



# Welcome to the InstantAtlas Monthly E-Bulletin

Monday, 24 November 2008

visualise | communicate | **ENGAGE**

Hello Mike,

## Welcome to the latest edition of the InstantAtlas E-Bulletin.

This month we feature the recently released client atlas from the **Child and Maternal Health Observatory (ChiMat)**, learn how they have used InstantAtlas to provide access to data on PCT/Local Authority child and maternal health indicators and statistics. We also review work with one of our clients, to visualise a key set of performance outcomes focusing on monitoring the impact of the **2012 Olympic Games**.

You can also see the ChiMat site on our new **InstantAtlas Showcase**. This shows you how organisations around the world have applied InstantAtlas to their work. You can review their efforts by themes such as public health, template types and geographical region.

We hope you find this month's edition of great interest.

### David Carey

Marketing Manager

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## Product News

This month we see the release of the new **InstantAtlas Showcase**. Users of the showcase are able to view our clients work in various ways, such as product type, theme, organisation type and region.

The showcase is full of examples from all over the World; clients provide explanations of how they have used InstantAtlas and how it has benefited their organisations.

**[Try out the Showcase today >>](#)**



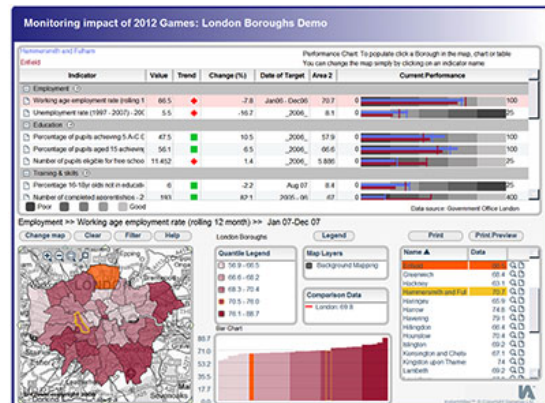
InstantAtlas  
**SHOWCASE**

## Featured Applications

Child and Maternal Health Observatory



We recently presented some new work with one of its customers in London to visualise a key set of performance outcomes focusing on monitoring the impact of the 2012 Olympic Games. The London bid has made 'legacy impact' a major component of its offering. To date 'local monitoring' is at the level of London Boroughs. The atlas below, based on our Performance Analysis template, includes a set of indicators that has been defined by Government Office London (GOL) and is being maintained through their 'London Local Data' page (see <http://www.gov-london.gov.uk/tools/toolsindex.htm>). At the local scale there is interest in breaking these down to a more detailed neighbourhood level to understand sub-borough patterns although limitations like the reliance on sample surveys may limit the potential for this. There are now a number of bodies in London that have a role in Olympic legacy monitoring.



## Seminars & Conferences

### Improving Public Sector Information Management 2008

Date: **19 November 2008**

Delivering essential updates on information, tools and strategies needed to improve information management across the public sector Find out how you can manage and manipulate data, turning it into useful information that can be shared with and used by your organisation, your partners and your community.

[More Details >>](#)

### Social Marketing and Segmentation

(Joint LARIA/LGA Seminar in London and Manchester)

This seminar will look at the importance of Social Marketing and Segmentation as a way to gain a deeper understanding and insight into the disparate needs of our local communities and population. Having an effective social marketing strategy will be a prerequisite for all Local Strategic Partnerships if they are to be successful in delivering their Local Area Agreements

Date: **Wednesday 10th December 2008**, Local Government Association Offices, London

Date: **Wednesday 28th January 2009**, Manchester Cathedral Visitors Centre, Manchester

[More Details >>](#)

### ESRI Asia Pacific User Conference 2009, Singapore

Date: **January 20-21, 2009**

The ESRI Asia Pacific User Conference (APUC) will provide a forum for ESRI users with different levels of expertise to meet and share their experiences and best practices. ESRI users from the Asia Pacific region will have the opportunity to attend workshops conducted by

developers and product engineers from ESRI. They will also have the chance to meet with ESRI professionals and hear about the new advances in GIS technology.

[More Details >>](#)

### **Global Cancer Online Webinar**

**Title - *Evolving Best Practices for presenting County, State and National Cancer Data online with dynamically-linked, interactive maps and charts.***

Presenters:

**Patricia Colsher, PhD**

Director, West Virginia Cancer Registry, USA

**Ron Pritzkeleit, Dipl. Geogr. Dr. rer. Nat.**

Schleswig-Holstein Cancer Registry , Germany

Showcase:

**National Cancer Intelligence Network**, Cancer E-Atlas for England, UK

Hosted by **John Bartholomew**, International Business Development, GeoWise Limited, UK

A web-based global exchange of best practices for web-based interactive cancer data reporting took place on **October 16, 2008** in a webinar including participants from Europe and North America.

[More Details >>](#)

### **LIS Online Webinar**

This month Wendy Pontin, Principal Information Analyst and manager of the Norfolk Data Observatory, has recorded a presentation entitled "**Local Information Systems (LIS) at the heart of evidence-based service planning and performance monitoring - the Norfolk experience**". The full audio and visual recording is available to play from our events page. It lasts approx. 40 minutes. Wendy takes us on a journey down their LIS project focusing mainly on their current activities and future challenges. It highlights:-

- The key role and purpose that NDO, as a partnership LIS, plays within the wider context of emerging drivers within local government
- Critical LIS functionality
- The business areas to which NDO is contributing
- The specific benefits it offers its 3000 monthly users
- A de-mystification of 'mainstreaming your LIS'
- A review of future challenges in areas like streamlining data flows

Wendy provides an excellent overview of the current objectives of NDO and some of the pressures they face. Many of the issues raised should be of interest to others either about to embark or already on a similar journey.

[Watch Webinar](#)



*'very well presented, small enough 'chunks' to take it in but large enough to get something from.....'*

**Maddy Knott**  
Public Health Information & Knowledge  
Manager **Portsmouth City Teaching PCT**

*'I found the training excellent. I thought the training was very clear...'*

**Jim Hawkins**  
Deputy Public Health Information & Knowledge  
Manager  
**Portsmouth City tPCT**

### InstantAtlas Training Courses now available

GeoWise offers two InstantAtlas Desktop Training Programmes:-

#### InstantAtlas Desktop Introductory Course

#### InstantAtlas Desktop ADVANCED Course

**NEW**

Learn how to: -

**Publish InstantAtlas dynamic reports for different geographies**

**Add and refresh the indicator data**

**Apply personalised designs**

**Distribute the reports.**

These courses are available either on site at your premises, at our Edinburgh Offices or via WebEx (an online presentation and training tool).

Contact [InstantAtlas Sales](#) for more details.

## Template Demos (Flash)

### Desktop

[Single Map Template Demo](#)

[Double Map Template Demo](#)

[Area Profile Template Demo](#)

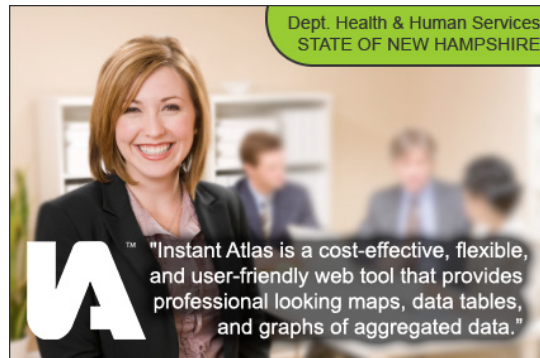
[Performance Analysis Template Demo](#)

[Radar Chart Template Demo](#)

[Funnel Plot Template Demo](#)

### Server

[Data Views Demo](#)



Dept. Health & Human Services  
STATE OF NEW HAMPSHIRE

## New Users of InstantAtlas

<b>United Kingdom</b>	Local Government Data Unit Wales Bradford MDC Telford & Wrekin BC Dorset County Council Oil & Gas UK Stockport PCT Northamptonshire PCT United Health UK
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**United States** Florida Department of Health, Tallahassee  
Health Surveillance, Vermont Department of Health, Burlington  
West Virginia Cancer Registry, Charleston  
West Virginia Infectious Disease Epidemiology Program, Charleston

**Germany** Schleswig-Holstein Cancer Registry, Lübeck  
Landesamt für Verbraucherschutz Saxony-Anhalt  
Senator für Umwelt, Bau, Verkehr und Europa – Bremen  
Senator für Bildung und Wissenschaft – Bremen  
Department of Environmental Medicine and Hygiene, LIGA NRW,  
Bielefeld  
Statistisches Amt für Hamburg und Schleswig-Holstein (Statistikamt  
Nord), Hamburg  
Statistisches Landesamt – Bremen  
Bremen Police  
geconomy, Kiel

**Brazil** Codex Remote, Porto Alegre

**Guatemala** Ministerio de Salud Publica y Asistencia Social

**Peru** Ministerio de Salud del Peru, Lima

**Luxembourg** Ministry of Social Security, Luxembourg



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