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?

Outcomes from the Four MAPP Assessments are lists of challenges and opportunities from each assessment.

- **Community Themes and Strengths**: What is important to our community? Perceptions about quality of life? What assets do we have?
- **Local Public Health System**: What are the activities, competencies, and capacities of our local public health system?
- **Community Health Status**: What does our health status look like? How healthy are our residents?
- **Forces of Change**: What is occurring or might occur that will affect the LPHS or the community?

Master list of all challenges and opportunities

Identify and select strategic priorities
How the Assessments Relate

CHSA: What health conditions exist in our community?

CTSA: What do health conditions exist?

FOCA: What forces affect how we respond?

CTSA: What assets do we have?

LPHSA: What system weaknesses have to be improved?

LPHSA: What system strengths can we leverage?

What policy choices or critical challenges must we address in order for us to fully achieve our vision?
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

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

<table>
<thead>
<tr>
<th>Approach</th>
<th>Description</th>
<th>Advantages</th>
<th>Disadvantages / Barriers</th>
<th>Other Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Meetings</td>
<td>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.</td>
<td>Can reach a large number of people. Helps to publicize the process as well as get community input.</td>
<td>Requires a great deal of promotion to get broad community involvement. Some individuals/groups may dominate the discussion or “pack” the meeting.</td>
<td>Requires a strong facilitator. Discussions can be incorporated into the agendas of already-existing town meetings.</td>
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<tr>
<td>Community Dialogues</td>
<td>Smaller (20-35 people) gatherings where all many sectors of the community are represented. May be conducted with multiple groups.</td>
<td>Useful for exploring complex issues in greater depth. Useful for engaging less-enfranchised sectors of the community.</td>
<td>Some individuals or groups may dominate the discussion. Group atmosphere may hinder honest opinions.</td>
<td>Requires a strong facilitator.</td>
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<tr>
<td>Focus Groups</td>
<td>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).</td>
<td>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.</td>
<td>Some individuals may dominate the discussion. Group atmosphere may hinder honest opinions. Only a small number of people can realistically participate.</td>
<td>Requires a good deal of preparation and a good facilitator.</td>
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<tr>
<td>Walking or Windshield Surveys</td>
<td>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).</td>
<td>Requires only a small number of people to conduct the survey. Can bring new awareness of community assets or issues.</td>
<td>Requires an open mind to identify previously unrecognized assets/issues.</td>
<td>Fairly easy to conduct, but should not be the only mechanism used for information-gathering. Good supplement to other mechanisms.</td>
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</table>
Implement Information-Gathering Activities

- Consider the logistics
- Address barriers to participation
- Consider options for information gathering
Compile and Share Results

- 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
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
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

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

From 2010 Health Needs Assessment, Clay County, Florida
Tools and Tip Sheets

• Forces of Change Brainstorming Worksheet
• Threats and Opportunities Worksheet

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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 #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.

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 diseases; 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-based 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.
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?

1.1.2 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?

1.1.3 Are data used to track trends over time?
1.1.4 Does the LPHS use data from community health assessments to monitor progress toward health-related objectives?

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 2020 objectives?
- Measures from the Health Plan Employer Data and Information Set (HEDIS®)
- Other health-related objectives?

1.2 Does the LPHS compile data from the community health assessment(s) into a community health profile (CHP)?
  1.2.1 Community demographic characteristics?
  1.2.2 Community socioeconomic characteristics?
  1.2.3 Health resource availability data?
  1.2.4 Quality of life data for the community?
  1.2.5 Behavioral risk factors for the community?
  1.2.6 Community environmental health indicators?
  1.2.7 Social and mental health data?
  1.2.8 Maternal and child health data?
  1.2.9 Death, illness, and/or injury data?
  1.2.10 Communicable disease data?
  1.2.11 Sentinel events data for the community?
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

<table>
<thead>
<tr>
<th>Essential Service</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Monitor Health Status</td>
<td>85%</td>
</tr>
<tr>
<td>2. Diagnose/Investigate</td>
<td>96%</td>
</tr>
<tr>
<td>3. Educate/Empower</td>
<td>98%</td>
</tr>
<tr>
<td>5. Develop Policies/Plans</td>
<td>96%</td>
</tr>
<tr>
<td>6. Enforce Laws</td>
<td>88%</td>
</tr>
<tr>
<td>8. Assure Workforce</td>
<td>72%</td>
</tr>
<tr>
<td>7. Link to Health Services</td>
<td>65%</td>
</tr>
<tr>
<td>9. Evaluate Services</td>
<td>65%</td>
</tr>
<tr>
<td>4. Mobilize Partnerships</td>
<td>55%</td>
</tr>
</tbody>
</table>

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

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

- No activity: 5%
- Minimal: 5%
- Moderate: 30%
- Significant: 10%
- Optimal: 65%
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
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
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