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

Webinar Series

Overview and Introduction

Office of Health Statistics and Assessment

June 13, 2011
Today’s Topic

“Overview and Introduction to MAPP and Community Health Improvement Planning”

• Purpose: to provide an overview of community-based health planning using the MAPP model
• First in a series of six modules
Objectives

- Understand purpose and benefits of community health assessment and health improvement planning
- Be familiar with the concepts on which MAPP is based
- Recognize the phases and assessments of MAPP
- Be able to locate tools and resources, including CHARTS
Definition

Community health assessment and health improvement planning:

- The practice of collecting, analyzing and using data to educate and mobilize communities, develop priorities, gather resources, and plan and implement actions to improve public health. (adapted from Institute of Medicine)
Why Assess the Health of Your Community?

- Understand **health problems**, challenges
  - Risk factors, contributing causes
- Identify **strengths, gains** in health status
  - Assets, resources
- Learn **community perceptions** about health-related issues
- Use data/information to **establish priorities, improve systems**
- Satisfy **mandates and other requirements**
  - Grants, community benefit requirement (IRS) non-profit hospitals, agency accreditation
Where Do I Begin?

• Clarify, define assessment purpose and scope
  – Why?
  – For whom? With whom?
  – Expected product(s) and/or outcome(s)

• Identify and define “community”

• Inventory resources
  – Time, staffing, data, partners

• Choose and organize process
  – Assess assessment tools
How? MAPP and Other Tools

Community Health Assessment Models Matrix*

<table>
<thead>
<tr>
<th>Model</th>
<th>Develop Plan</th>
<th>Essential Steps in Community Health Assessment and Health Improvement Planning</th>
<th>Get Results, Take Action</th>
<th>Action Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PATCH</strong> (Planned Approach to Community Health) CDC 1985</td>
<td>Mobilizing the Community</td>
<td>Essential Steps:</td>
<td>Prioritize</td>
<td>Developing a Plan</td>
</tr>
<tr>
<td></td>
<td>Collecting Data</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PACE EH</strong> (Protocol for Assessing Community Excellence in Environmental Health) NACCHO 2000</td>
<td>Task 1 – Determine community capacity</td>
<td>Essential Steps:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 2 – Define community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 3 – assemble team</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 4 – Define goals, objectives, scope</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 5 – generate list of community-specific environmental health issues</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 6 – Analyze issues within system framework</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 7 – Develop locally appropriate indicators</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 8 – Select standards</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 9 – Create issue profiles</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 10 – Rank issues</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 11 – Set priorities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 12 – Develop action plan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task 13 – Evaluate progress and plan for future</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Part II: Community Process (identify health problems, set health status goals; programmatic objectives and identify resources)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Part III: Completing the Cycle (implement action plan and community health plan, review policy development and assurance functions of local health department)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MAPP</strong> (Mobilizing for Action through Planning and Partnerships NACCHO 2000)</td>
<td>Organize for Success Partnership building Visioning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community Themes and Strengths Assessment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community Health Status Assessment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Local Public Health System Assessment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Forces of Change Assessment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Identify Strategic Issues</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Formulate Goals and Strategies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Action Cycle Evaluation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Calibrate Success</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Healthy People in Healthy Communities (HP2010) CDC 2001</strong></td>
<td>Mobilize Key Individuals and Organizations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assess Community Needs, Strengths and Resources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assess Community Needs, Strengths and Resources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Plan for Action</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Implement Action Plan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Track Progress and Outcomes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Terminology for steps matches language in each model
MAPP is

- **Community-wide strategic planning tool** for improving public health
- **Method to help communities prioritize** public health issues, identify resources for addressing them, and take action

Mobilizing for Action through Planning and Partnerships
Theoretical Pedigree of MAPP

- Developed by NACCHO and CDC
  - Builds on PATCH, APEX PH, NPHPSP, Operational Definition
- Tenets
  - Comprehensive health planning
  - Public health leadership (meta-leadership)
  - Strategic planning and management
MAPP Concepts

- **Mobilizing** – Engaging the community
- **Action** – Implementing a health improvement plan
- **Planning** – Applying strategic planning concepts
- **Partnerships** – Involves local public health system and community partners
Three Keys to MAPP

• Strategic Thinking
• Community Driven Process
• Focus on the Local Public Health System
Strategic Thinking

- Requires broad-scale information gathering
- Encourages exploration of alternatives
- Places emphasis on future implications of present decisions
- Facilitates communication and participation
- Accommodates divergent interests and values
Community Driven Process

- Mobilizing and engaging the **community**
- Action with and by the **community**
- Planning driven by the **community**
- Partnerships to strengthen the **community**
The MAPP Paradigm Shift

<table>
<thead>
<tr>
<th>FROM</th>
<th>TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operational planning</td>
<td>Strategic Planning</td>
</tr>
<tr>
<td>Focus on the agency</td>
<td>Focus on community &amp; entire public health system</td>
</tr>
<tr>
<td>Needs assessment</td>
<td>Emphasis on assets and resources</td>
</tr>
<tr>
<td>Medically oriented model</td>
<td>Broad definition of health</td>
</tr>
<tr>
<td>Agency knows all</td>
<td>Everyone knows something</td>
</tr>
</tbody>
</table>
MAPP Overview

Six phases
- Organize for Success and Partnership Development
- Visioning

Vision statement
MAPP Overview (cont.)

- Four MAPP Assessments
  - Community Themes and Strengths
    - “What is important to our community?”
  - Forces of Change
    - What is occurring or might occur that affects the health of our community or LPHS?”
  - Local Public Health System
    - “How are the Essential Services being provided?”
  - Community Health Status
    - What does the health status of our community look like?

Community health status profile (or health assessment) report

National Public Health Performance Standards
How 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?

FOCA: What forces affect how we respond?

CTSA: Why do health conditions exist?

LPHSA: What system weaknesses have to be improved?

CTSA: What assets do we have?

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?
MAPP Overview (cont.)

- Identify Strategic Issues
- Formulate Goals and Strategies
- Action Cycle
  - Plan
  - Implement
  - Evaluate

Community health improvement plan
Benefits of using the MAPP framework

- Creates a healthy community and better quality of life
- Increases visibility of public health
- Anticipates and manages change
- Creates a stronger public health infrastructure
- Builds stronger partnerships
- Builds public health leadership
- Creates advocates for public health
Example Outcomes

- Public health advocacy
  - health care alliances, task forces, partnerships

- Program implementation
  - Targeted interventions (e.g., chronic disease prevention, public safety, oral health)

- Leveraged resources
  - Facilities

- Increased/new grant funding

- Policy and infrastructure
  - Staffing, budget, use of data to make planning decisions
Alignment with National Initiatives

• National Public Health Performance Standards Program
  – Public health system capacity assessment
  – Standards and Measures based on 10 EPHS

• Key documents for agency accreditation
  – Agency strategic plan
  – Community health status report
  – Community health improvement plan

• National Voluntary Public Health Accreditation
  – Standards and Measures based on 10 EPHS
  – Many similar to NPHPSP
MAPP Links to Strategic Planning

Community Health Improvement Plan:
- Vision for Community’s Health
- Mission of Partnership
- Assessment Results
- Community Strategic Issues
- Goals and Strategies
- Action Plan and Monitoring Plan

Agency Strategic Plan:
- Agency Vision
- Agency Mission
- SWOT Analysis
- Agency Strategic Issues
- Goals and Objectives
- Action Plan and Monitoring Plan

Common Strategic Issues:
- Assessment Results: LPHSA, Community Health Status
Highlights from Florida CHDs

- **Products**
  - Health status profile reports
  - Web sites
  - Service directories
  - Task forces, advisory boards

- **Outcomes**
  - Grant funding
  - Programs
CHDs on the COMPASS Web Site

- Actions & Results
  - Select Community Reports
  - Folder for every county
Support for Implementation

• CHD input informs process
  – Advisory groups
  – Annual survey
  – Quarterly meet-me calls
  – Compass Points e-news

• Workforce skills enhancement
  – Variety of topics (e.g., MAPP, data usage, facilitative leadership)
  – Methods (e.g., web-based, workshops)

• Resources and tools
  – COMPASS website
    • Adapted MAPP tool for Florida
  – CHARTS health statistics website
  – Technical assistance
www.Florida CHARTS.com

- More than 2000 health indicators
- Displayed in many formats (tables, graphs, trend lines, maps)
- Profile Reports
- Queries
  - Birth
  - Death
  - Population estimates
Tools, Resources and Assistance

- Tools and resources accessible on website
  - Downloadable, many in two formats
- Includes Florida MAPP Field Guide

www.doh.state.fl.us/COMPASS
Want More Information?

- Visit COMPASS website
  www.doh.state.fl.us/COMPASS
- Visit www.floridacharts.com
- Contact DOH Office of
  - 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

• **Organizing for Success, Partnership Building and Visioning**
  – Webinar on Wednesday, June 15 from 3 – 4 pm ET
  – Some of the topics to be covered:
    • Planning a MAPP-based process
    • Cultivating community partnerships
    • Creating a shared vision