

# WHIZ-BANG TECHNOLOGY

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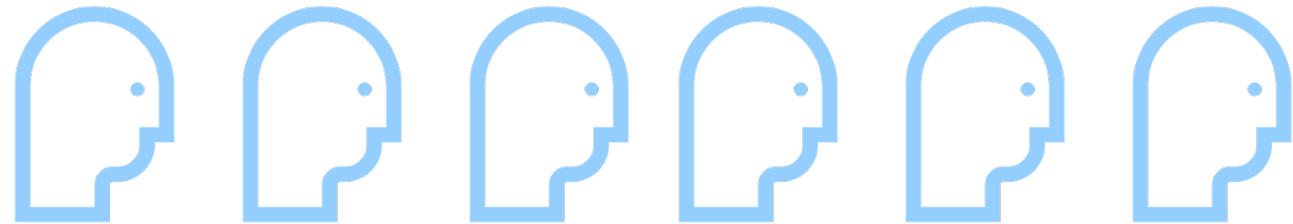
For Public Health

April 28<sup>th</sup>, 2017

The Public  
**Good**  
Projects

## **PGP IS NOT A MARKETING AGENCY.**

**We are a collection of experts  
representing several fields.  
And a nonprofit.**











The **Public**  
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Social Listening Summary  
**Opioid Crisis**

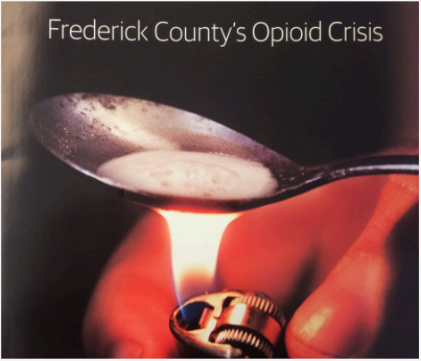
Mar 29-Apr 28, 2017 30 Days Ago

**Opioid Crisis Feed**

**Josh Smith** @jray5k 1m

**Allen Etzler** @AllenWEtzler

Grab a copy of the [@frednews](#) today and check out our special section on Frederick's **opioid crisis**.  
[pic.twitter.com/n1U1GT2uFL](http://pic.twitter.com/n1U1GT2uFL)



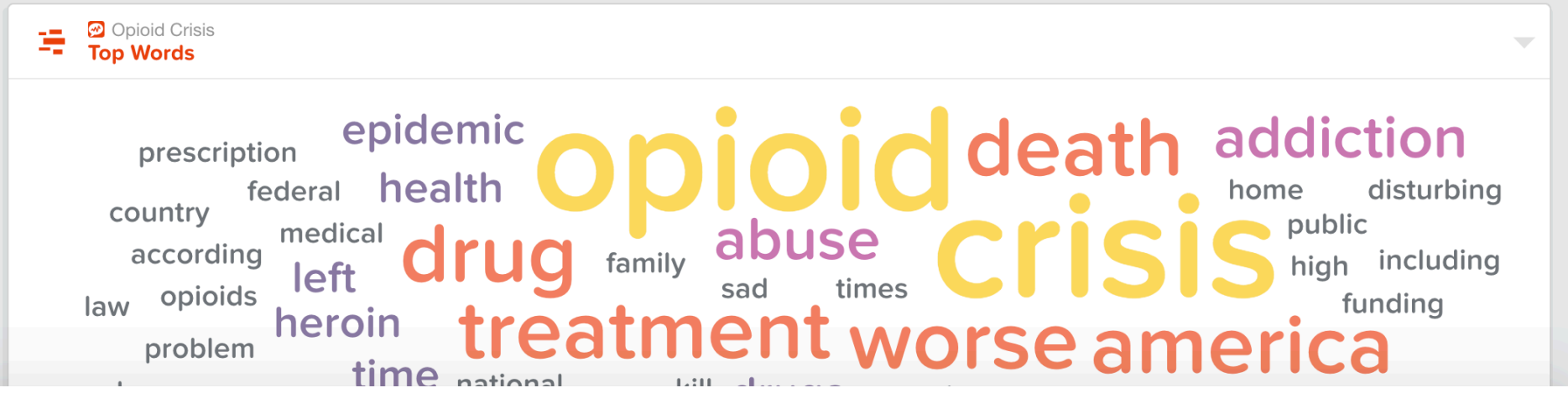
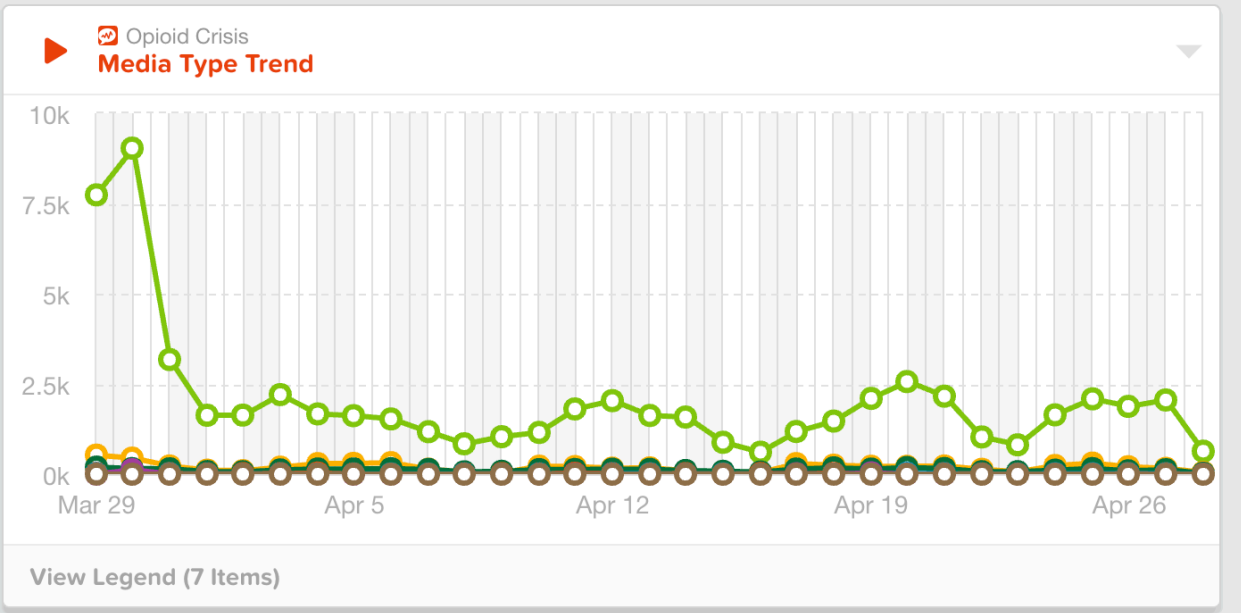
Frederick County's Opioid Crisis

51

**Opioid Crisis Post Volume**

**73k** Total Posts **↓ 10%** Last Period

<b>Twitter</b>	<b>85.4%</b> (62.6k)	<b>↓ 11%</b>
<b>Mainstream News</b>	<b>8.3%</b> (6.1k)	<b>↓ 12%</b>
<b>Blogs</b>	<b>5%</b> (3.7k)	<b>↑ 7%</b>

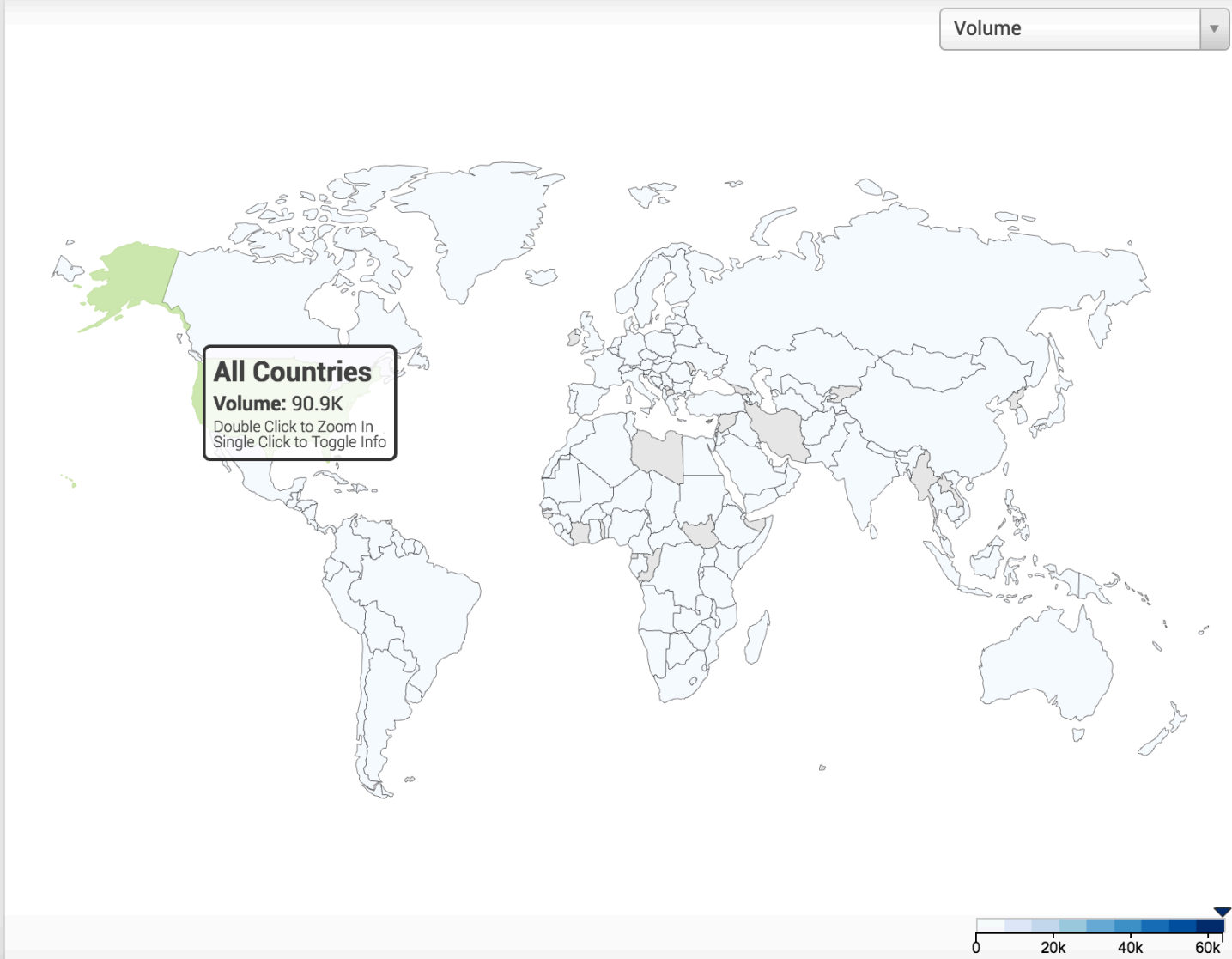




- DASHBOARD
- DEFAULT
  - Overview Default
- SHARED
  - Geography >
  - Issue-based Dashboard
- + New Dashboard
- REPORTS
- NEWSROOM
- READING LISTS
- ALERTS
- BRIEFINGS
- COMPETITION
- ANALYZE

Geography Shared OPIOID EPIDEMIC

04/24/2017 to Now (EDT) Add Widget



### All Countries

**90.9K**  
TOTAL MENTIONS  
29 PER MINUTE

**79%**  
Neutral

7,805 Positive 71,534 Neutral 11,567 Negative

REALTIME MENTIONS

Show Recent Stories

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REPORTS

NEWSROOM

READING LISTS

ALERTS

BRIEFINGS

COMPETITION

ANALYZE

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Geography Shared OPIOID EPIDEMIC

04/24/2017 to Now (EDT)

+ Add Widget

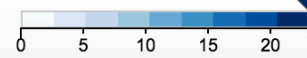


Volume

Italy

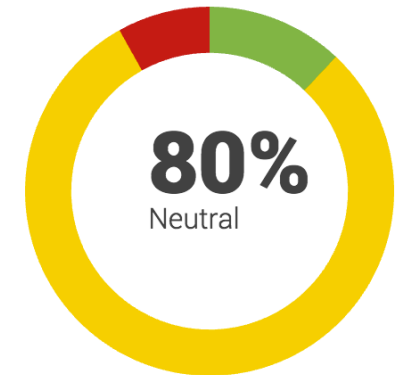


**Lazio**  
Volume: 23  
Double Click to Zoom Out  
Single Click to Toggle Info



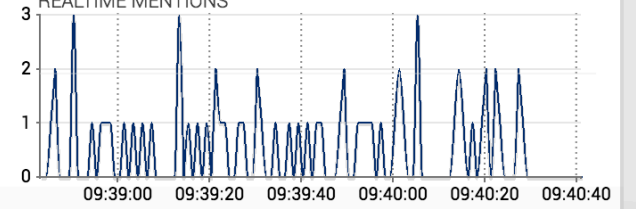
308

TOTAL MENTIONS  
33 PER MINUTE



37 Positive 246 Neutral 25 Negative

REALTIME MENTIONS



Show Recent Stories

**DASHBOARD** ▾

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Overview Default

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REPORTS ▾

NEWSROOM

READING LISTS ▾

ALERTS ▾

BRIEFINGS

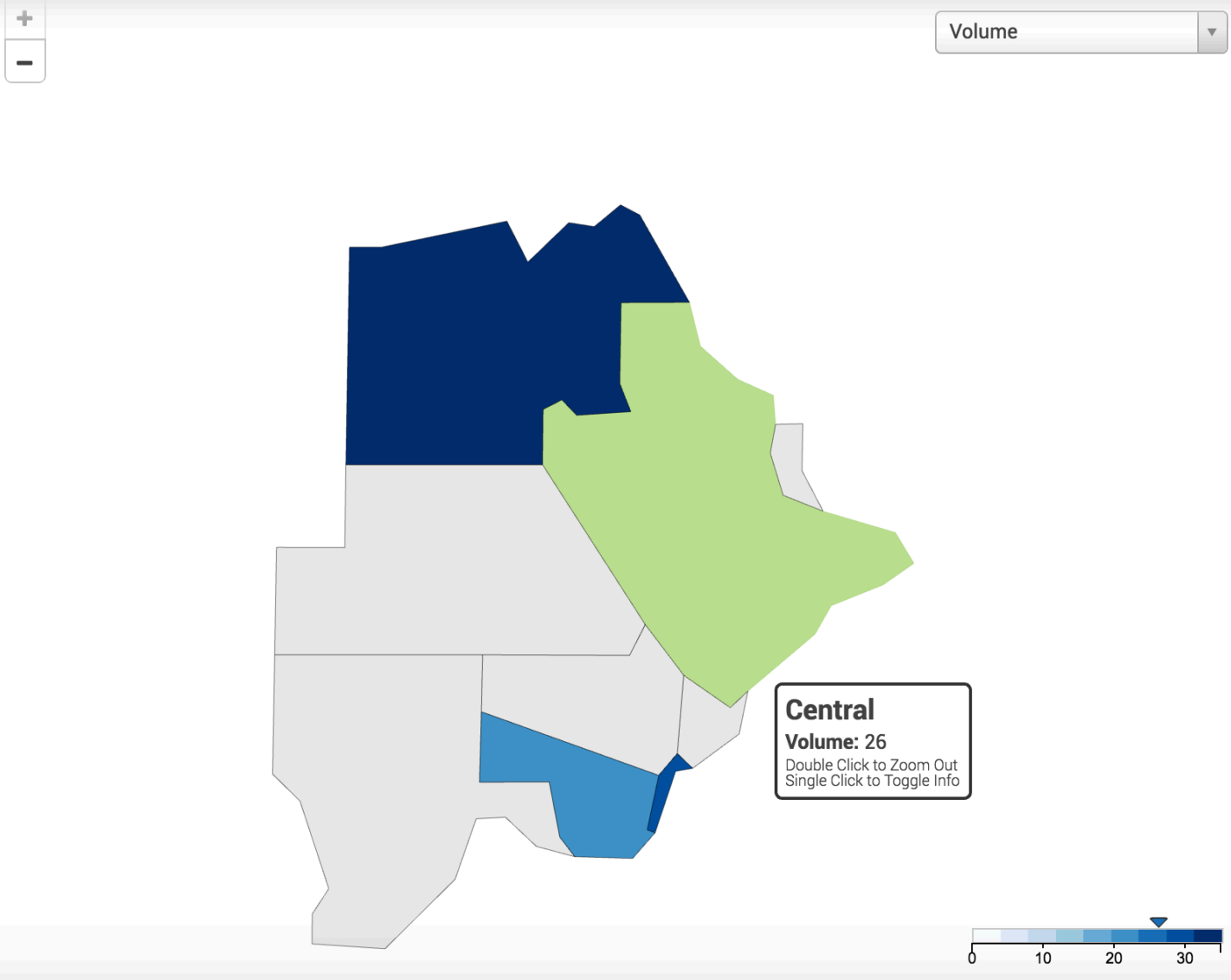
COMPETITION

ANALYZE ▾

← Hide Navigation

**Geography** Shared OPIOID EPIDEMIC

04/24/2017 to Now (EDT) 📅 + Add Widget ▾ ⚙



**Botswana**

**118**  
TOTAL MENTIONS  
28 PER MINUTE

**77%**  
Neutral

16 Positive 91 Neutral 11 Negative

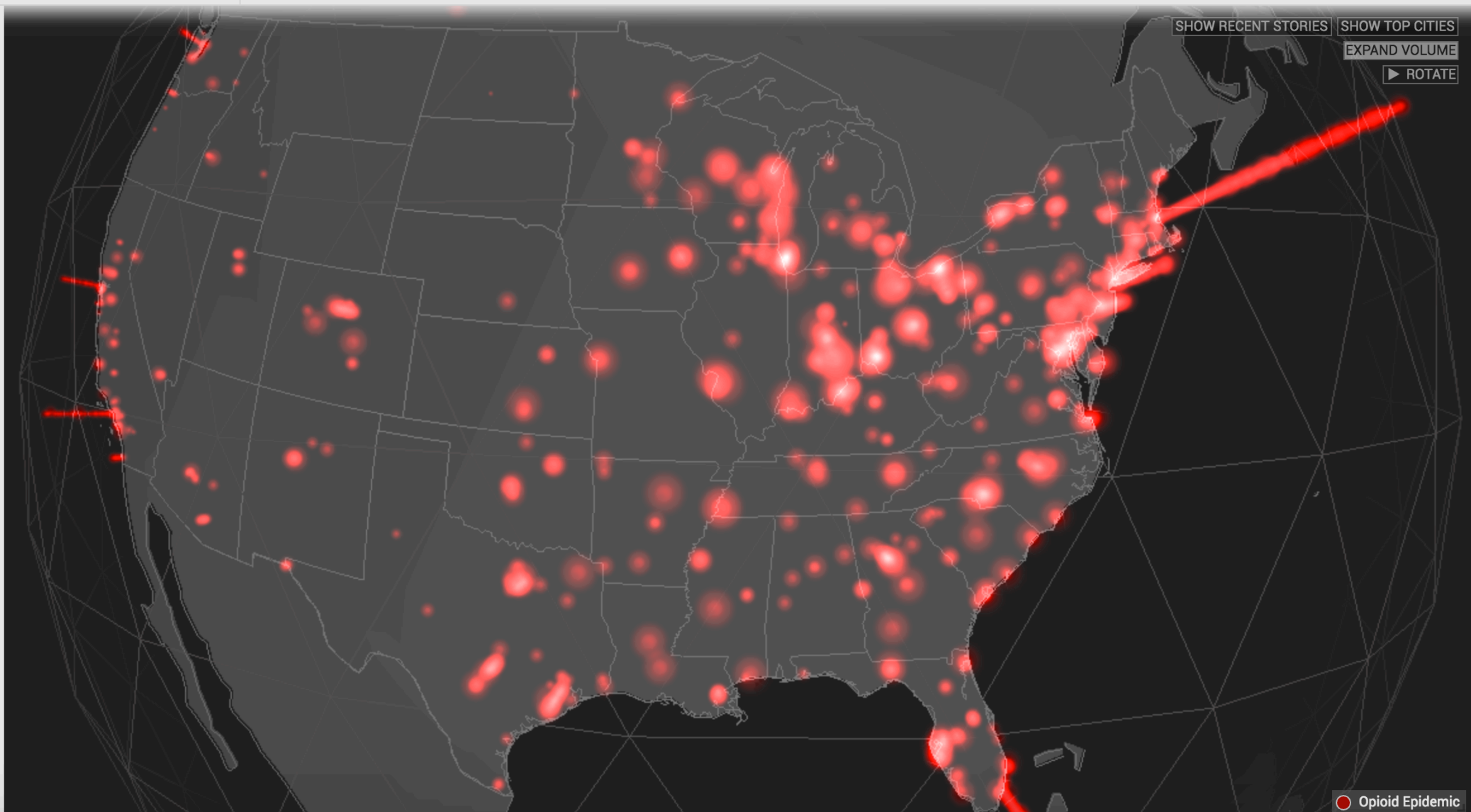
REALTIME MENTIONS

Show Recent Stories

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  - Overview Default
- SHARED
  - Geography >
  - Issue-based Dashboard
- + New Dashboard
- REPORTS
- NEWSROOM
- READING LISTS
- ALERTS
- BRIEFINGS
- COMPETITION
- ANALYZE
- Hide Navigation

Geography Shared OPIOID EPIDEMIC

04/24/2017 to Now (EDT) Add Widget



DASHBOARD

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SHARED

- Geography
- Issue-based Dashboard

+ New Dashboard

REPORTS

NEWSROOM

READING LISTS

ALERTS

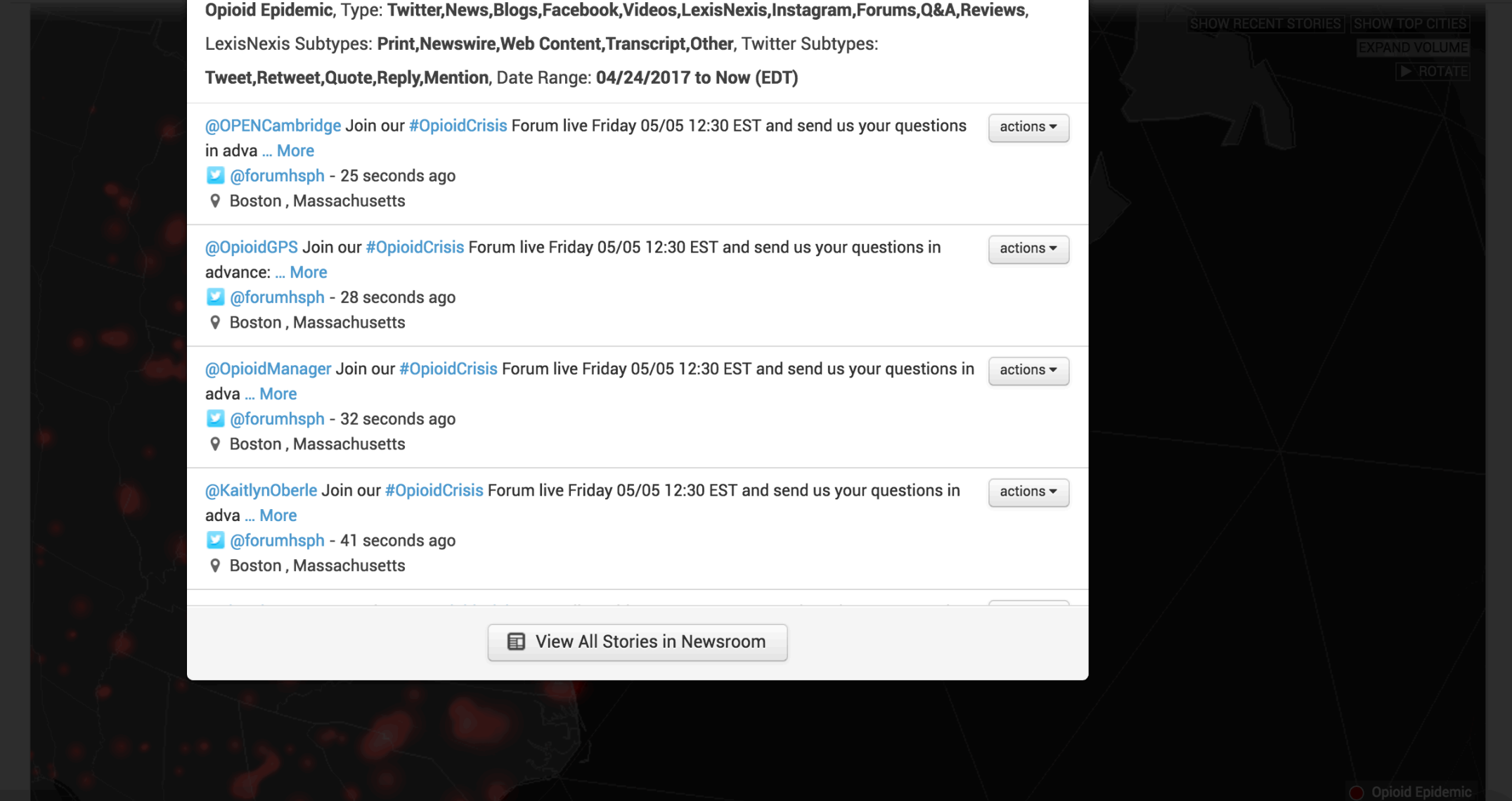
BRIEFINGS

COMPETITION

ANALYZE

← Hide Navigation

### Geography



**NEWSROOM** *SHOWING LAST 100 STORIES \* INCLUDES ONLY GEO ENRICHED STORIES*

**Opioid Epidemic**, Type: **Twitter,News,Blogs,Facebook,Videos,LexisNexis,Instagram,Forums,Q&A,Reviews**,  
 LexisNexis Subtypes: **Print,Newswire,Web Content,Transcript,Other**, Twitter Subtypes:  
**Tweet,Retweet,Quote,Reply,Mention**, Date Range: **04/24/2017 to Now (EDT)**

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[@OPENCambridge](#) Join our [#OpioidCrisis](#) Forum live Friday 05/05 12:30 EST and send us your questions in adva ... [More](#) actions

[@forumhsph](#) - 25 seconds ago  
 Boston , Massachusetts

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[@forumhsph](#) - 28 seconds ago  
 Boston , Massachusetts

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[@OpioidManager](#) Join our [#OpioidCrisis](#) Forum live Friday 05/05 12:30 EST and send us your questions in adva ... [More](#) actions

[@forumhsph](#) - 32 seconds ago  
 Boston , Massachusetts

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[@forumhsph](#) - 41 seconds ago  
 Boston , Massachusetts

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Google

## T21

Status

Complete

Respondents

1,307 collected / 1,300 targeted

Targeting

Language: English

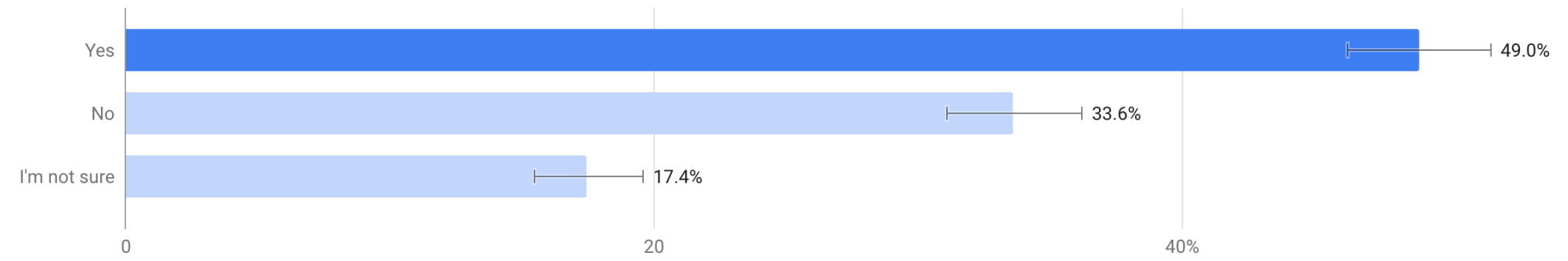
Location: United States > New Jersey

Frequency

Once

### 1. Should the legal minimum age to purchase tobacco products be raised from 18 to 21?

1,307 respondent(s)





Comparisons

Transpose

Off

Another question...

Gender

Age

Demographic filters

Male  Female

18-24  25-34

35-44  45-54

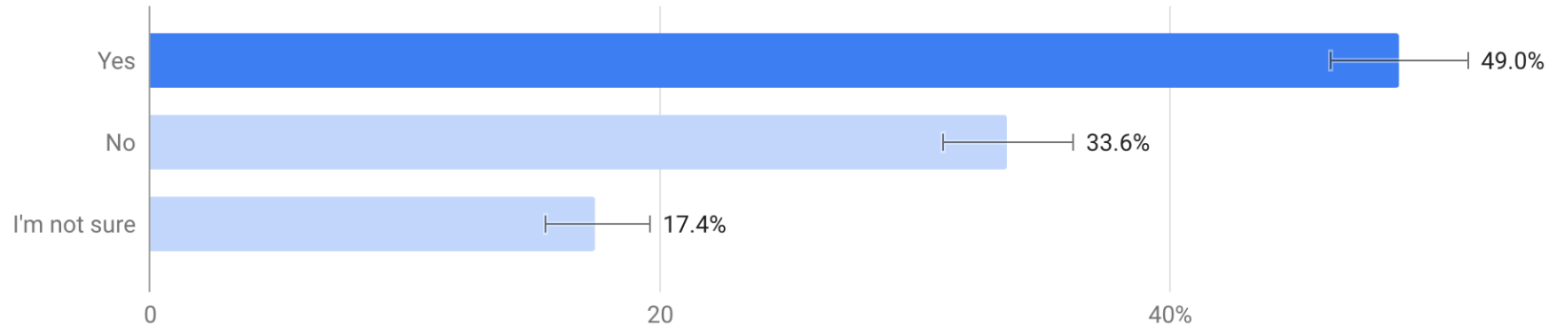
55-64  65+

All geographic areas

T21:

### Should the legal minimum age to purchase tobacco products be raised from 18 to 21?

1,307 respondent(s) i



Answers	
Yes	49.0% +2.7% / -2.7%
No	33.6% +2.6% / -2.5%
I'm not sure	17.4% +2.2% / -2.0%
Total Respondent count	100.0% 1,307

Comparisons ^

Transpose

Off

Another question...

Gender

Age

Demographic filters ^

Male  Female

18-24  25-34

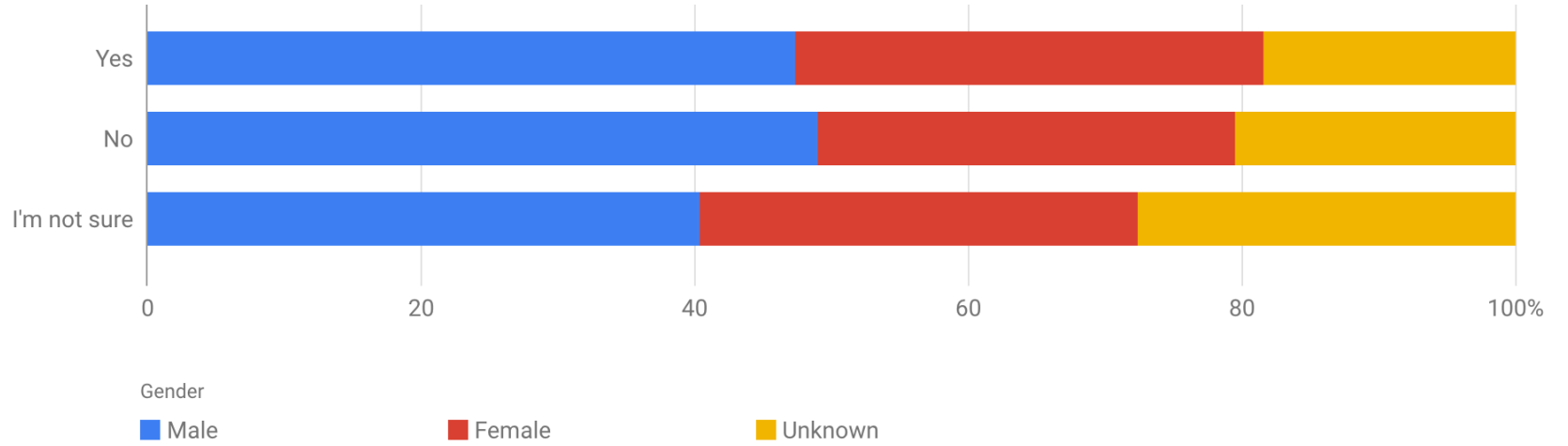
35-44  45-54

55-64  65+

All geographic areas ▾

## Should the legal minimum age to purchase tobacco products be raised from 18 to 21?

1,307 respondent(s) i



Gender	Question 1 (current question) Should the legal minimum age to purchase tobacco products be raised from 18 to 21?			Total
	Yes	No	I'm not sure	
Male	47.3% +3.9% / -3.8%	49.0% +4.7% / -4.7%	40.4% +6.5% / -6.2%	46.7% +2.7% / -2.7%
Female	34.2% +3.8% / -3.6%	30.5% +4.5% / -4.1%	32.0% +6.3% / -5.7%	32.6% +2.6% / -2.5%
Unknown	18.4% +3.2% / -2.8%	20.5% +4.0% / -3.5%	27.6% +6.1% / -5.4%	20.7% +2.3% / -2.1%

Comparisons

Transpose

- Off
- Another question...

- Gender
- Age

Demographic filters

Male  Female

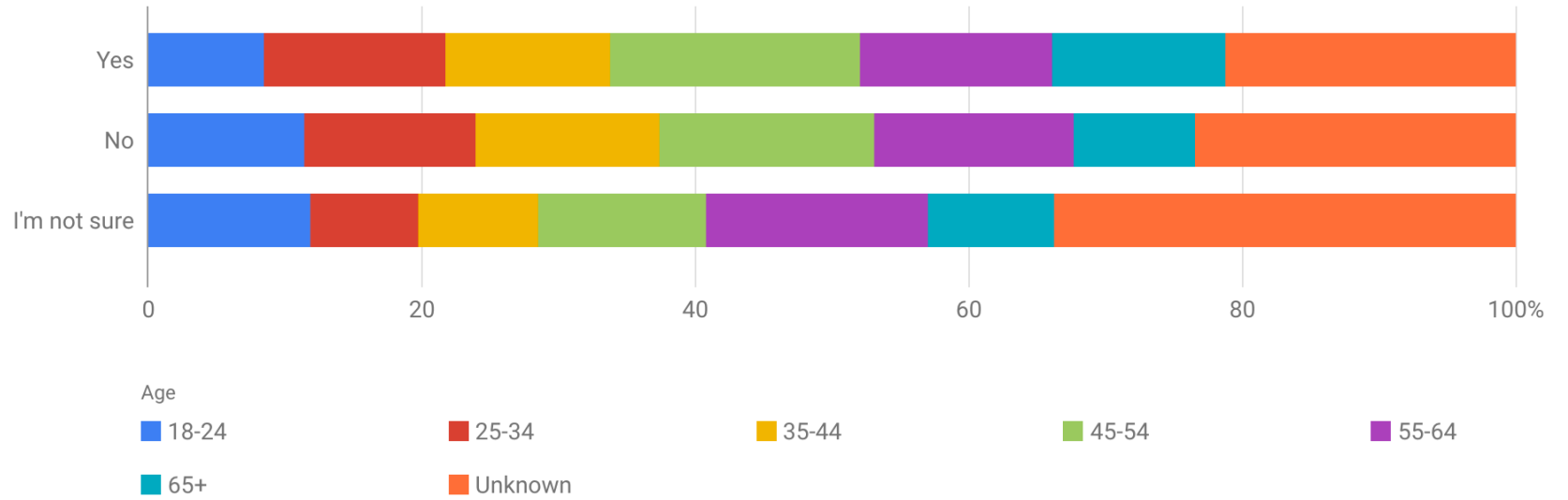
- 18-24  25-34
- 35-44  45-54
- 55-64  65+

All geographic areas

T21:

### Should the legal minimum age to purchase tobacco products be raised from 18 to 21?

1,307 respondent(s) i



Age	Question 1 (current question) Should the legal minimum age to purchase tobacco products be raised from 18 to 21?			Total
	Yes	No	I'm not sure	
18-24	8.4% +2.4% / -1.9%	11.4% +3.3% / -2.6%	11.8% +4.8% / -3.6%	10.0% +1.8% / -1.5%
25-34	13.3% +2.9% / -2.4%	12.5% +3.4% / -2.8%	7.9% +4.2% / -2.8%	12.1% +1.9% / -1.7%



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# Tumblr

332M

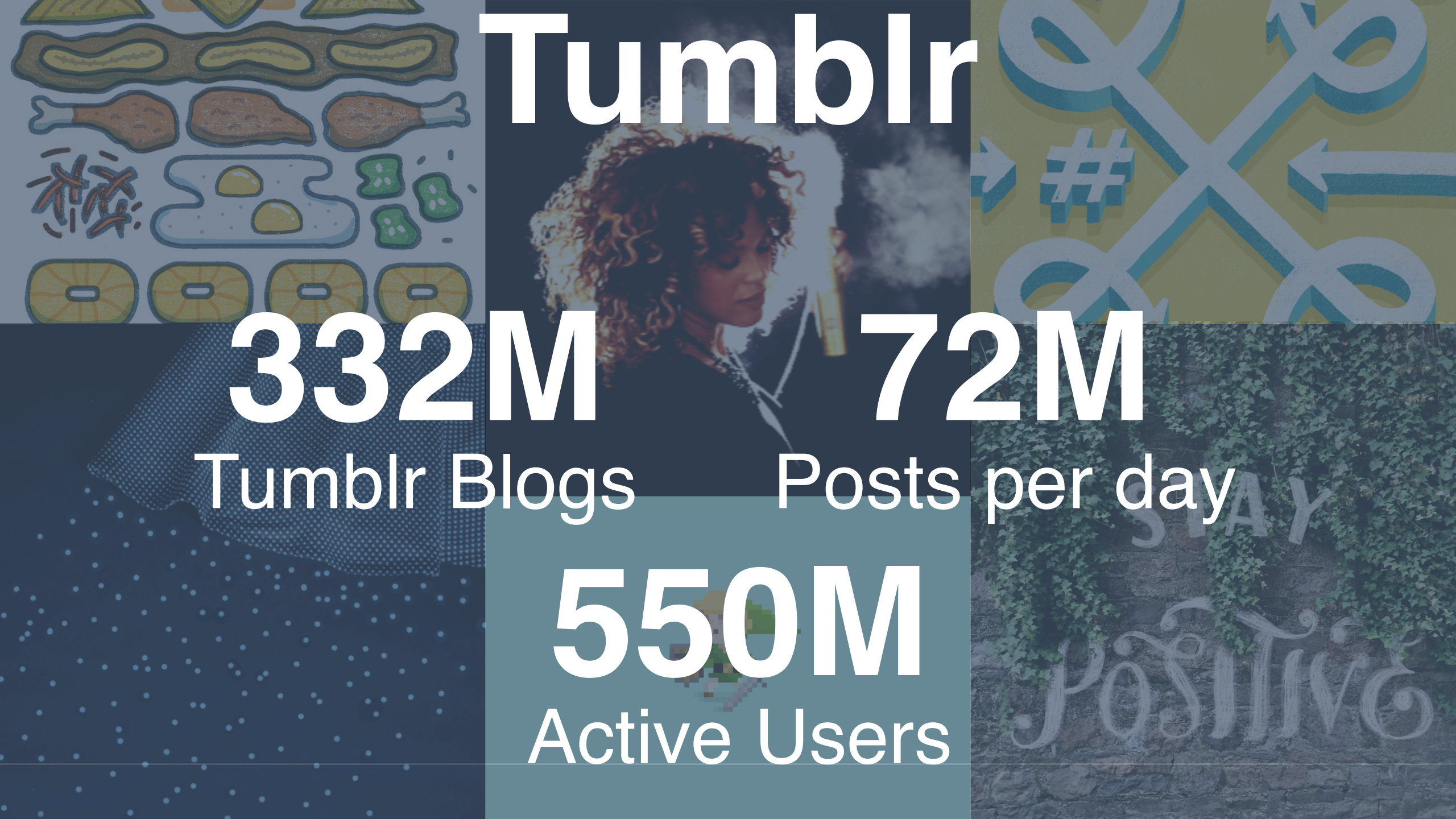
Tumblr Blogs

72M

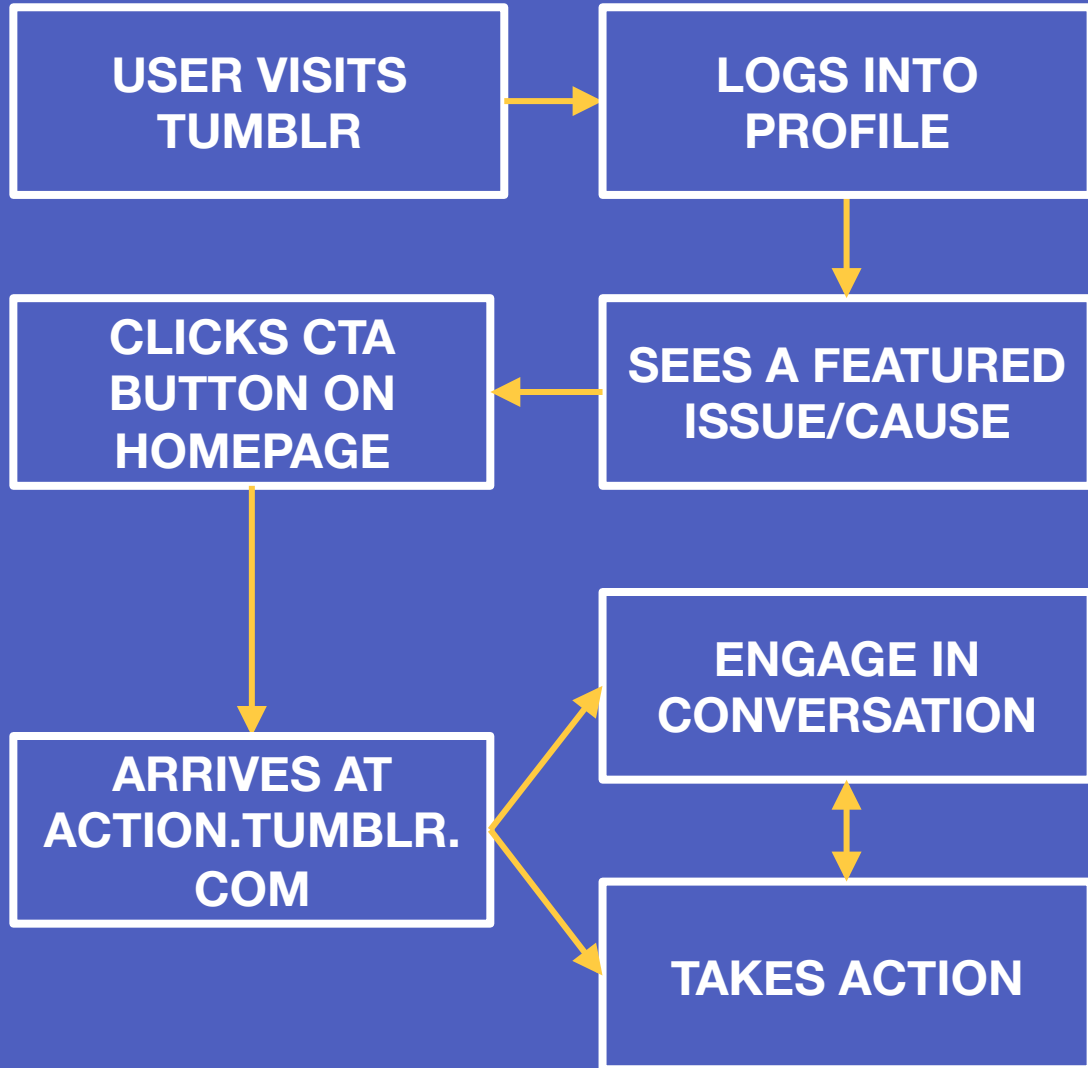
Posts per day

550M

Active Users



# SOLUTION PROCESS OVERVIEW



=





**Issue time:**  
NATURE  
**Conservation & Climate Change**  
Saturday, April 22nd



**Arnaud Desbiez, Ph.D.**  
Conservation Biologist  
Royal Zoological Society of Scotland



**Patrick Gonzalez, Ph.D.**  
Principal Climate Change Scientist  
U.S. National Park Service



**Chris Morgan**  
Ecologist / Filmmaker  
UPROAR



**Joseph Pontecorvo**  
Wildlife Filmmaker  
Pontecorvo Productions

**NATURE** pbsnature

***In Honor of Earth Day 2017: PBS Nature's Ask Box is now open for the next round of Tumblr's IssueTime on Conservation and Climate Change!***

**Anonymous asked:**

What can college kids with limited resources do to help the environment?

ANSWER FROM:  
**Arnaud Desbiez, Ph.D.**  
Conservation Biologist, Royal Zoological Society of Scotland

The fact that you are asking this question makes me feel very hopeful as it shows you care. Helping the environment is not about the amount resources you have. I could give you a shopping list of behaviours you can change to decrease your impact on the planet, but what I want to tell you is find the environmental cause you are passionate about and get the best education you can so you can have voice and make a difference. Invest in your future through education. You will be able to make a difference.

ANSWER FROM:  
**Joseph Pontecorvo**  
Wildlife Filmmaker, Pontecorvo Productions

**Anonymous asked:**

A lot of conservationists try to maintain an ecosystem that would exist without human intervention, but climate change is affecting every ecosystem globally. How can conservationists respond to climate change while still maintaining a "natural" ecosystem?

ANSWER FROM:  
**Patrick Gonzalez, Ph.D.**  
Principal Climate Change Scientist, U.S. National Park Service

Rather than trying to preserve protected areas such as national parks as little pictures of a past to which we cannot return, conservation science and practice are examining how we can conserve ecosystem function, such as fire, and individual



What's your favorite part of Atlanta? I went to Georgia State and I always loved the area around Auburn Avenue and Edgewood; became a fan when I saw the Church Clothes video. Man I love the historical parts of Atlanta. Edgewood and Cascade. Imagining Martin Luther King walking these streets is amazina.

What is TransTech? TransTech is an online and offline community of LGBTQ folks learning and working together to create value and opportunities within marginalized communities. This is done through online and offline workshops, meetups, peer coaching, job leads, freelance opportunities and more! TransTech currently

What are the ways in which each individual person can help support and protect refugees? What are some of the key things that refugees need or want, not only in light of the ban?

ANSWER FROM: **Jen Smyers**  
Policy and Advocacy Director, Church World Service

Check out the state-by-state directory at

Work on being the best version of yourself you can be. A lot of people are looking for that perfect person and not working on themselves.

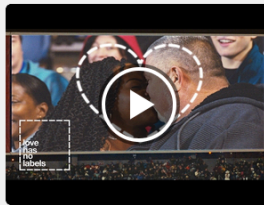
**YOUR IDENTITY IS VALID**

Why is it such a problem to have people wait a little longer to come here legally as we make sure that we will be safe as a people and nation ???

ANSWER FROM: **Jen Smyers**  
Policy and Advocacy Director, Church World Service

For a parent traveling to see their sick or dying child, family

When is the new album dropping? #answertime Late spring and early summer. Stay tuned.



Is there a specific law practice we can go into to help refugees immigrate into their new country? I would assume Immigration or Forighn Policy Law, but I'd like to make sure. Also, do you aknoe of any organizations that can help them get new (working) cell phones?

ANSWER FROM: **Betsy Fisher**  
Policy Director, International Refugee Assistance Project

I hear it called a Muslim ban over and over again. But it's not. It is a TEMPORARY halt on the allowed immigration from 7 countries that do not meet our vetting processes. Those countries do not do substantial background checks

So we are hearing that we can expect a new album in the first quarter of the year. Can you give us some more info on this album? It's taken a long time to write and rewrite. I literally made a whole album and then scrapped it. I worked really hard to put it together and made a gazillion songs. Lots of different producers and

What advice could you give to a millennial who is interested in getting involved in politics and activism

ANSWER FROM: **Bakari Kitwana**  
Executive Director, Rap Sessions

Think about an issue you feel passionate about and get involved. Join an organization. Study. Stay focused. It's important to understand how

Although almost no one mentions it, two Democratic presidents, President Carter and President Obama, have done this exact same thing in the modern era, both times for much longer periods. Why all of a sudden should we be worried when President Trump does it?

ANSWER FROM: **Jen Smyers**  
Policy and Advocacy Director, Church World Service

Three of my friends and I think we are LGBT, and three of us are also #proudmexicans. We are already facing some hate over our race, and since our peers are not very pro LGBT rights, we are scared to come out and receive more hate. We have considered coming out to our families first, to gain support from them, but they either are homophobic or have



What do you have to say about our existing immigration laws and does it matter what president enforces those laws that are already on the books?

ANSWER FROM: **Betsy Fisher**  
Policy Director, International Refugee Assistance Project

The United States has a long history of resettling refugees who were in harm's way, and doing so with broad bipartisan

I have a question for Bader... Many of the nations on the list of banned countries are not exactly LGBT friendly. In fact, in many Islamic countries the penalty for homosexuality is death. Some refugees are trying to escape this mindset,



How can any of us personally get involved with changing police departments for the better -- whether our local police department or in a larger advocacy or professional role?

ANSWER FROM: **John Matthews**  
Executive Director, Community Safety Institute

The best way to effect change is to become actively involved. Reach out to your local law

What do you think of concerns that allowing more refugees will result in some of the rise in violence and crime that have occurred in Europe?

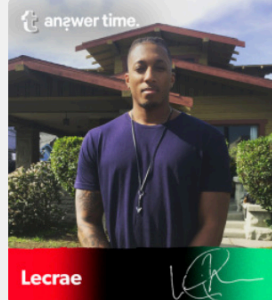
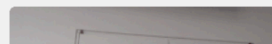
ANSWER FROM: **Jen Smyers**  
Policy and Advocacy Director, Church World Service

The U.S. has been resettling refugees since before the 1980s, and since then refugees have been contributing

who was your role model growing up?

ANSWER FROM: **Sham Hasan**  
LGBTQ and Refugee Rights Advocate

Beyoncé is my role model since I was a teenager. I'm writing this as her phenomenal Album Lemonade won the award for Best Urban Contemporary Album in the Grammys. Her music



**Yahoo and Tumblr Join Amicus Brief Contesting Immigration Executive Order**

yahoopolicy:

By Ron Bell, General Counsel

Yahoo and Tumblr announced today that they've joined a number of companies as amici in *Darweesh v. Trump*, a New York federal case challenging President Trump's January 27.

How do you think, if implemented, this decision could affect US allies who are not completely in favour of Trump?

ANSWER FROM: **Betsy Fisher**  
Policy Director, International Refugee Assistance Project

If the Order was implemented, thousands of U.S. allies who worked for the United States in Iraq would be prevented from

What Article and Section of the Constitution explicitly proves that a temporary travel ban for non-resident, non-green-card-holding individuals is unconstitutional? No one's been able to answer that. Can you?

ANSWER FROM: **Betsy Fisher**  
Policy Director, International Refugee Assistance Project

The 5th Amendment prohibits

Planned Parenthood x Tumblr — Never Going Back tumblrnevergoingback.splashhat.com



How can we be so confident in our vetting process?

ANSWER FROM: **Betsy Fisher**  
Policy Director, International Refugee Assistance Project

Applicants to the U.S. refugee process receive the most vigorous screening of any traveler to the US. Most refugee applicants have several identity documents, including birth certificates,

I'm a 17 year old Muslim girl living in Virginia and the racism and rhetoric coming from trump and his administration has caused students at my school to also view Muslims and latinos and POC the way he does. How do I stay strong and keep hope that things will get better?

ANSWER FROM: **Sham Hasan**  
LGBTQ and Refugee Rights Advocate

Are we going to fight the recent government to issue

do you wish that there were more resources for you as a veteran to make the transition from soldier to civilian easier? Thanks for the question. I get this a lot, too. The hardest thing for me and for many vets I talk to about coming home is finding that sense of purpose again. We had a mission in the



10 Trans Women Pioneers They Definitely Didn't Tell You About In History Class | Autostraddle autostraddle.com



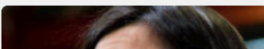
im so fucking scared right now. im scared of my friends or family being deported, im scared of having my right to marriage being taken away, and im scared of how im going to be treated as an lgbt woman of color. what do i do Me, too. It's a real possibility. I wish I had a course of action

How can we each do more locally to help our veterans? The first thing you can do is to know that the vast majority of veterans don't need charity; they need to be empowered. Sure, all of us — veteran or non-veteran — could use a little assistance now and then, and we appreciate all those who are working to support our veterans and their families. But



5 Ways To Use Your White Privilege To Help Others

lookdifferentmtv: 1. Educate yourself. Learning about what white privilege is – and what it isn't – is the first step.



I've heard that some soldiers/vets don't want to be "thanked for their service." How do I show my appreciation for soldiers' sacrifice without being insensitive? Awesome question and one that we get a lot. It's true that being thanked makes some veterans uncomfortable while others appreciate it creatlv.



5 Ways To Use Your Male Privilege To Help Others

lookdifferentmtv: 1. Educate yourself on what it means to be a feminist and support gender equality – then, talk to other guys about feminism and gender equality.



with my rock star three year old, I don't really play a lot of video games these days. However, I was at the Facebook campus in Palo Alto last week as part of their Veterans Day program, and I did get to experience a war



DONATE TO PRO-IMMIGRATION, PRO-WOMEN, ANTI-HATE ORGANIZATIONS

antiflirtclub: Here is a list of a few organizations that fight for our rights and for the rights of people who are most at risk in

skills you learned in the army, and apply them in your civilian life? I don't know that I've changed too much from the person I was in high school to the person I am today. I'm still that guy who wanted to help other people and serve my country in whatever way possible. Sure. I learned some

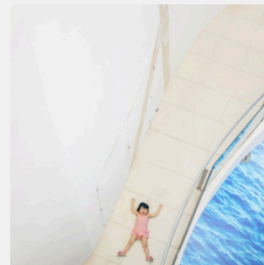


kailamcd: May I give you an alternative for today?

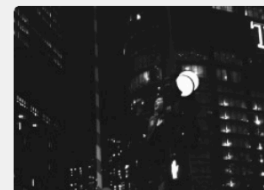
Choose passion instead of anger. Choose action instead of fear. Choose to surge forward instead of shutting down. Choose to search out the light instead of despairing at the darkness.



This Transgender Troupe Highlights The Problems They Face Through Dance huffingtonpost.in



7 Things You Can Do to Help Planned Parenthood and the Communities We Serve plannedparenthood.org



lower than the civilian rate. and



Bill Rausch



"Waiting to develop courage is just another form of procrastination. The most successful people take action while they're afraid!"



© 2015 A. J. Brown



**Joe Smyser, PhD, MSPH**

**CEO**

# Thank you!

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