

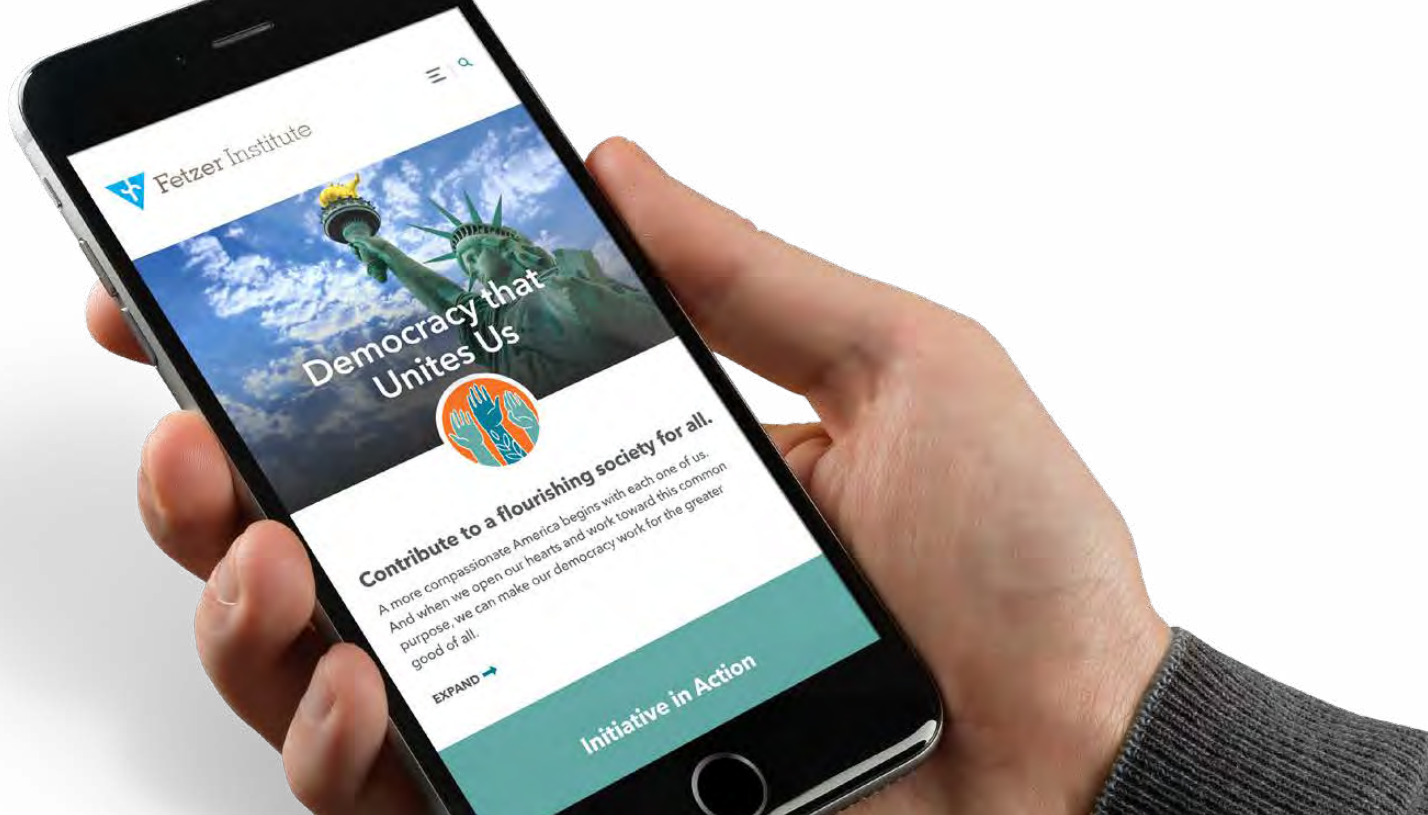
INTERACTIVE KNOWLEDGE

DIGEST

Digest is a periodic publication that highlights news and announcements from Interactive Knowledge, a strategic digital technology firm with an established history of working with many of the best-known cultural organizations and non-profits in America.



**INTERACTIVE
KNOWLEDGE**



Interactive Knowledge Reimagines the Fetzer Institute Website

The Fetzer Institute has a unique and compelling mission: “Helping build a spiritual foundation for a loving world.” Their process for achieving this mission is grounded in an approach that calls for a global movement that is sustained and expanded by partners around the world. Interactive Knowledge is honored to support this important effort and has been working with the Fetzer Institute for fourteen years.

Interactive Knowledge has partnered with the Fetzer Institute since 2007 when we first created a website to support its Campaign for Love and Forgiveness. We’ve worked on several

versions of the website since then and just released the newest and greatest version yet. The responsive website includes full site search capabilities for all of Fetzer’s rich resources of content. There is an extensive section on the staff and their roles in helping the Fetzer Institute achieve its mission of ‘Helping build a spiritual foundation for a loving world.’

The new site is an interactive tool designed to promote dialogue among Fetzer’s staff, constituents and partners. There are polls, digital postcards, extensive integration of social media and frequent blog posts that introduce community-based opportunities including monthly spiritual practices. The site will continue to grow with new resources, calendar events and constant updates. We host the site and will continue to support Fetzer as it pursues its important mission.

fetzer.org

HIGHLIGHTS OF THE NEW FETZER.ORG



Headless Drupal 8 Deployment

We deployed the new Fetzer.org using headless Drupal. This ensures that the website itself is “future proof”. This means any future changes to the front end can be easily made without the hassle of redesigning the back-end and setting up services again.



New Opportunities to Engage

Early in the redesign process, an online survey was presented on Fetzer’s home page with a few key questions for current website users. Feedback from that survey showed a clear need for creating a way for visitors to communicate with the Fetzer staff and among themselves. New interactive engagement tools including surveys, digital postcards and discussions are included through the new site.



Helping the Farmers at Organic Valley Stay On Top of Their Data

In 2015, Interactive Knowledge was hired by the Coulee Region Organic Produce Pool (CROPP) based in La Farge, Wisconsin to design and build a new, online system for delivering milk quality data, scientific research, updated events and news. The redesigned website, Farmers.coop exceeded their goals, and provided over 2,000 organic farmers, who are members of the coop, access to their milk quality data on mobile phones and tablets for the first time.

Our relationship with CROPP, which owns and distributes its products under the well-known Organic Valley brand, has

grown a lot over the past four years. We've continued to work with the IT team to expand access to each farm's milk quality data based on farmer and staff requests. An updated database system will be introduced this summer and reflected in the online displays.

In addition, we are integrating a new online tool for farmers to reach out to interested members, offering jobs, internships or even farms for sale. We have built a website for high school students that promotes CROPP's goals and introduces organic farming as a sustainable life style choice. We regularly meet with the Farmer Communications team and offer ideas and direction for delivering new information quickly and efficiently.

farmers.coop

HIGHLIGHTS OF OUR WORK WITH ORGANIC VALLEY



Dual Purpose Website

The Farmers.coop website is an online recruitment tool that describes the process that Organic Valley uses to help standard farms convert to organic. The site also serves as a password protected portal for members to access a wealth of research articles and content specific to their needs. Members also have full access to their milk quality reports online for the first time.



Support for Farmers Communication Team

We work closely with the Farmers Communication Team at Organic Valley to help address issues that can be addressed with a technology solution. The most critical role we play is ongoing support for the online delivery of milk pick up and quality reports. The farmers' pay is based on the weight and quality of the milk that's picked up several times each week. We are constantly adding new features and content that farmers rely on.



The Roots of Health Inequity Online Curriculum Adds a New Unit

The National Association of County and City Health Officials (NACCHO) hired Interactive Knowledge in 2010 to begin creating an extensive online curriculum for an NIH-funded project. The Roots of Health Inequity launched in 2012 and has been used by nearly 100,000 public health professionals and students since then. The course was designed with a feature that allows work units or classes to create their own private group. This provides a private online workspace for sharing comments, assignments and ideas.

In January 2019, we released a new unit to expand the

curriculum. **Unit 6: Advancing a Public Narrative for Health Equity and Social Justice** is a rich resource of interactive activities, readings and resources that introduces important topics on injustices that are ingrained in American culture. The content of this unit helps health professionals recognize inappropriate public narratives, move to subvert them in their communities and reclaim more equitable approaches to health policy and action.

Interactive Knowledge has partnered with NACCHO on this project for nearly 10 years, hosting the website and delivering ongoing support for health professionals who rely on this content for ongoing education. We are currently working with NACCHO to update the entire curriculum and add several useful features.

rootsofhealthinequity.org

HIGHLIGHTS OF THE ROOTS OF HEALTH INEQUITY



Completing the Course With Your Co-workers

The Roots of Health Inequity online curriculum is designed to be completed as part of a group. Often, groups consist of a work unit of a public health department. The course is free to the public and individuals can participate as part of a general group. But the real value is to complete the discussions and activities with people you are solving real world problems with on a daily basis.



New Expanded Content

The newest unit was released in January 2019 and covers another important concept in pursuing health equity in America – Public Narrative. The dominant public narratives in American communities are often in opposition to social justice and health equity movements. Public health professionals learn ways to recognize and combat these narratives on the local level.

28 Years of Experience and We're Still Up to Date



Mobile Tour Apps

We can help plan, write, design and publish mobile applications that give your visitors a deeper story. Our award-winning experience with interactive design helps your application come to life.



Interactive Education

Our on-site interactives offer a variety of activities and a substantial amount of content for visitors at your location. But we also package an identical experience that's delivered on your website or as a downloadable application.



Bilingual Interactives

We have created dozens of bilingual websites, on-site interactives and mobile tour applications. We speak your audiences' language.



Third Party Integrations

Your website needs to serve many purposes like selling tickets, accepting donations and displaying your collection. We have evaluated and integrated trusted third party products that expand the value of your investment.

INTERACTIVE KNOWLEDGE DIGEST

Have Questions or Want To Chat?

We'd like to hear from you. If you have questions about any of our work or services, a project you think we might be interested in reviewing or simply want to discuss the possibilities, by all means, let us know.

Tim Songer, Interactive Knowledge's Founder and President, has been a leader in this field for decades. Take advantage of his experience. Give Tim a call at (704) 344-0055, ext. 14.
or email him at tim@interactiveknowledge.com.

Visit our website at interactiveknowledge.com to see more of our work and to keep up with the very latest on agency news and announcements.

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