

*Mobilizing for Action through Planning and Partnerships



Improving Community Health through Planning and Partnerships: MAPP* and Community Health Improvement Planning

Webinar Series

MAPP Assessments: Community Themes and Strengths, Forces of Change and Local Public Health System Assessment



Office of Health Statistics and Assessment

June 16, 2011



Today's Topic

“MAPP Assessments: Community Themes and Strengths, Forces of Change, and Local Public Health System Assessment”

- Purpose: to provide an overview of three of the MAPP assessments
- Third in a series of six modules

Objectives

- Learn the benefits of conducting assessments
- Become familiar with methods of soliciting community input
- Identify categories of potential forces of change agents
- Define the local public health system

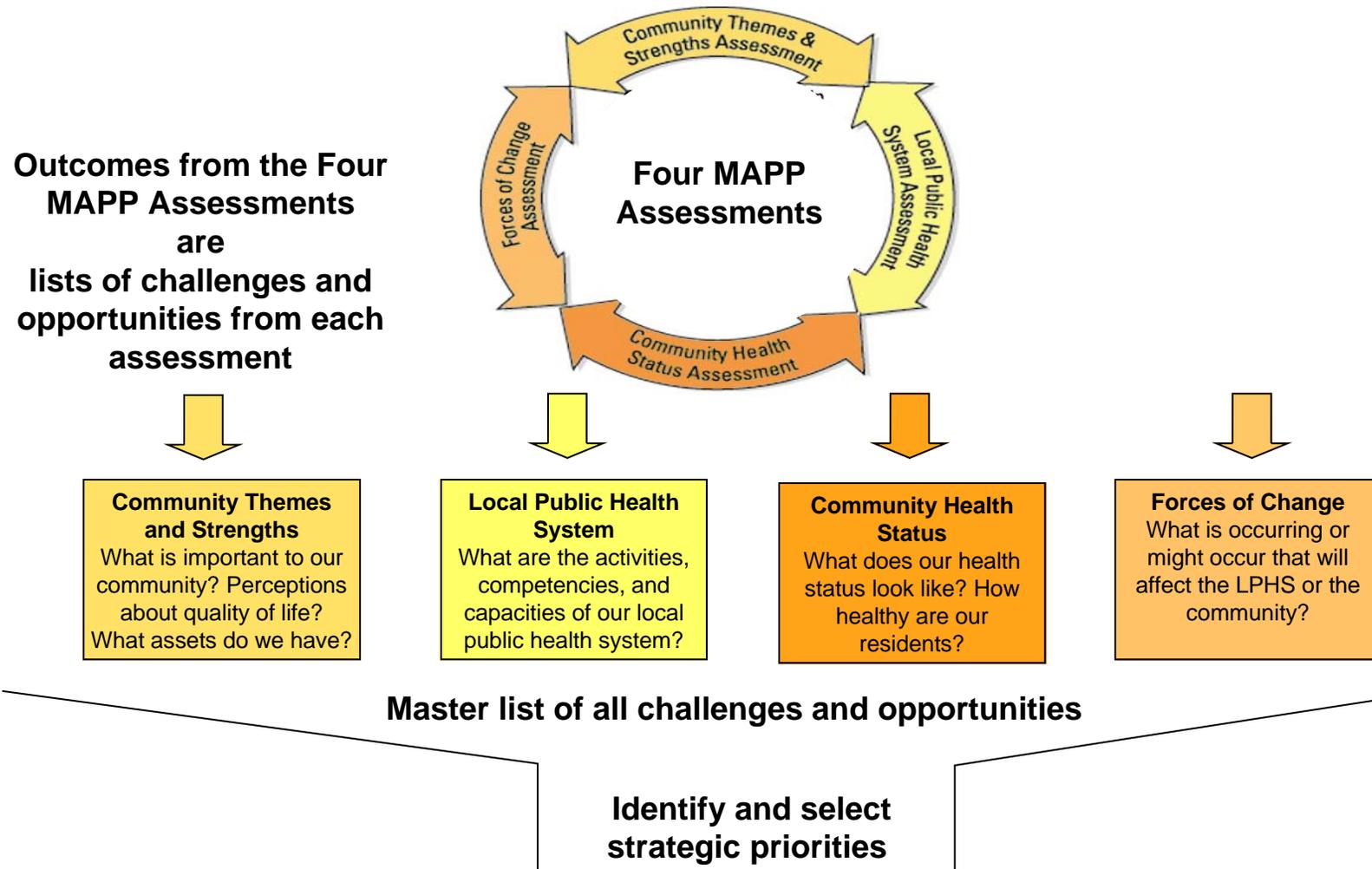
Review of MAPP

Six phases

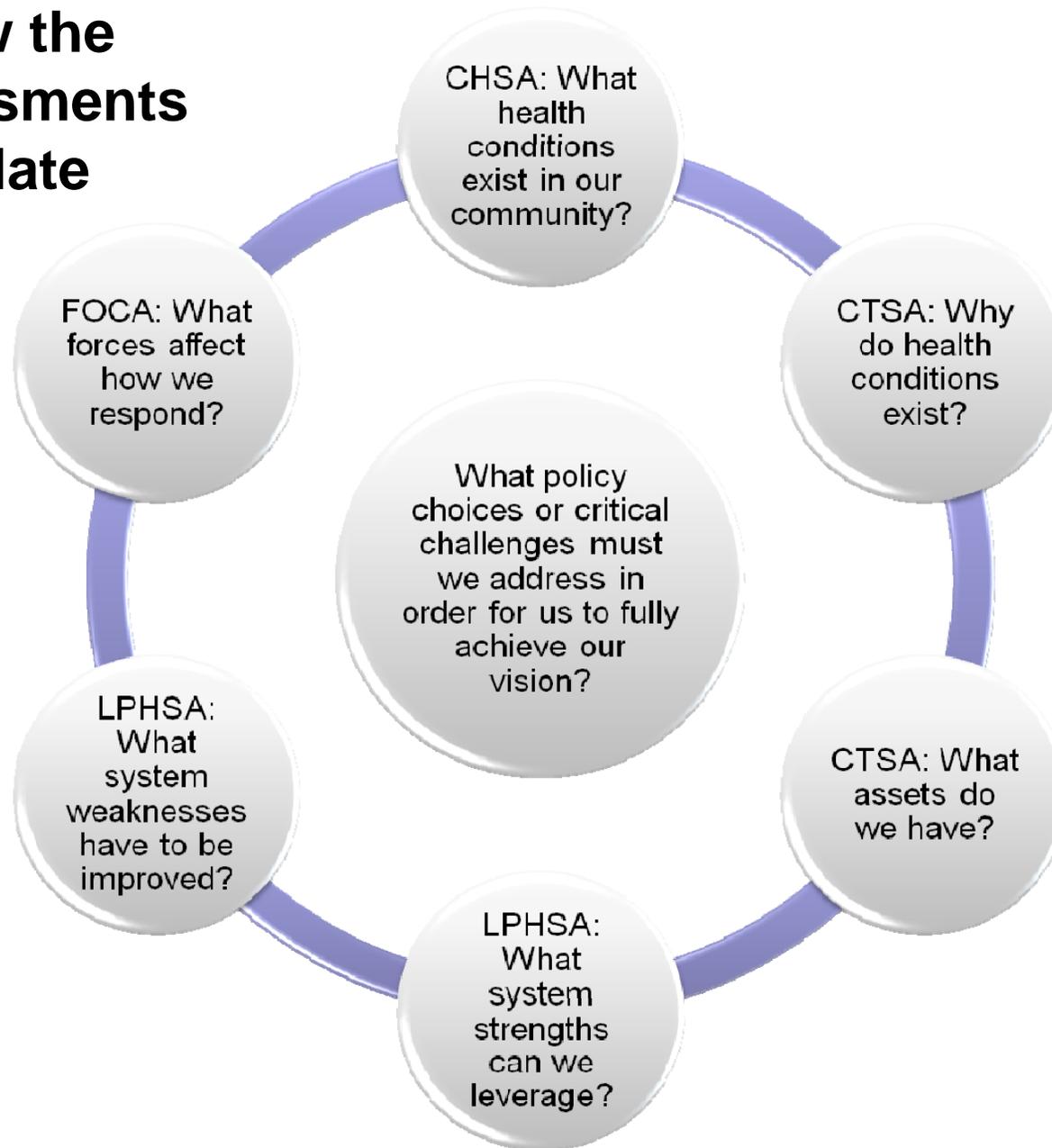
- Organize for Success and Partnership Development
- Visioning
- Four MAPP Assessments
 - Community Themes and Strengths
 - Local Public Health System
 - Community Health Status
 - Forces of Change
- Identify Strategic Issues
- Formulate Goals and Strategies
- Action Cycle
 - Plan
 - Implement
 - Evaluate



How do the Assessments Relate?



How the Assessments Relate



Community Themes and Strengths Assessment



Identifies

- Themes that interest and engage the community
- Insights about quality of life
- Community assets

Community Themes and Strengths Assessment

Benefits

- Community more vested in the process
 - Sense of ownership
 - Responsibility for outcomes
- Community input
 - Pinpoints issues
 - Highlights solutions
- Offers additional insights into other findings

Community Themes and Strengths Assessment

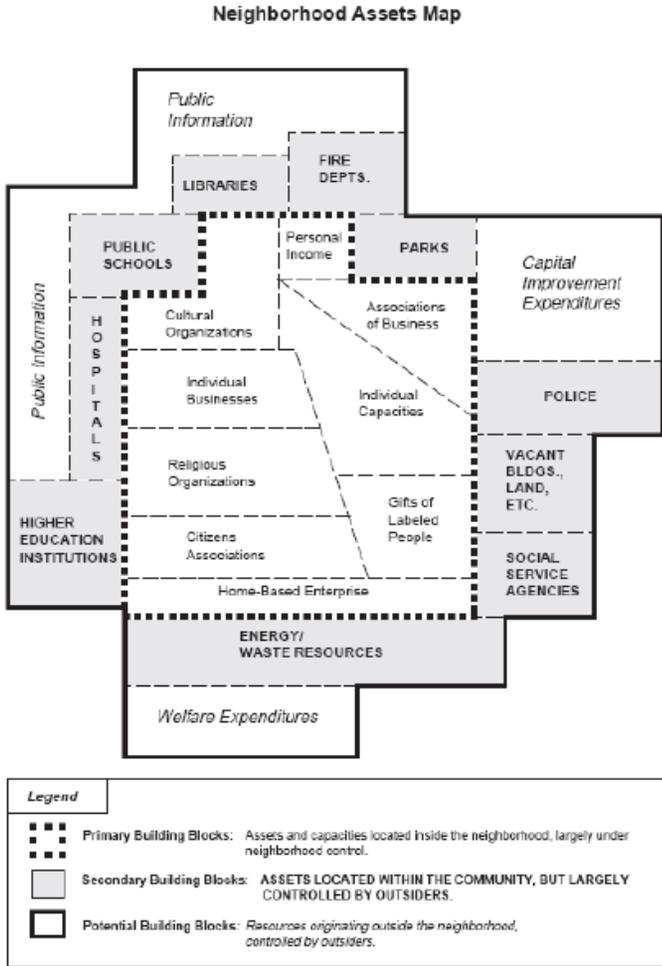


3 Techniques of Information Gathering

1. Open discussion to elicit community concerns, opinions, and comments in an unstructured way (e.g. community dialogues)
2. Insights regarding community quality of life – questions about quality of life in the community can identify specific concerns

Community Themes and Strengths Assessment

3. A map of community assets. Asset Mapping is the process by which the capacities of individuals, civic associations, and local institutions are inventoried



Source: John L. McKnight, Northwestern University, Institute for Policy Research, Evanston, Illinois

5 Steps

- Prepare for the assessment
- Implement activities to identify themes and strengths
- Compile the results
- Sustain community involvement
- Assess and evaluate the assessment activities and process

Prepare for the Assessment

- Establish a subcommittee
- Identify skills and resources needed
- Consider existing mechanisms
- Determine most effective approach(es) for gathering input
 - Focus groups
 - Surveys
 - Town hall meetings
 - Walking or Windshield Surveys
 - Individual discussions or interviews
 - Photovoice

Information Gathering Mechanisms Matrix

**Information Gathering Mechanisms
For Use in Engaging the Community and Gathering Feedback**

Approach	Description	Advantages	Disadvantages / Barriers	Other Considerations
Community Meetings	Broad, inclusive community meeting – often called a “town hall” meeting. Open discussion among a large group of participants. Can be conducted multiple times in larger communities.	<ul style="list-style-type: none"> ☞Can reach a large number of people. ☞Helps to publicize the process as well as get community input. 	<ul style="list-style-type: none"> ☞Requires a great deal of promotion to get broad community involvement. ☞Some individuals/groups may dominate the discussion or “pack” the meeting. 	<p>Requires a strong facilitator.</p> <p>Discussions can be incorporated into the agendas of already-existing town meetings.</p>
Community Dialogues For a description of this process, see Tip Sheet – Conducting a Community Dialogue	Smaller (20-35 people) gatherings where all/many sectors of the community are represented. May be conducted with multiple groups.	<ul style="list-style-type: none"> ☞Useful for exploring complex issues in greater depth. ☞Useful for engaging less-enfranchised sectors of the community. 	<ul style="list-style-type: none"> ☞Some individuals or groups may dominate the discussion. ☞Group atmosphere may hinder honest opinions. 	Requires a strong facilitator.
Focus Groups For a description, see Tip Sheet – A Step by Step Approach to Conducting Focus Groups	A small group of participants (generally 8-10) that responds to a set number of questions. Useful for providing specific direction and/or reactions to concepts from targeted groups (i.e., identified subpopulations).	<ul style="list-style-type: none"> ☞Participants react to ideas together – can build off of each other’s comments. ☞Quick way to hear a variety of thoughts and statements. ☞Shared experience, therefore, can be enjoyable 	<ul style="list-style-type: none"> ☞Some individuals may dominate the discussion. ☞Group atmosphere may hinder honest opinions. ☞Only a small number of people can realistically participate. 	Requires a good deal of preparation and a good facilitator.
Walking or Windshield Surveys See Clarkston Vignette – Windshield Survey for a description (under development)	Conducted by driving or walking around the community and taking note of aspects of the community that can be seen with the eyes. Helps to identify assets (i.e., a small pond where children swim that offers a recreation site) or unrecognized issues (i.e., potholes).	<ul style="list-style-type: none"> ☞Requires only a small number of people to conduct the survey. ☞Can bring new awareness of community assets or issues. 	<ul style="list-style-type: none"> ☞Requires an open mind to identify previously unrecognized assets/ issues. 	Fairly easy to conduct, but should not be the only mechanism used for information-gathering. Good supplement to other mechanisms.

Implement Information-Gathering Activities

- Consider the logistics
- Address barriers to participation
- Consider options for information gathering



COMMUNITY HEALTH SURVEY 2010
CHARLOTTE SARASOTA DESOTO

Thank you for taking time to complete this survey. Place a check mark (✓) in the box next to your answer choice. Keep in mind that some questions ask about you, and others ask about people living in your household. Please return the completed survey in the enclosed stamped envelope.

If you have any questions, please call John at the Sarasota County Health Department at (941) 861-2880 or email info@CHIP4Health.org.



The next questions are about mental health

- Taken all together, would you say that you are:
 - Very happy
 - Pretty happy
 - Not too happy
- How often do you find meaning and purpose in your daily life?
 - Never
 - Rarely
 - Some of the time
 - Most of the time
 - All of the time
- If you or someone in your household is experiencing anxiety, depression, and other mental health issues, would you know where to get services or treatment?
 - Yes
 - No
- In the past month, have you had difficulties in completing your usual activities because you felt sad, down, depressed, or anxious?
 - Yes
 - No (Skip to question D5)
- If Yes, did you receive services or treatment for problem?
 - Yes
 - No

10

COMMUNITY HEALTH SURVEY
 Levy County, Florida 2008

Research Strategy & Analytics, LLC

Instructions: Please tell us about yourself. All of your answers are completely anonymous and confidential.

- Are you male ___ or female ___
- What would you say in your race/ethnicity?
 - White/Non-Hispanic _____
 - Black or African American/Non-Hispanic _____
 - Hispanic/Latino _____
 - Other Race/Non-Hispanic _____
- What age range do you fall in?
 - 18-44 _____
 - 45-64 _____
 - 65+ _____
- In which category does your household income fall?
 - Less than \$15,000 _____
 - \$15,000 - \$24,999 _____
 - \$25,000 - \$34,999 _____
 - \$35,000 - \$49,999 _____
 - \$50,000 - \$74,999 _____
 - \$75,000 + _____
- What is the zip code where you live? _____
- Are you currently?
 - Employed _____
 - Self-employed _____
 - Out-of-work for more than 1 year _____
 - A homemaker _____
 - A student _____
 - Retired _____
 - Unable to work _____

COMMUNITY HEALTH SURVEY

Please take a few minutes to complete the survey below. The purpose of this survey is to get your opinions about community health issues in Palm Beach County. The results of this survey and other information will be used to identify the most pressing problems which can be addressed through community action. If you have previously completed a survey, please don't fill out another. Your opinion is important! Thank you and if you have any questions, please contact us.

HEALTH DEPARTMENT

PLEASE TAKE 5-10 MINUTES TO COMPLETE THIS SURVEY

MAKING INSTRUCTIONS
 • Use #2 pencil or blue or black pen only.
 • Please fill in the bubble completely.
 • Erase changes clearly.
 EXAMPLES:

- In the following list, what do you think are the **three most important factors** for a "Healthy Community?" (Those factors which most improve the quality of life in a community.) Please bubble in only three.
 - Clean place to raise children
 - Safe other / safe neighborhoods
 - Low level of child abuse
 - Good schools
 - Access to health care (e.g., family doctor)
 - Parks and recreation
 - Clean environment
 - Affordable housing
 - Arts and cultural events
 - Tolerance for diversity
 - Good jobs and healthy economy
 - Being family life
 - Healthy behaviors and lifestyles
 - Low adult death and disease rates
 - Low infant / child death rate
 - Religious or spiritual values
 - Community involvement
 - Other _____
- In the following list, what do you think are the **three most important health problems** in our community? (Those problems which have the greatest impact on overall community health.) Please bubble in only three.
 - Aging problems (e.g., arthritis, hearing / vision loss, etc.)
 - Child abuse / neglect
 - Chronic Diseases (Cancer, Heart Disease, Stroke, High Blood Pressure, Diabetes)
 - Dental problems
 - Domestic Violence
 - Environmental injuries
 - HIV / AIDS
 - Homelessness
 - Homicide
 - Hunger/Food Insecurity
 - Infant Death
 - Infectious Diseases (e.g., Hepatitis, TB, etc.)
 - Mental health issues
 - Motor vehicle crash injuries
 - Overweight and obesity
 - Rape/sexual assault
 - Respiratory / lung disease
 - Sexually Transmitted Diseases (STDs)
 - Suicide
 - Substance pregnancy
 - Other _____
- In the following list, what do you think are the **three most important risks, behaviors and safety issues** in our community? (Those behaviors which have the greatest impact on overall community health.) Please bubble in only three.
 - Alcohol abuse
 - Being overweight
 - Dropping out of school
 - Drug abuse
 - Not being physically active
 - Tobacco use
 - Poor eating habits
 - Not getting "shots" to prevent disease
 - Racism and intolerance
 - Not using seat belts
 - Child safety seats, helmets
 - Unsafe / unprotected sex
 - Lack of sidewalks, sidewalks, and bicycle lanes
 - Gang and juvenile violence
 - Access to firearms by children
 - Other _____
- How would you rate our community as a "Healthy Community?"
 - Very unhealthy
 - Unhealthy
 - Somewhat healthy
 - Very healthy
- Approximately how many hours per month do you volunteer your time to community service (e.g., schools, voluntary organizations, churches, hospitals, etc.)?
 - None
 - 1-4 hours
 - 6-10 hours
 - Over 10 hours

HEALTHY COMMUNITY

4. How would you rate our community as a "Healthy Community?"

6. Approximately how many hours per month do you volunteer your time to community service (e.g., schools, voluntary organizations, churches, hospitals, etc.)?

5. How would you rate your own personal health?

QUALITY OF LIFE

7. How would you rate each of the following:

8. The health care system in the community. (Consider access, cost, availability, quality, options in health care, etc.)

Share with us your experiences getting health care for yourself or your family. Read each sentence and mark in the column that matches your feelings. All of your responses are completely anonymous and confidential.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
to for my routine health care during the past year.					
to my home.					
to easily get to the doctor's office or clinic.					
get health care by dental care.					
ing in the past year.					
tal care during the past year.					
get dental care we need.					
health.					
workload.					
getables in my neighborhood.					
in our community (safety and well-being).					

PLEASE CONTINUE ON THE OTHER SIDE

Compile and Share Results

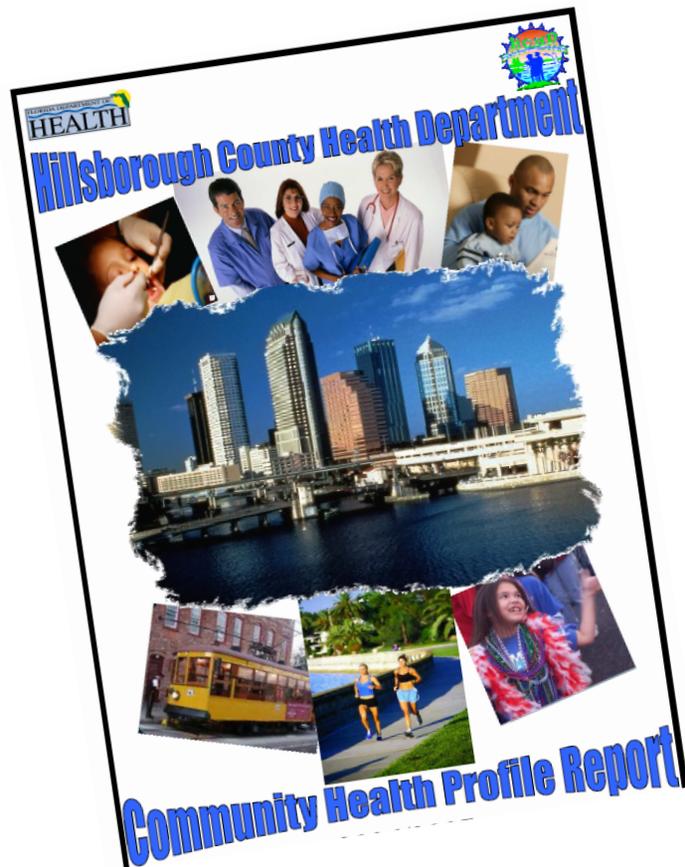
Community Themes and Strengths Assessment – Issues, Perceptions, and Assets

Review the Community Themes and Strengths that have been identified. Identify common themes that have emerged, as well as the solutions or barriers that have been discussed. This will be an important source of information during the Identify Strategic Issues phase. Record the information on the worksheet below. Continue onto another page if needed.

1. _____
2. _____
3. _____

- Keep running list of ideas, comments, quotes and themes during activities
- Results compiled into one central list
- Issues, Perceptions and Assets Worksheet

Model Practice – Gathering Input and Reporting Results

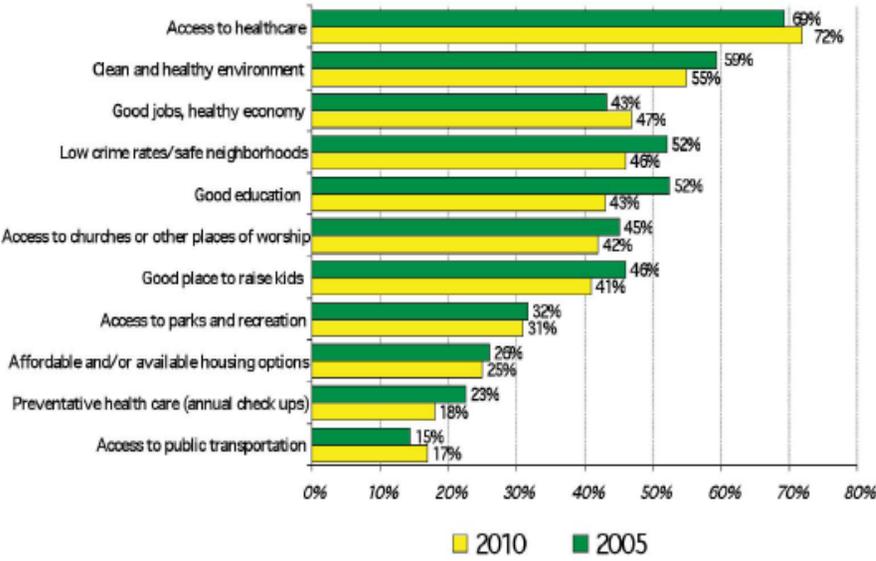


- Hillsborough County
- Survey instrument
 - Focus group questions
 - Key informant interview questions

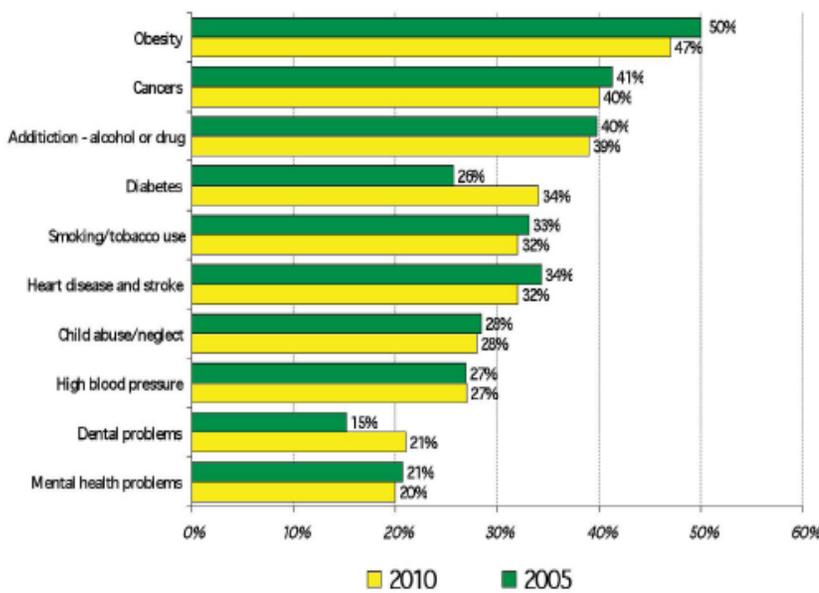
*From 2007 Hillsborough County Health Department
Community Health Profile Report*

Model Practice – Gathering Input and Reporting Results

Check up to 5 selections you feel are the most important features of a healthy community



Check up to 5 of the health problems that you feel are the most important in Clay County:



- Clay County
- Community survey results
 - Compare 2005, 2010
 - Report includes methodology description
 - Also conducted focus groups

From 2010 Health Needs Assessment, Clay County, Florida

Ensure that Community Involvement and Empowerment is Sustained



- Dialogue should be on-going
- Be sure to record names and contact info of participants
- Involve participants in other activities
- Assess and evaluate activities



Tools and Tip Sheets

- Conducting a Community Dialogue
- A Step-by-Step Approach to Conducting a Focus Group
- Information Gathering Mechanisms Matrix
- Quality of Life Questions
- Issues, Perceptions and Assets Worksheet

www.doh.state.fl.us/COMPASS

www.naccho.org

Forces of Change Assessment



Identifies forces that are occurring or will occur that will affect the community or the local public health system

Forces of Change Assessment

Focuses on issues broader than the community including:

- Uncontrollable factors that impact the environment in which the local public health system operates
- Trends, legislation, funding shifts, politics, etc.

What are Forces of Change?

- Federal, state, local legislation
- Rapid technological advances
- Changes in organization of health care services
- Shifts in economic and employment forces
- Changing family structures and gender roles

Forces of Change Assessment

Steps

- Identify a facilitator and location and design the session
- Hold a brainstorming session and develop a list of forces of change
- Identify opportunities and threats for each force
- Assess and evaluate assessment activities and process

Model Practice – Identifying Threats and Opportunities

CONTINUED

FORCES	POTENTIAL IMPACTS	
	THREATS	OPPORTUNITIES
FACTORS		
Rural populations tend to be more self-reliant and often do not access needed healthcare services for selves/family	Potential for unidentified and untreated health conditions that become severe before care is sought	Potential target audience for structured health promotion, screening, and wellness education
Florida particularly hard hit by economic recession	Longer and slower recovery period	
Limited/non-existent funding and resources focused on healthy lifestyles and illness prevention		
Large budget shortfalls and state and local level	Reduced revenues for all services	Increased need and willingness for collaboration, coordination, and prioritization among agencies
Low reimbursement rates to primary care providers	Decreased number of providers	
County is large and cities/towns are spread out	Transportation hardships for residents	More emphasis on localized community services
	Difficult to fund/implement individual community programs due to small population base	
Large green spaces, natural waterways, and rich resources	Potential for development and revision of land-uses	Large recreational areas for physical activity
EVENTS		
Florida Medicaid Reform pilot began in Clay in 2007 - and has potential to expand to 19-27 add'l counties during 2010-11. - Potential impact on health dept. reimbursement - Potential hardship on vulnerable clients shifting into managed care structures	Decreased or eliminated ability among health departments to care for uninsured clients and/or provide needed wrap-around services in their communities	Potential for public health to work more closely with managed care companies, and to advocate for increased emphasis and services where needed.
Potential DOH reorganization bill	Significant reduction in community health activities among county health departments and DOH overall	Increased need for community-based support
Passage of US Healthcare Reform legislation	Increased demand for services for newly insured	Improved access to health services for many
Passage of US "ARRA" stimulus package - including \$42.5 Billion in funding to promote health IT and exchange	Still limited financial resources to assist individual providers, and EMR systems are VERY expensive	Increased regional collaborative efforts to promote EMR adoption, support, and information exchange
Changing FL Medicaid chronic disease management contract	Potential for break in services for some beneficiaries	DOH may shift chronic disease management to CHD's
Opening of new dental clinic in Green Cove Springs	Sustainability	Increased provision of needed services to adults
New cardiac catheterization labs at OPMC		Increased capacity to provide this service locally
New open heart surgery suite at OPMC (coming)		Increased capacity to provide this service locally
Potential upgrade to Level II Trauma center and increased capacity of OPMC Emergency Department (this summer)		Significantly increased ability to provide critical care
New west Duval hospital opening in 2-5 yrs		
National campaign against child obesity		Increase awareness among communities

From 2010 Health Needs Assessment, Clay County, Florida

Tools and Tip Sheets

- Forces of Change Brainstorming Worksheet
- Threats and Opportunities Worksheet

www.doh.state.fl.us/COMPASS

www.naccho.org

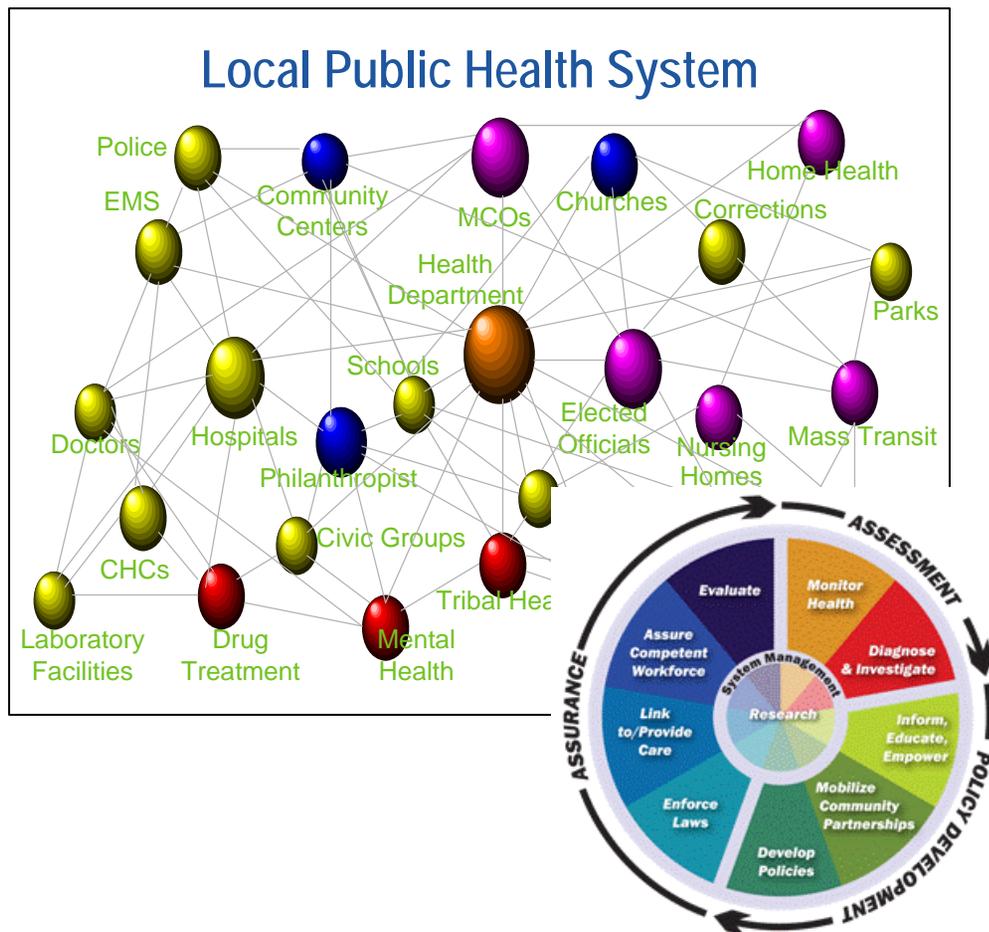


Local Public Health System Assessment



- Measures the capacity of the local public health system to conduct essential public health services
- Uses the National Public Health Performance Standards local instrument to collect assessment data

Role of CHD in Local Public Health System



- Key leadership
- Unique responsibilities
 - Enable
 - Assure
 - Enforce
- Advocate for change

The Essential Public Health Services

1. Monitor health status
2. Diagnose and investigate health problems
3. Inform, educate and empower people
4. Mobilize communities to address health problems
5. Develop policies and plans
6. Enforce laws and regulations
7. Link people to needed health services
8. Assure a competent workforce - public health and personal care
9. Evaluate health services
10. Conduct research for new innovations

Essential Service



Essential Service #1: Monitor Health Status to Identify Community Health Problems

This service includes:

- Accurate, periodic assessment of the community's health status, including:
 - Identification of health risks, determinants of health, and determination of health service needs;
 - Attention to the vital statistics and health status indicators of groups that are at higher risk than the total population; and
 - Identification of community assets that support the local public health system (LPHS) in promoting health and improving quality of life.
- Utilization of appropriate methods and technology, such as geographic information systems (GIS), to interpret and communicate data to diverse audiences.
- Collaboration among all LPHS components, including private providers and health benefit plans, to establish and use population health registries, such as disease or immunization registries.

Model Standard



LPHS Model Standard 1.1: Population-Based Community Health Profile (CHP)

The community health profile (CHP) is a common set of measures for the community to prioritize the health issues that will be addressed through strategic planning and action, to allocate and align resources, and to monitor population-based health status improvement over time.

The CHP includes broad-based surveillance data and measures related to health status and health risk at individual and community levels including: demographic and socioeconomic characteristics; health resource availability; quality of life; behavioral risk factors; environmental health indicators; social and mental health; maternal and child health; death, illness, and injury; communicable disease; and sentinel events. The CHP displays information about trends in health status, along with associated risk factors and health resources. Local measures are compared with peer, state, and national benchmarks. Data and information are displayed in multiple formats for diverse audiences, such as the media and community-based organizations. Data included in the community health profile are accurate, reliable, and consistently interpreted according to the science and evidence-base for public health practice.

To accomplish this, the local public health system (LPHS):

- Conducts regular community health assessments to monitor progress towards health-related objectives.
- Compiles and periodically updates a community health profile using community health assessment data.
- Promotes community-wide use of the community health profile and/or assessment data and assures that this information can be easily accessed by the community.

Questions



Please answer the following questions related to Model Standard 1.1:

1.1.1 Has the LPHS conducted a community health assessment?

1.1.1.1 Is the community health assessment updated at least every 3 years?

1.1.1.2 Are data from the assessment compared to data from other representative areas or populations?

1.1.1.2 Discussion Toolbox
 In considering 1.1.1.2, are health status data compared with data from:

- Peer (demographically similar) communities?
- The region?
- The state?
- The nation?

1.1.1.3 Are data used to track trends over time?

1.1.1.4 Does the LPHS use data from community health assessments to monitor progress toward health-related objectives?

1.1.1.4 Discussion Toolbox
 In considering 1.1.1.4, do those objectives include:

- Locally-established health priorities?
- State-established health priorities?
- Healthy People 2010 objectives?
- Measures from the Health Plan Employer Data and Information Set (HEDIS)?
- Other health-related objectives?

1.1.2 Does the LPHS compile data from the community health assessment(s) into a community health profile (CHP)?

Do CHP data elements include:

1.1.2.1 Community demographic characteristics?

1.1.2.2 Community socioeconomic characteristics?

1.1.2.3 Health resource availability data?

1.1.2.4 Quality of life data for the community?

1.1.2.5 Behavioral risk factors for the community?

1.1.2.6 Community environmental health indicators?

1.1.2.7 Social and mental health data?

1.1.2.8 Maternal and child health data?

1.1.2.9 Death, illness, and/or injury data?

1.1.2.10 Communicable disease data?

1.1.2.11 Sentinel events data for the community?

Measures



<input type="radio"/> NO	<input type="radio"/> MINIMAL	<input type="radio"/> MODERATE	<input type="radio"/> SIGNIFICANT	<input type="radio"/> OPTIMAL
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Discussion Boxes



Local Public Health System Assessment

Steps

1. Plan your assessment approach

- Retreat vs. series of meetings
- Breakout groups vs. everyone together
 - It's important to think about the number of participants.

2. Invite participants

- Provide orientation materials, e.g. Model Standards, 10 Essential Public Health Services

3. Complete the assessment

- Use facilitators and recorders

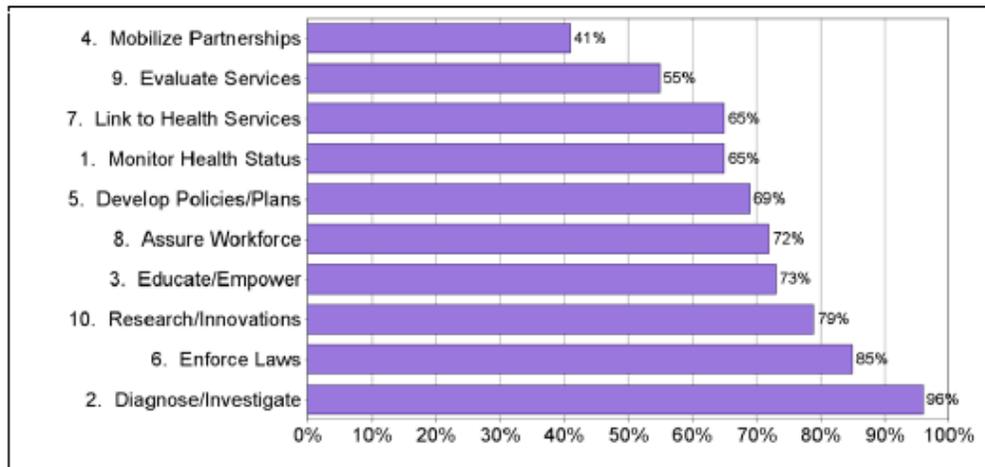
4. Submit assessment data and obtain your report

5. Evaluate the assessment process

6. Use data for planning, performance improvement

Review Results and Determine Challenges and Opportunities

Figure 2: Rank ordered performance scores for each Essential Service



III. Overall, how well is the system achieving optimal activity levels?

Figure 5: Percentage of Essential Services scored in each level of activity

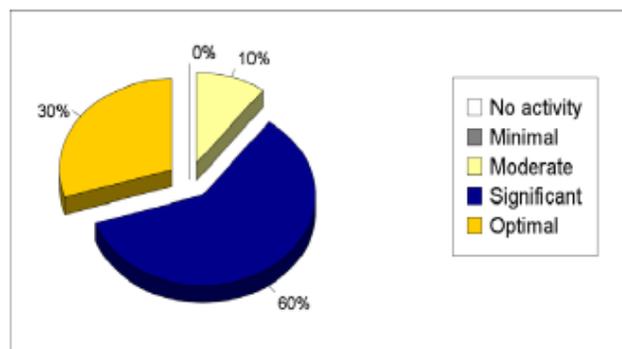


Figure 5 displays the percentage of the system's Essential Services scores that fall within the five activity categories. This chart provides the site with a high level snapshot of the information found in Figure 3.



Tools and Tip Sheets

- Local Public Health System Assessment Challenges and Opportunities Worksheet
- NPHPSP online tool kit at <http://www.cdc.gov/od/ocphp/nphpsp>





Office of the Director

National Public Health Performance Standards Program

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Performance Instruments

- > [Letter of Introduction \(PDF\)](#)

Conducting the Assessment

This section includes sample tools and resources that are available for groups' use while conducting the NPHPSP assessment. Many of these resources are available for download and customization.

- [The Instruments](#) - view and download the state, local, and governance assessment instruments and model standards
- [Glossary](#) - a glossary of terminology and key words used in the performance standards instruments.
- [Agendas](#) - sample meeting agendas.
 - [Agenda 1](#)
 - [Agenda 2](#)
 - [Agenda 3](#)
- [Facilitator's Guide](#) - a guide specific to the two-day

Quick Links

- > [Futures Initiative](#)
- > [Office of Director](#)
- > [NIH](#)
- > [HHS](#)

◆ [NPHPSP Fact Sheet](#)

NEW HIGHLIGHT!

[4th Annual Training Workshop](#)

Want More Information or Assistance?

- Visit COMPASS website
www.doh.state.fl.us/COMPASS
- Visit www.floridacharts.com
- Contact DOH Office of Planning, Evaluation and Data Analysis
 - Christine Abarca at 850-245-4444 ext 2071, e-mail: Christine_Abarca@doh.state.fl.us
 - Daphne Holden at 850-245-4444 ext. 2036, e-mail: Daphne_Holden@doh.state.fl.us

Coming Attractions

- ***The MAPP Assessments: Community Health Status Assessment and Using Data Effectively***
 - **Tuesday, June 21 from 3 – 4 pm ET**
 - **Some of the topics to be covered:**
 - **Assessing community health status**
 - **Data resources for population health**