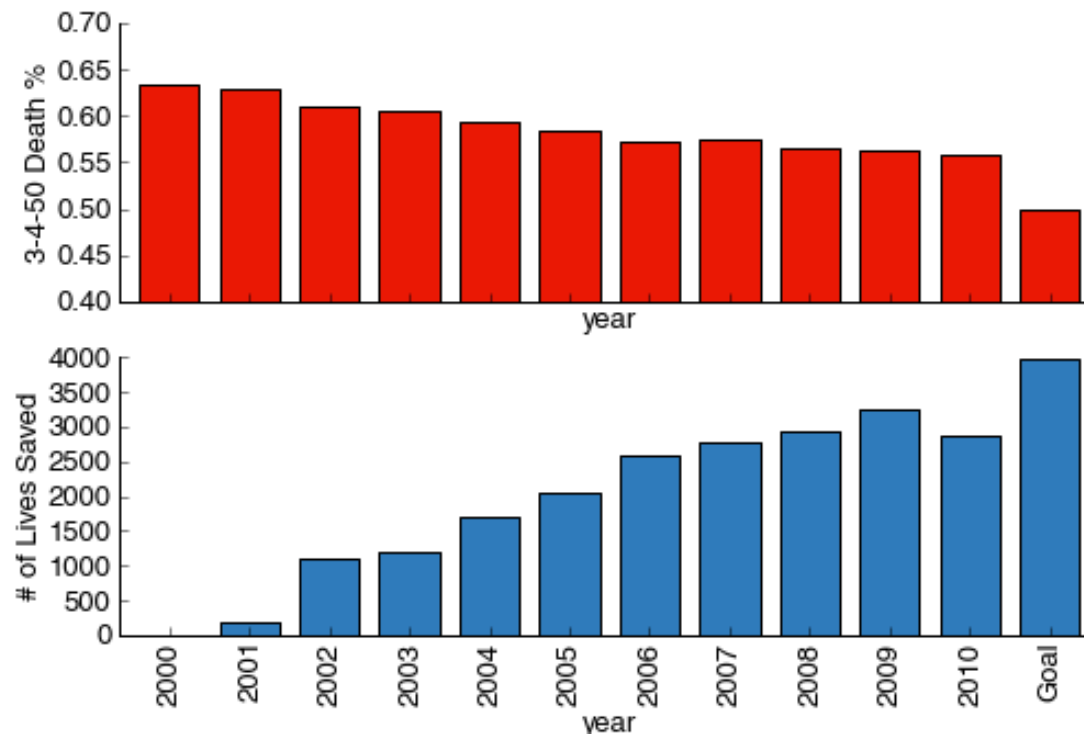


#SaveSanDiego

Andy Gross, Justin Huang, Jenhan Tao

The Message

By reducing chronic disease, we can save lives.
In fact, we already have.



The Campaign

- An old-school approach...
 - Connecting constituents and policy-makers
 - Putting letters on the desk
- ...With a new-school twist
 - Email and social media integration
 - Dynamic health statistics based on constituent location

The Interface

TODAY, FEBRUARY 23, 2014 IS

THE DAY WE #SAVESANDIEGO

FROM CHRONIC DISEASES

[Contact Your Representative](#)

[View Your District Report Card](#)

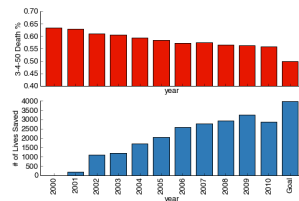
Learn the facts

Chronic diseases cost lives in San Diego County. The message is very simple:

- 3 poor diet, lack of physical activity, and tobacco use are lifestyle factors that contribute to
- 4 cancer, heart disease, stroke, and type 2 diabetes which result in
- 50 over 50% of deaths in San Diego County

But with your help and we can do better. Between 2000 and 2011 the fraction of deaths in San Diego due to these four chronic diseases has fallen from 63% to 56% of all deaths on the record. The percentages seem small, but results of public efforts are responsible for **saving over 20,000 lives in a ten-year span**.

With your help, if we can decrease the fraction of deaths in San Diego due to these chronic diseases to less than 50%, we could be saving an additional 1100 lives a year.



Participate

Add our banner to your site

```
<!--[[if {{t IE 8}}<!-->
<script type="text/javascript">
(function(){var enddocument.createElement("script").e.type="text/javascript";e.async=true;e.src=document.location.protocol+"//dlape831taf28
n.cloudfront.net/thedaywefightback.js/widget.min.js";var t=document.getElementsByTagName("script")[0];t.parentNode.insertBefore(e,t)}())
</script>
<!--[[endif]]-->
```

Share

Let your family and friends know that you're #savesandiego



About Us

write something nice about each one of us

References

More information about how chronic disease affects the residents of San Diego County, we invite you to read the following report "The Economic Burden of Chronic Disease in San Diego County"

Additional health resources for San Diego residents:

- Live Well San Diego
- County of San Diego Community Health Statistics
- California Health Interview Survey (AskCHS)
- Centers for Disease Control and Prevention
- Discover the districts you live in (via SANDAG)

Contact your representative now!

Name

Location

Dear Supervisor ,

Generated letter:

Dear Supervisor,

As a resident of the [SRA name] subregional area in San Diego County and as your constituent, I am deeply concerned about the health and well being of my family and my community's health. With chronic diseases such as cancer, heart disease, type 2 diabetes, and pulmonary disease affecting so many of those around us, we need real reform and initiatives to put a stop to these terrible diseases. Some of the statistics from my subregional area I have found particularly concerning are:

Between 2000 and 2011 the fraction of deaths in Coronado due to these chronic diseases has fallen from 61% to 55% of all deaths on the record. The percentages

Thank You,

Constituent

[Get PDF](#) [Get Text](#) [View Report Card](#) [Send Email](#)

Scalability

- Data/Report Cards can be converted to aggregate by various geographical setups
 - Scales well as more data becomes available
- Relatively easy implementation, low maintenance
- Involves constituents with low barrier-of-entry