



Environmental Public Health Tracking

USING EPHT DATA AND RESOURCES TO MAKE A DIFFERENCE

Overhauling the Missouri EPHT Portal

What was the problem/situation?

After a presentation to our Local Public Health Agencies it was decided that the Missouri EPHT portal layout was found to be not user friendly and often difficult to navigate. The program's monthly Google Analytics were reviewed to determine which of our web pages were visited the most often and for the longest period of time versus those pages that were not being hit as often.

How was Tracking involved?

The Missouri EPHT Program implemented a facelift on the portal. The new layout was designed to be more visually appealing and user friendly by grouping similar items. A 'Focus On' scroll bar was added under the new feature collage to include recent news that impact the EPHT Program as well as messages relevant to the Missouri EPHT Portal and Observance Calendar to coincide with the Outreach plan. A new footer was designed for use on every page of the EPHT portal which contains the MO EPHT logo (hyperlinked to EPHT Main Page), funding statement, and CDC button (hyperlinked to CDC EPHT Page) to make these items more prominent on the portal. Links to additional EPHT relevant content areas and the CDC widget were added to the right sidebar as well. This ensures the widget is available from every page of the portal and is more noticeable. A Reference Materials page was also added to include links to all the various reference materials and new podcasts page. The Missouri EPHT staff has begun creating various podcasts for the MO Environmental Public Health Series. Each podcast is a brief video (3-5 minutes) that showcases the prevention of a specific health condition or a public health service message and highlights important health information for the conditions tracked by EPHT and the health professionals working to protect Missourians.

What action was taken to resolve the problem?

The Missouri EPHT program is continually working with our partners to improve the health of our communities and the environment. The Missouri EPHT team has a wealth of printed educational materials and expertise at our communities' disposal which may now be requested online to assist efforts in educating the local



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communities on environmental public health issues. The Request a Speaker, Event, or Display web form is easily accessible and provides other state and local partners, public health professionals, community groups, and the public a more innovative and time saving way to partner with the Missouri EPHT Program on scheduling community events such as back-to-school health fairs and county fairs.



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