

Dear ,

In this **August Edition** of the InstantAtlas Bulletin we put the spotlight on the newly revised **NHS Community Health Profiles** site. We also review the recent CLG LIS event which took place on the 14th July. Finally, we have created our first **YouTube movie** with Dr. Tom Smith of Oxford Consultants for Social Inclusion (OCSI). This demonstrates: **(1)** telling a 'data story' using InstantAtlas tools combined with other presentation tools like Microsoft PowerPoint **(2)** using mass media sites like **YouTube** as a publishing vehicle for data stories and **(3)** the value of using our new InstantAtlas Double Map with Time Series template to highlight the differences in patterns of deprivation at two levels of geography in rural Norfolk.

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Featured Applications

Health - NHS Community Health Profiles

Extract taken from Website | Date 12/08/2008

The Association of Public Health Observatories was commissioned by the Department of Health in 2005 to produce Health Profiles. Health Profiles provide a snapshot of health for each local council in England using key health indicators, which enables comparison locally, regionally and over time.

The first batch of profiles was produced in 2006, for all but 2 of the 388 local authorities in England (County, District, Unitary and London Borough). The updated and improved Health Profiles 2007 were released in June 2007.

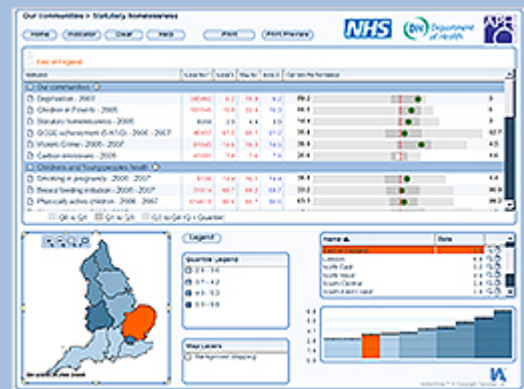
The aims of the profiles are:

- * To provide a consistent, concise, comparable and balanced overview of the population's health that informs local needs assessment, policy, planning, performance management, surveillance and practice.
- * To be a distillate of the absolutely key, most useful (currently available) indicators (with a reference to new data/indicators and unavailable data/indicators).
- * To be primarily of use to joint efforts between local government and the health service to improve health and reduce health inequalities, but ultimately to empower the wider community.

Health Profiles Interactive

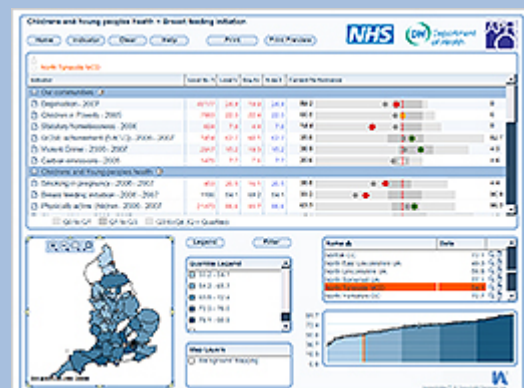
Health Profiles 2008 are a further development from the 2007 profiles, which built on the prototype released in 2006. Health Profiles Interactive is a service new to Health Profiles 2008. It was designed to allow users to select indicators and areas for comparison through a map or list in an intuitive visual interface including the Health Profiles spine chart format.

The interactive atlases have been produced at several different geography levels to allow indicator comparisons over these geographies.



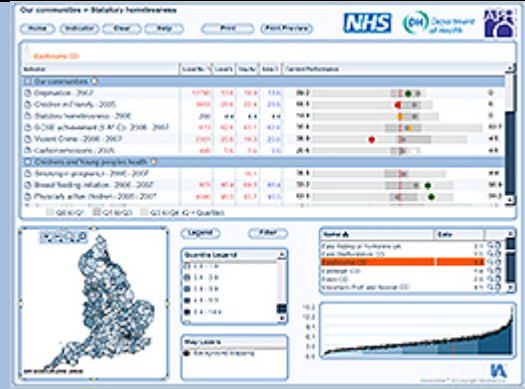
Regional Level Atlas

The Regional Level interactive atlas allows comparisons for the 32 Health Profiles indicators by Government Office Region. For technical reasons the South East Government Office Region has been split into two Strategic Health Authorities (SHA's).



County Level Atlas

The County Level interactive atlas allows comparisons for the 32 Health Profiles indicators by County Council. Also included on this County Council level atlas are London Boroughs, Unitary Authorities and Metropolitan Council Districts.



District Level Atlas

The District Level interactive atlas allows comparisons for the 32 Health Profiles indicators by County District. Also included on this County District level atlas are London Boroughs, Unitary Authorities and Metropolitan Council Districts.

Future Features

New Home Office Crime Atlas for England and Wales

There has been much recent media attention focused on the publication of crime maps to the public. The Home Office has just published the first version of its Crime Atlas using the **InstantAtlas Single Map template** allowing users to compare different types of recorded crime at the level of local authorities. You can also filter the data by Police Force area or Region. It is available from <http://www.homeoffice.gov.uk/rds/soti.html>. This application will be featured in more depth in a future eBulletin.

Perhaps unexpectedly, Southampton tops the list for violence against the person with others like Blackpool, Leicester, Reading and Oxford also in the top 15 of this category. Liverpool and Knowsley are the only 2 authorities outside of London in the top 10 for drug offences. For burglary, authorities like Burnley, Bassetlaw, Leeds, NE Lincs and Bristol appear in the top 10. Other more unexpected patterns highlighted by presenting data in this way include less urbanised authorities like Carlisle and the Isle of Wight both of which appear in the top 20 per cent of areas with the highest levels of violence against the person.

National Cancer Intelligence Network | Cancer E-Atlas for England

A new interactive web-based resource, called 'Cancer e-Atlas', has been developed to improve access to cancer statistics across England. It aims to provide health care professionals, commissioners, health service managers and the public with information on incidence, mortality and survival for the common types of cancers in men and women

Events

Upcoming Webinars

InstantAtlas Public Sector Webinar | Australia & New Zealand

Presented by Dr. Xiaogang Chen, School of Population Health, University of Melbourne (CIV)

Dr. Xiaogang Chen, will show you how the CIV uses InstantAtlas to present local community wellbeing indicators to improve citizen engagement, community planning and policy making.

Australian Webcast | Thursday, 14th August
7AM UK - 4.00PM, Brisbane

[Go To Registration Page](#)

Seminars & Conferences

ESRI Health GIS Conference:
Shaping Global Health
Renaissance Washington D.C. Hotel, Washington | Sept 28 - 1

GeoWise is a Platinum Sponsor of the ESRI Health GIS Conference

More than 400 health and human services professionals are expected to gather for the 2008 Health GIS Conference. Join us for this inspiring, collaborative event dedicated to improving health and human services worldwide. Share and discuss successful approaches to using geography to improve health care delivery; public health; and hospital preparedness, research, management, and policy decisions.

Meet us there at Booth 6 and Register today
http://www.esri.com/events/health/register_hotels/register.html

Event Reports

Local Information Systems Network Event 14th July 08

The day was intended to address the central role for LIS in a new policy making environment and the way LIS can influence local decision-making to improve performance and service outcomes...>> [Read the full review on John Maslen's Blog](#)

This online Seminar was well received with a high attendance level. It is now available to download on demand from the InstantAtlas Events >> [Click here](#)

OnDemand Webinars

Visit our Events Page to view our Webinar Archive - <http://www.instantatlas.com/events.xhtml>

eBulletin Archive

Review previous bulletins at http://www.instantatlas.com/Email_Archive.xhtml

Product News

Visualising Patterns of Deprivation

Using the **Double Map Time Series Template**
Presented by Dr. Tom Smith,
Oxford Consultants for Social Inclusion



Watch This 10 minute movie gives you an overview of a research project to explore hidden pockets of deprivation in rural areas of Norfolk, England. It demonstrates the value of InstantAtlas to allow analysts to explore patterns in the data at multiple levels of geography. InstantAtlas uses interactive data visualization techniques to make data exploration simple and engaging.

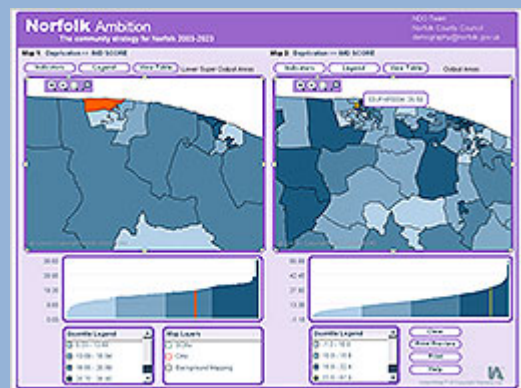
[Go to Movie](#)



New Double Map Template Demo Now Available to Trial

The **Double Map Time Series** template combines two maps with their own dedicated tables, bar charts and time series charts. The spatial data for each map can be different and it is therefore possible to thematically map the same, or different, indicator data for two different geographies. This template can also be used to compare different time series indicator data over the same geographies. This template is now available and is part of the trial desktop software.

[Click Map to View Flash Demo >>](#)



New InstantAtlas Language Release Announcement

Clients have been able to present InstantAtlas dynamic reports in any language by simply changing the configuration file.

InstantAtlas Desktop software is now available in the following languages :-

French



Trial InstantAtlas in your language today.

You can order the free trial version of the software and we'll send you a CD in the post rather than have you download it. This suits those who have limitations on the size of files that they can download from their office PCs.

Order the [Free Trial](#) by CD Today

InstantAtlas Resources Overviews and Templates (PDF)



IA Desktop Overview



IA Server Overview

Template Demos (Flash)

Desktop

[Single Map Template Demo](#)

[Double Map Template Demo](#)

[Area Profile Template Demo](#)

[Performance Analysis Template Demo](#)

[Radar Chart Template Demo](#)

[Funnel Plot Template Demo](#)

Server

[Data Views Demo](#)



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Please Note | The InstantAtlas Free CD offer is only applicable to representatives of Companies and Organisations, who have activated the InstantAtlas Software. One copy per company only.

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Offer Ends September 30th 2008



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