

## Communities form the Cornerstone of MAPP

### Communities Drive the Process

- Community ownership is fundamental.
- Community's strengths, needs, desires and priorities drive the process.
- Community participation leads to collective thinking and, ultimately, results in effective, sustainable solutions to complex problems.

### Communities Strengthen Local Public Health Systems

- A wide range of organizations and individuals contribute to the public's health.
- Public, private, and voluntary organizations join community members in the provision of local public health services.
- The MAPP process brings these diverse interests together to collaboratively determine the most effective way to conduct public health activities.



## Using MAPP Tools

### Resources Help Communities Implement MAPP

- **Florida MAPP website** - Florida's information and resource warehouse for community health improvement planning using the MAPP framework, [www.myfloridamapp.com](http://www.myfloridamapp.com)
- **Florida MAPP Field Guide** - a compendium of resources including how-to steps, tools, tips and reference materials. Available in print and online from the Florida MAPP website
- **CHARTS** - Community Health Assessment Resource Tool Set is Florida's public health statistics website providing access to health status indicators at [www.floridacharts.com](http://www.floridacharts.com)
- **MAPP Website** - guidance, tools, references, resources and case vignettes are available on NACCHO's website at [www.naccho.org](http://www.naccho.org)



For more information on MAPP in Florida, contact the Florida Department of Health, Division of Public Health Statistics and Performance Management 850-245-4009.

## Mobilizing for Action through Planning and Partnerships



Mobilizing for Action through Planning and Partnerships

## A Strategic Approach

## to Community Health Improvement



## A New Model for a New Century

Mobilizing for Action through Planning and Partnerships (MAPP) is a community-wide strategic planning tool for improving community health. Facilitated by public health leadership, this tool helps communities prioritize public health issues and identify resources for addressing them.

Designed to provide useful and practical guidance, while offering enough flexibility to be adaptable to any community, MAPP tools include:

- Guidance for implementation
- Tools
- Reference and resources

Conducting MAPP should create a sustained community initiative that ultimately leads to community health improvement.

*The Florida MAPP Field Guide* provides guidance on community health improvement planning



## The MAPP Model



### The MAPP Process

The MAPP model depicts the process communities will undertake when working with MAPP. To initiate the MAPP process, lead organizations in the community begin by organizing themselves, recruiting participants, and preparing for implementation (**Organize for Success/Partnership Development**). The second phase of the MAPP process is **Visioning**. A shared vision and common values provide a framework for pursuing long-range community goals.

Next, the **four MAPP Assessments** are conducted, providing critical insights into challenges and opportunities throughout the community.

- **Community Themes and Strengths Assessment**—identifies issues that interest the community, perceptions about quality of life, and community assets.
- **Local Public Health System Assessment**—measures capacity and performance of the local public health system—all organizations and entities that contribute to the public's health.
- **Community Health Status Assessment**—assesses data about health status, quality of life and risk factors in the community.
- **Forces of Change Assessment**—identifies forces that are or will be affecting the community or local public health system.

Using the results of the assessments, participants **Identify Strategic Issues** and then **Formulate Goals and Strategies** for addressing each issue. This information is crucial for the **Action Cycle**, during which participants plan for action, implement and evaluate.