

Streamlined Attendance Tracking Via Onsite Kiosk Systems

Developed with support from The Children's Board of Hillsborough County, the Healthy Start Coalition of Hillsborough County contracted Mercury New Media to design a touch-screen kiosk system that would record site activity and data input in real time. Positioned conspicuously at several local locations and available for use by both English- and Spanish-speaking individuals, the system keeps track of statistical data at Family Support Resource Centers across Hillsborough County. Attendance and Needs Tracking System (ANTS) kiosks track attendance numbers, demographic information and service provision details.

Using Microsoft .NET technology, the ANTS replaced an outdated and labor-intensive paper method previously employed by the Healthy Start Coalition. The new system utilizes membership cards with magnetic strips, distributed to attendees upon registration. User information is populated via card swipe at the kiosk then prompts user verification of class session on a touch screen. Informational reports are easily obtained by Coalition staff for statistical analysis and grant writing.

In addition to system implementation, Mercury New Media provided a new logo, identity, promotional CD-ROM and additional creative support for the tracking system implementation.

Data from ANTS kiosks have enabled the Coalition to focus marketing efforts on specific demographics and has allowed them greater control over quality of programs offered.

“ANTS™ offers both the Children's Board and the Healthy Start Coalition of Hillsborough County a way to embrace technology that helps tell the organizations a story about how services are really used. Mercury New Media's technical and creative skills made ANTS™ a huge success!”

Buddy Davis, The Children's Board of Hillsborough County

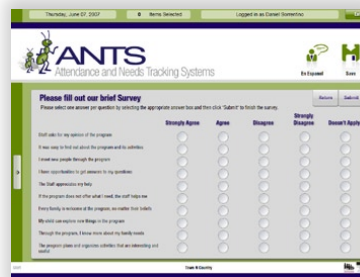
Results

- Provides users with a technically-savvy method of registration
- Easily statistical reports for future development and grant writing
- Allows for real-time site activity and data input records

ATTENDANCE NEEDS TRACKING SYSTEM (ANTS)



An easy-to-use control panel verifies registration information and records user demographics.



Customized surveys provide statistical data for future development of curriculum.



A welcome screen clearly explains kiosk use.

Kiosk Application

Healthy Start was established by the 1991 Florida Legislature to help reduce Florida's high infant mortality. The state's 32 coalitions are partnerships made up of medical professionals, hospitals, schools, charities, social services agencies and the United Way. In addition to introducing several programs that offer services to families, Hillsborough County's coalition has led community actions on teen pregnancy prevention and conducted studies on school health. Since Healthy Start began, Hillsborough County has seen a 30% decrease in infant mortality, an 11% decrease in very low birth weight babies, a 37% decrease in repeat teenage births and a 28% decrease in infants who die within the first 28 days of life.