# 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** | | | | | | | | | | | | | | | | | |
| 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** | | | | | | | | | | | | | | | | | |
| Infographic / interactive roadmap | ● | ● | ● | | ● | ● | ● | ● | ● | | | ● | | ● | ● | | ● |
| Website | ● | ● | ● | ● | | ● | ● | ● | ● | | | ● | | ● | | ● | ● |
| App | ● | ● | ● | | | ● | ● | ● | ● | | | ● | | ● | ● | ● | ● |
| Weekly text app | ● | ● | ● | | | ● | ● | ● | | | | ● | | ● | | | |
| Google search service | ● | ● | ● | ● | | ● | | ● | | ● | | ● | | ● | | ● | ● |
| Khan academy class | ● | ● | ● | | ● | | ● | ● | ● | | | | | ● | | | ● |
| PicnicHealth-like service | | ● | ● | ● | | ● | | ● | | ● | ● | ● | | ● | | ● | |
| SHR-powered digital lifemap / disease progression | | | | | | | | ● | ● | ● | ● | ● | ● | ● | | ● | |
| **PHYSICAL** | | | | | | | | | | | | | | | | | |
| Message cube | ● | ● | ● | ● | ● | | | ● | | | | ● | | ● | | ● | |
| Pharmacy summary card | ● | ● | ● | ● | | ● | | | | ● | | | | ● | | | |
| In-clinic installation | ● | ● | ● | ● | ● | | | ● | | | | ● | | | | ● | |
| Medical go-bag | | ● | ● | ● | | ● | | | | | | | | ● | | | |
| Bus stop + signage | ● | ● | ● | ● | ● | | | ● | | | | ● | | | | ● | ● |
| Fill-in-the-blank Lifemap from birth | ● | ● | ● | ● | ● | ● | | ● | ● | ● | ● | | | ● | | ● | |
| **SYSTEMIC + CIVIC CHANGE** | | | | | | | | | | | | | | | | | |
| 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 | | ● | ● | ● | | ● | ● | ● | | | ● | ● | ● | | | ● | ● |

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# FASTERCURES   HEALTH DATA BASICS