



# 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

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## ***“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

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- 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

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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?

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- 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?

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- 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\*

Model	Essential Steps in Community Health Assessment and Health Improvement Planning							
	Develop Plan	Assess Health of the Community				Get Results, Take Action		
		Gather Input	Review Data	Public Health System	SWOT Analysis	Prioritize	Set Goals	Action Plan
<b>PATCH</b> (Planned Approach to Community Health) CDC 1985		Mobilizing the Community	Collecting Data			Choosing Health Priorities		Developing a Plan Evaluating PATCH
<b>PACE EH</b> (Protocol for Assessing Community Excellence in Environmental Health) NACCHO 2000	Task 1 – Determine community capacity Task 2 – define community Task 3 – assemble team	Task 4 – Define goals, objectives, scope Task 5 – generate list of community-specific environmental health issues	Task 6 – Analyze issues within system framework Task 7 – Develop locally appropriate indicators Task 8 – Select standards			Task 9 – Create issue profiles Task 10 – Rank issues Task 11 – Set priorities		Task 12 – Develop action plan Task 13 – Evaluate progress and plan for future
<b>APEX PH</b> (Assessment Protocol for Excellence in Public Health) NACCHO 1991		Part II: Community Process (identify health problems, set health status goals; programmatic objectives and identify resources)		Part I: Organizational Capacity Assessment (internal self-assessment of local health dept.)		Part III: Completing the Cycle (implement action plan and community health plan, review policy development and assurance functions of local health department)		
<b>MAPP</b> (Mobilizing for Action through Planning and Partnerships) NACCHO 2000	Organize for Success Partnership building Visioning	Community Themes and Strengths Assessment	Community Health Status Assessment	Local Public Health System Assessment	Forces of Change Assessment	Identify Strategic Issues	Formulate Goals and Strategies	Action Cycle Evaluation Celebrate Success
<b>Healthy People in Healthy Communities</b> (HP2010) CDC 2001		Mobilize Key Individuals and Organizations	Assess Community Needs, Strengths and Resources		Assess Community Needs, Strengths and Resources	Plan for Action		Implement Action Plan Track Progress and Outcomes

\*Terminology for steps matches language in each model

# MAPP Overview



# MAPP is

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- **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

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- 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

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MOBILIZING FOR ACTION THROUGH  
PLANNING AND PARTNERSHIPS (MAPP)

- **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

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



# Strategic Thinking

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- 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

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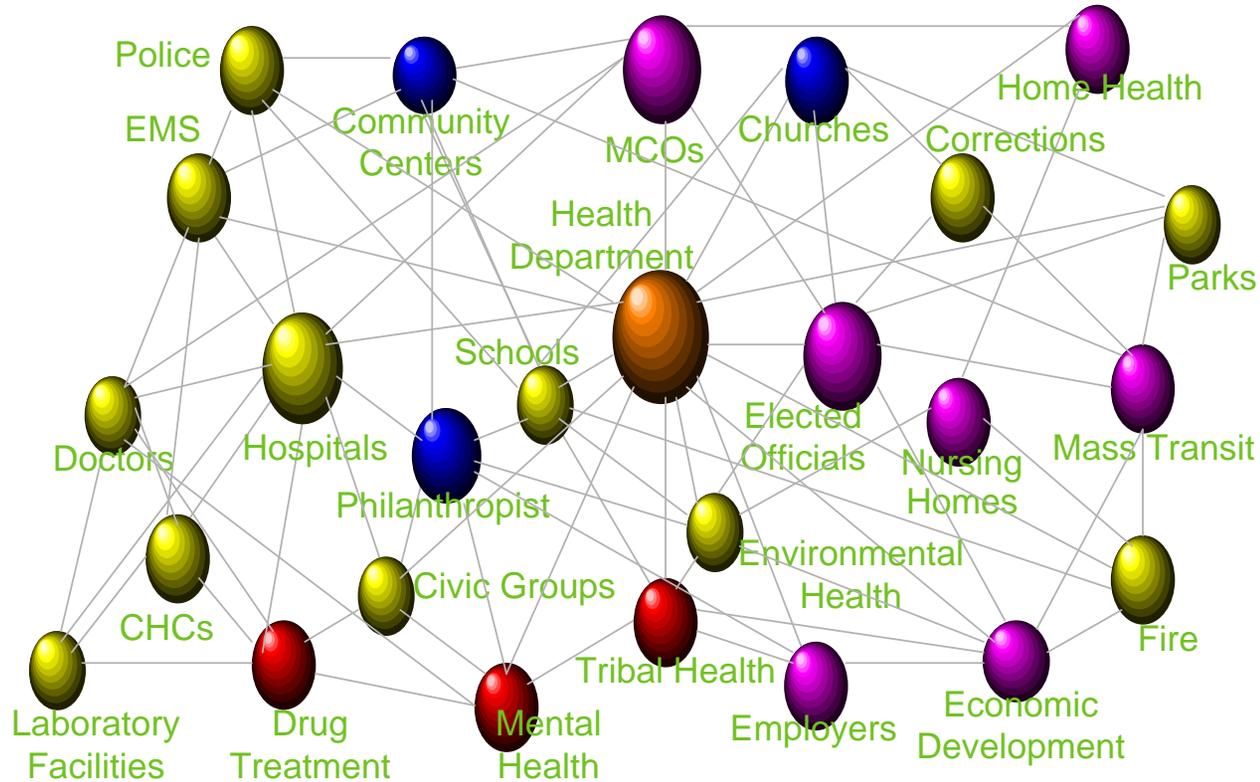
- Mobilizing and engaging the community
- Action with and by the community
- Planning driven by the community
- Partnerships to strengthen the community





# Local Public Health System

## Local Public Health System



# The MAPP Paradigm Shift

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

# MAPP Overview

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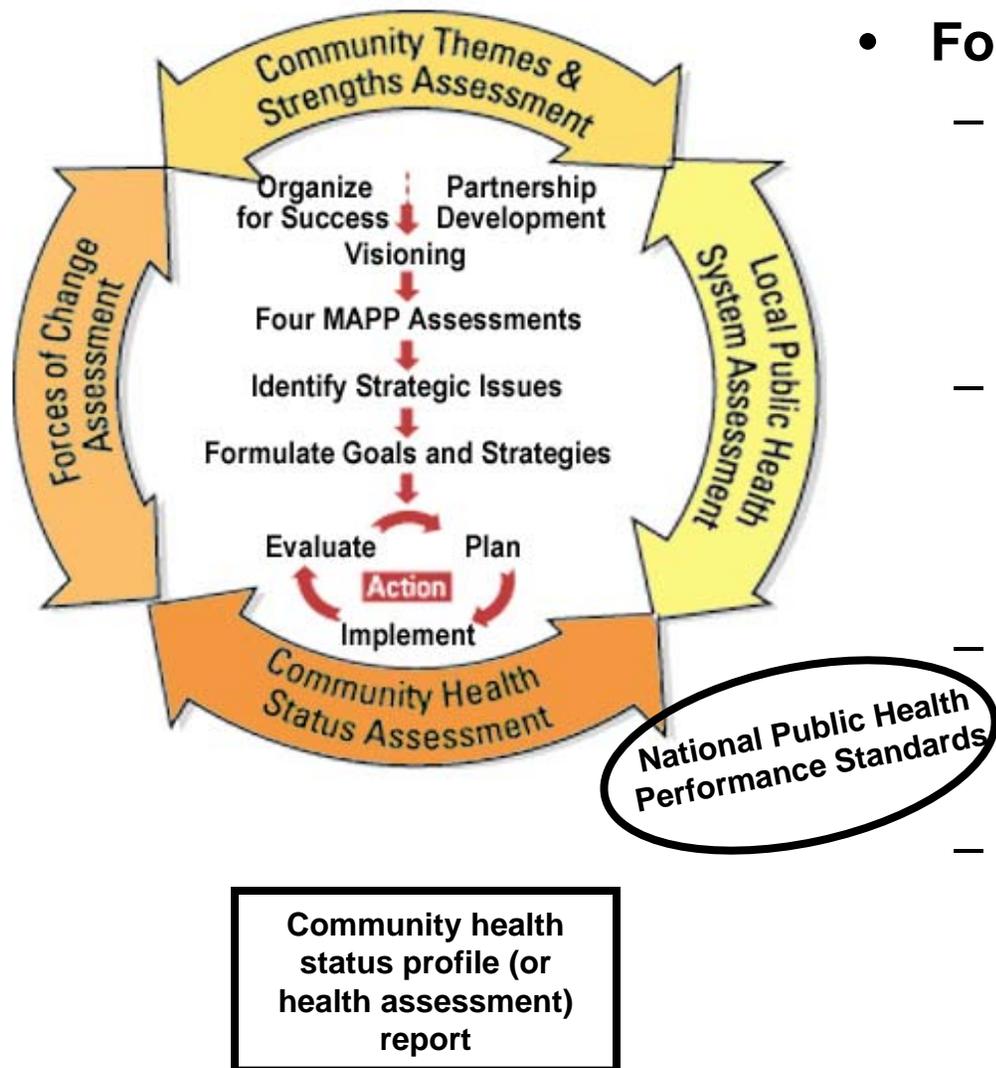


## Six phases

- Organize for Success and Partnership Development
- Visioning

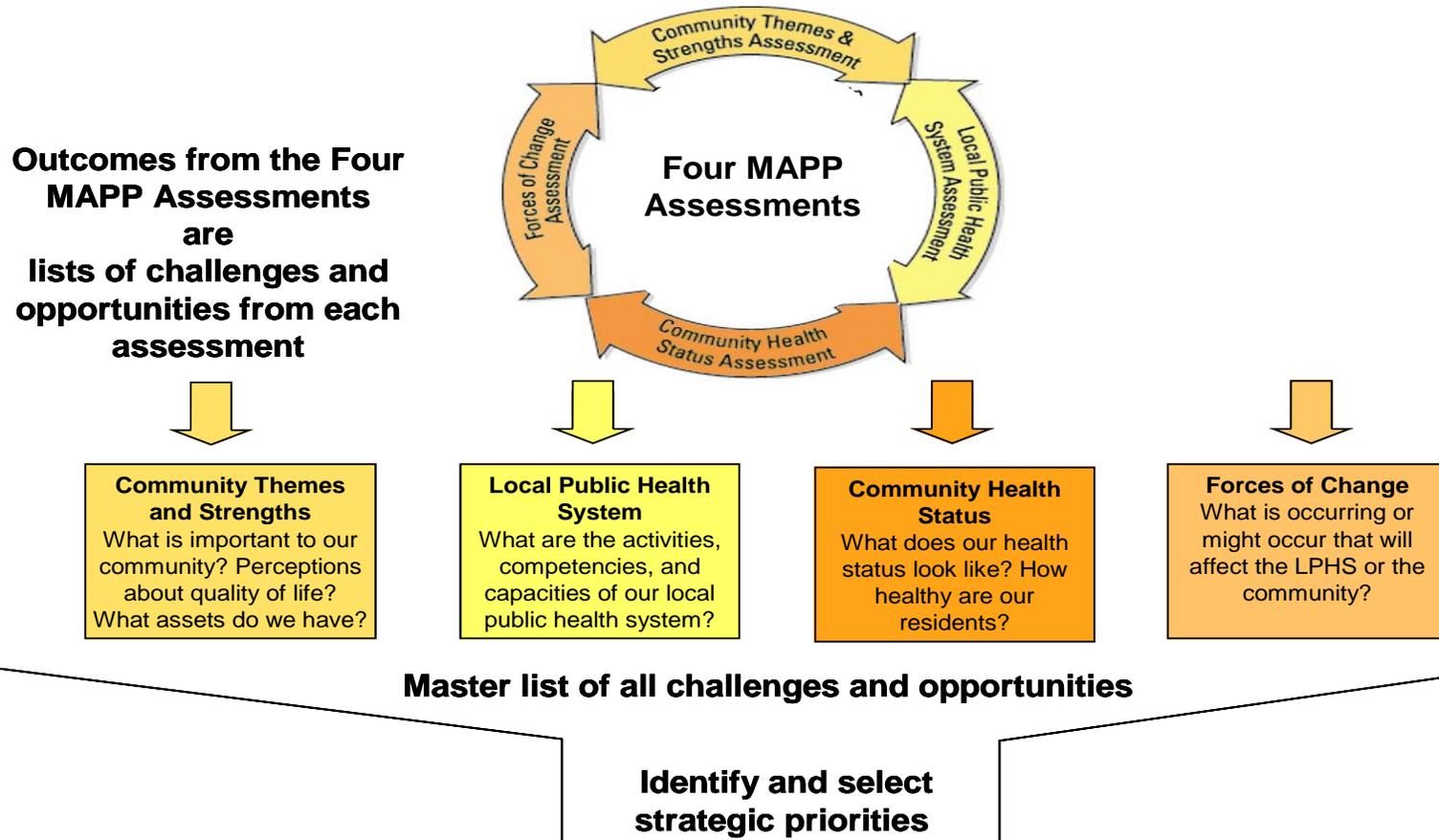
Vision statement

# MAPP Overview (cont.)

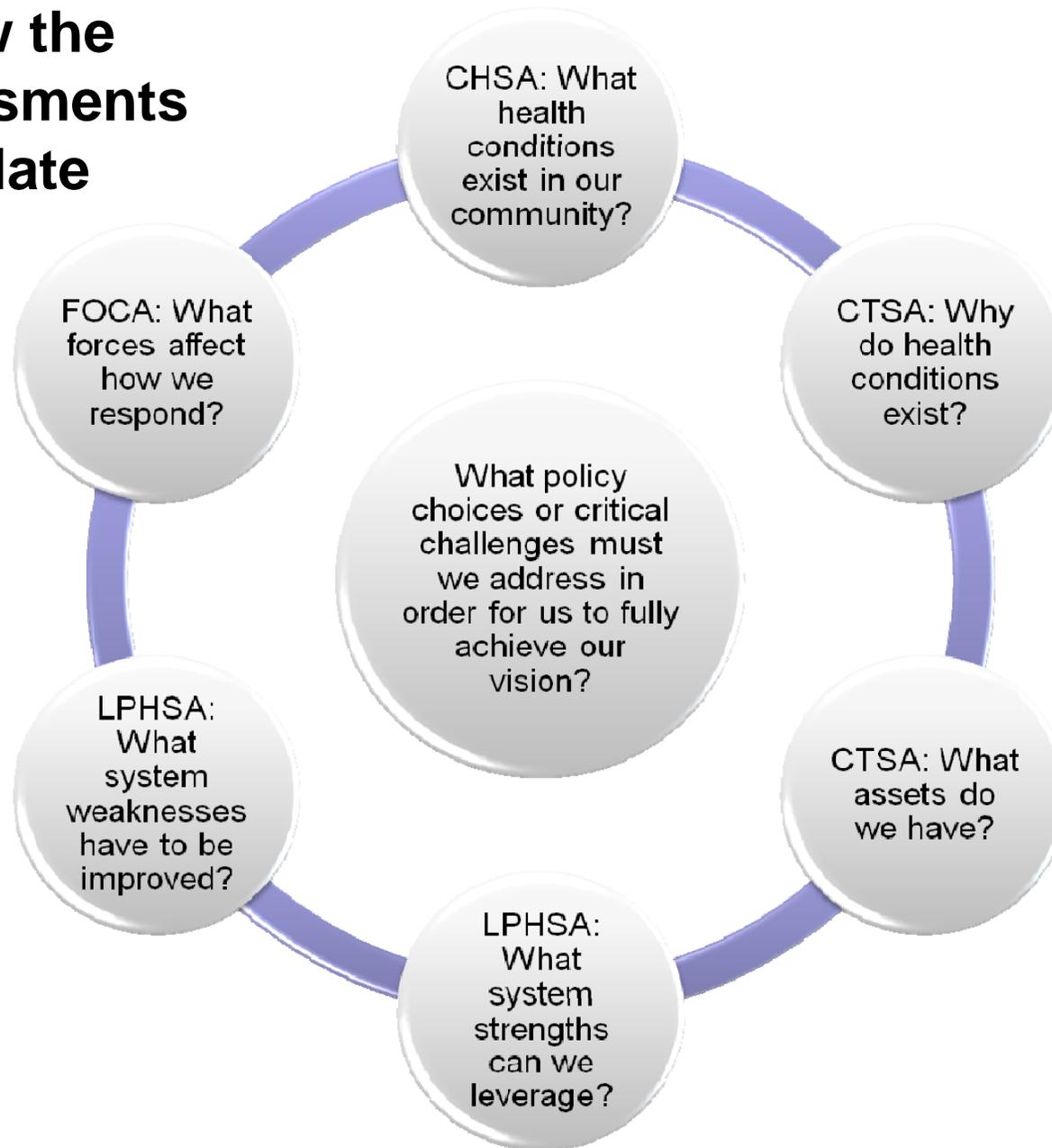


- **Four MAPP Assessments**
  - **Community Themes and Strengths**
    - “What is important to our community?”
  - **Forces of Change**
    - What is occurring or might occur that affects the health of our community or LPHS?”
  - **Local Public Health System**
    - “How are the Essential Services being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

# How the Assessments Relate



# How the Assessments Relate



# 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

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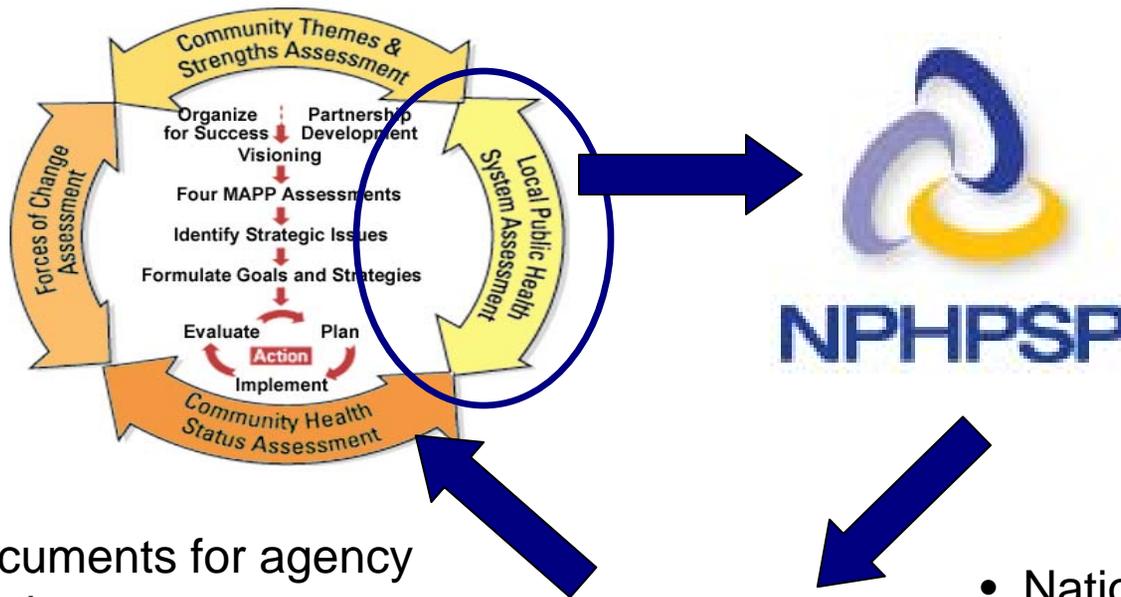
- **Creates a healthy community** and better quality of life
- **Increases visibility of public health**
- Anticipates and **manages change**
- Creates a **stronger public health infrastructure**
- Builds **stronger** partnerships
- **Builds public health leadership**
- **Creates advocates** for public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

# Example Outcomes

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- **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



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



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

- National Voluntary Public Health Accreditation
  - Standards and Measures based on 10 EPHS
  - Many similar to NPHPSP

# MAPP Links to Strategic Planning

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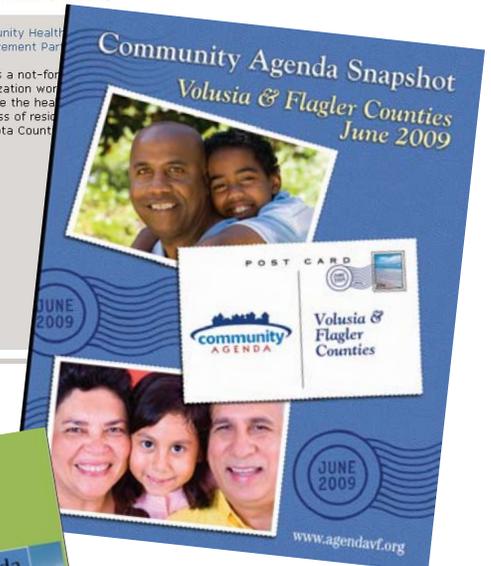
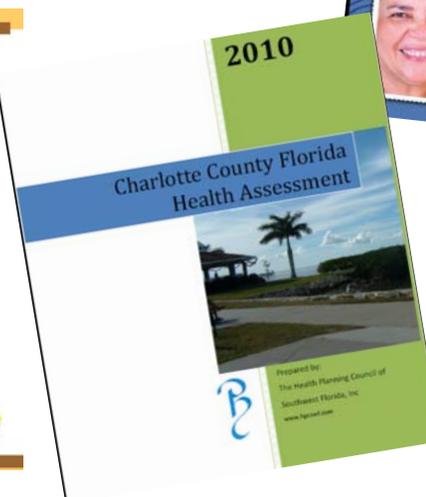
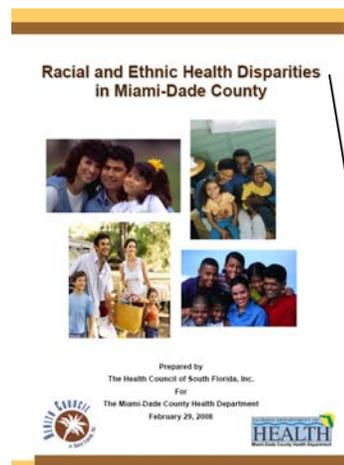
# Highlights from Florida CHDs

- Products

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

- Outcomes

- Grant funding
- Programs



# CHDs on the COMPASS Web Site

 [Print This Page](#)

floridashealth.com



Communities navigating to a healthier future.

**Home**

**Resources**

[Florida MAPP Field Guide](#)

[Florida MAPP Brochure](#)

[Compass Points e-news](#)

[Conference Calls](#)

[Supplemental Materials](#)

**Training**

[MAPP](#)

[Partnerships](#)

[Core Functions](#)

[Integrating MAPP Tools](#)

**Action & Results**

[Community Reports](#)

[State Reports](#)



**County Survey Reports**



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[Baker County](#)  
[Bay County](#)  
[Bradford County](#)  
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[Taylor Cou](#)  
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[Washingto County](#)

- **Actions & Results**
  - **Select Community Reports**
  - **Folder for every county**



Communities navigating to a healthier future.

**Wakulla County Community Reports**

Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead contact these offices by phone or in writing.

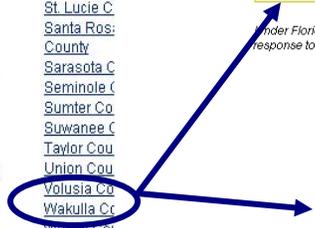
To request the following files in a more accessible format, please email: [HealthStatistics@doh.state.fl.us](mailto:HealthStatistics@doh.state.fl.us) or phone (850) 245-4009.

 [2010 Wakulla County Health Department Report Card - Strategic Plan](#)

 [2008 Community Health Assessment Survey](#)

 [2007 Community Health Assessment Survey](#)

 [2005 Local Public Health System Assessment Results](#)





# www.Florida CHARTS.com



**Community Tools**

- County & State Profiles
- Interactive Community Maps
- County Behavioral Risk Factor Data
- Florida Mortality Atlas

**Health Indicators**

- Communicable Diseases
- Chronic Diseases
- Maternal & Child Health
- Environmental Health
- Injury & Violence
- Social & Mental Health
- Health Resources Availability
- Population Characteristics

**Data Queries**

- Florida Birth Counts **New!**
- Florida Birth Rates **New!**
- Florida Deaths
- Population Estimates

**What are you looking for?**  
*\*note: items may be searched for even if they are not in the suggestions list*

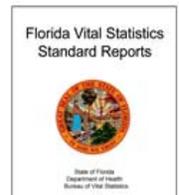
**Recent Updates**

**2010 Data Available on CHARTS! Updated 06/11!**  
 CHARTS now includes 2010 data for the following indicators:

- Population with fluoridated water supplies **New!**
- Population with community water supplies **New!**
- Inspections of facilities regulated by the Division of Environmental Health **New!**
- Reportable disease data **New!**
- BLS unemployment data **New!**
- Provisional birth data
- AIDS cases
- HIV cases
- STD cases
- Crime and domestic violence

**Florida Mortality Atlas**  
 The Florida Mortality Atlas has been updated with data through 2009. The Florida Mortality Atlas provides a visual display of leading causes of death in Florida. Causes of death are presented for the total population and then for Whites, Blacks and Hispanics. Trend graphs and maps display information about causes of death over time and by county.

**Minority Health Profiles on CHARTS**  
 The Minority Health Profile reports provide a snapshot of key indicators across a variety of health issues, enabling communities to see areas of greatest disparity between blacks and whites, between Hispanics and non-Hispanics, and between American Indians and the total Florida population. A rate ratio for each indicator compares the minority rate to the majority rate and hyperlinked tables allow sorting the data. These two features help communities identify health issues of greatest importance to their minority populations.



**New Birth Queries on CHARTS**  
 A new flexible reporting tool to learn about births is now available. The CHARTS Birth



- 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

The screenshot displays the Florida Department of Health website's COMPASS section. At the top, there is a search bar and navigation links for DOH Home, A-Z Topics, About DOH, Site Map, and Contact Us. The main content area is divided into several sections:

- COMPASS Summer Webinar Series:** Includes a link to the "Improving Community Health through Planning and Partnerships: MAPP and Community Health Improvement Planning Webinar Series" with details on dates and objectives.
- Local Public Health System Assessment using the National Public Health Performance Standards Program (NHPSP):** Includes a link to the "Local Public Health System Assessment using the National Public Health Performance Standards Program (NHPSP)" with details on dates and objectives.
- COMPASS Resources:** Includes a link to "Benchmarks" and "Community health assessment performance benchmarks for Florida's county public health departments."
- Florida MAPP Field Guide:** Includes a link to the "Florida MAPP Field Guide" and a description: "The Florida MAPP Field Guide is a compendium of resources for community health assessment and improvement planning. It features reference material, descriptive how-to steps, tools, tips, and other resources to make it a comprehensive, yet practical, implementation guide."

On the left side, there is a navigation menu with links for Home, Resources (Florida MAPP Field Guide, Florida MAPP Brochure, Compass Points e-news, Conference Calls, Supplemental Materials), Training (MAPP, Partnerships, Core Functions, Integrating MAPP Tools), and Action & Results (Community Reports, State Reports). At the bottom left, there is a logo for "FLORIDA CHARTS Community Health Assessment Resource Tool Set".

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

[www.doh.state.fl.us/COMPASS](http://www.doh.state.fl.us/COMPASS)



# Want More Information?

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- Visit COMPASS website  
[www.doh.state.fl.us/COMPASS](http://www.doh.state.fl.us/COMPASS)
- Visit **[www.floridacharts.com](http://www.floridacharts.com)**
- Contact DOH Office of
  - Christine Abarca at 850-245-4444 ext 2071, e-mail: [Christine\\_Abarca@doh.state.fl.us](mailto:Christine_Abarca@doh.state.fl.us)
  - Daphne Holden at 850-245-4444 ext. 2036, e-mail: [Daphne\\_Holden@doh.state.fl.us](mailto:Daphne_Holden@doh.state.fl.us)

## Coming Attractions

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- ***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**