			●		●	●	●	●
Weekly text app	●							●				●		●			●
Google search service	●	●	●	●		●		●		●		●		●	●		●
Khan academy class	●	●	●		●		●	●	●					●			●
PicnicHealth-like service		●	●			●		●	●	●	●	●		●		●	
SHR digital lifemap								●	●	●	●	●	●			●	

PHYSICAL	Young <18	20s-40s	50s-70s	75+	Short term	Long term	Evolve over time	Educate about data	Empower citizen scientists	Give data	Standards, integrations	Public campaign	Retool Incentives	Educate about healthcare	World data	Reach the underserved	Compelling stories
Message cube	●	●	●		●			●				●		●		●	
Pharmacy summary card	●	●				●				●				●		●	
In-clinic installation	●				●			●				●				●	
Medical go-bag		●	●			●								●		●	
Bus stop + signage	●				●			●				●				●	●
Fill-in-the-blank Lifemap	●	●	●	●	●	●		●	●	●	●			●			

SYSTEMIC + CIVIC CHANGE	Young <18	20s-40s	50s-70s	75+	Short term	Long term	Evolve over time	Educate about data	Empower citizen scientists	Give data	Standards, integrations	Public campaign	Retool Incentives	Educate about healthcare	World data	Reach the underserved	Compelling stories
Census amplification		●	●	●		●			●			●	●		●		
Draft a bill for k12 + citizen literacy		●	●	●	●			●	●			●		●		●	
High school lesson plan	●				●	●		●	●			●		●		●	
Patient group training	●	●	●		●			●	●			●		●	●	●	
Medical school lesson plan		●	●		●			●	●		●	●	●	●	●	●	
Demand legislation					●					●	●	●	●			●	
FDA / HIPAA rules		●	●	●	●	●		●	●	●		●	●			●	●