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For more information, contact:

Rachel Goodspeed, United Way, 513-762-7178, rachel.goodspeed@uwgc.org

Terry Grundy, United Way, 513-762-7150, terry.grundy@uwgc.org

Sara Huron, HealthLandscape, 513-375-8024, sara.huron@gmail.com

FACTS MATTER DATA PORTAL WINS AWARD AT 'DATAPALOOZA' HEALTH APP EXPO

CINCINNATI (6/12/2012) – Less than a week after its launch by United Way of Greater Cincinnati and community partners, *Facts Matter* received national recognition by health care technology experts during their annual expo.

Facts Matter provides the public with data about population, the status of children and youth, education, health, economics and social relations in the Greater Cincinnati/Northern Kentucky region. The portal is designed to expand the community's access to data related to the ongoing activities of regional collective impact efforts. *Facts Matter* is built on the Community Indicators Data Portal, developed by HealthLandscape, and is the first of these portals to be launched nationwide.

The Community Indicators Data Portal was recognized in the "For Community" applications category during the 2012 Health Initiatives Forum, better known as "Health Datapalooza," June 5-6 in Washington, D.C. The event brings together data experts, technology developers and health care system leaders to recognize innovative applications that raise awareness of health and health care systems, and spark community action to improve health.

"We're very honored to have received this award," said Mark Carrozza, health informatics developer at the Health Foundation. "At first, we were just excited to be one of the 17 teams chosen to present the data portal on stage out of more than 200 applicants. This award confirms that the Community Indicators Data Portal will be the go-to place for regional data.

The *Facts Matter* data portal project is supported by the staff of the Community Research Collaborative (CRC), a partnership between United Way of Greater Cincinnati and the Institute for Policy Research at the University of Cincinnati. The CRC provides support to policymakers, community leaders, and service providers to identify the health, social, and economic issues facing the Greater Cincinnati/Northern Kentucky region.

"*Facts Matter* is going to be a great resource for our entire community as we work to achieve our region's Bold Goals in the areas of education, income, and health," said Terry Grundy, community impact director at United Way. "The information the portal provides will help us leverage our efforts as we work together for collective impact."

For more information, visit the Facts Matter Data Portal: <http://www.crc.uc.edu/FACTSMATTER/index.htm>

For more information about the Bold Goals, visit: <http://www.uwgc.org/BoldGoals>

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About HealthLandscape, LLC: HealthLandscape, LLC, develops, administers and markets interactive online data visualization tools and professional services. The LLC is a collaboration between The Health Foundation of Greater Cincinnati and the American Academy of Family Physicians. Both organizations are nonprofit enterprises that share the vision of improving the health condition of their constituents through better understanding of the underlying information that affects health. For more information please visit www.HealthLandscape.org

About the United Way of Greater Cincinnati: United Way of Greater Cincinnati leads and mobilizes the caring power of individuals and organizations to help people measurably improve their lives. We serve communities in 10 counties: Hamilton, Brown, Butler and Clermont counties in Ohio; Boone, Campbell, Grant, and Kenton counties in Northern Kentucky; and Dearborn and Ohio counties in Southeast Indiana. Visit us online at <http://www.uwgc.org>

About the Community Research Collaborative: The CRC is a partnership between United Way of Greater Cincinnati the University of Cincinnati. The CRC addresses regional social, behavioral, and health issues from a multi-disciplinary approach. The *Facts Matter* data portal is made possible through the generous support of United Way of Greater Cincinnati, The Greater Cincinnati Foundation, The Health Foundation of Greater Cincinnati, and the Carol Ann and Ralph V. Haile, Jr./US Bank Foundation; in partnership with the University of Cincinnati, Northern Kentucky University, Agenda 360, Vision 2015, Strive Partnership, and HealthLandscape.