

Introduction to MAPP

Mobilizing for Action through Planning and Partnerships



Objectives



- Understand purpose and benefits of the MAPP process
- Be familiar with the concepts on which MAPP is based
- Recognize the phases and assessments of MAPP
- Be able to locate MAPP tools, resources, including Florida CHARTS

Welcome to an introduction to MAPP. The goal of this module is to understand the conceptual framework of the MAPP tool so that you can decide if you and your community partners are ready to engage in the MAPP process.

When the module is complete you will

- Understand the purpose and benefits of the MAPP process
- Be familiar with the concepts on which the MAPP model is based
- Recognize the phases and assessments of MAPP
- Be able to locate MAPP tools and resources, including Florida CHARTS



MAPP is:

- **A community-wide strategic planning tool** for improving public health.
- **A method to help communities prioritize** public health issues, identify resources for addressing them, and take action.

Now let's look at MAPP in more detail.

The MAPP acronym stands for Mobilizing for Action through Planning and Partnerships. MAPP was developed through a cooperative agreement between the National Association of County and City Health Officials (NACCHO) and the Centers for Disease Control and Prevention (CDC).

MAPP is a community-wide strategic planning tool for improving public health, as well as an action oriented process to help communities prioritize public health issues, identify resources for addressing them, and take action.

Three Keys to MAPP



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

There are three keys to MAPP.

The first key is strategic thinking. MAPP is unique because it is based on strategic planning concepts, and - in order to be successful - requires creative, long-term strategic thinking.

The second key to MAPP is that MAPP is a community driven process. MAPP relies on participation from a wide range of individuals, groups, and constituencies in the community. Since the community drives the process, the process has credibility, ensures buy-in and creates sustainability over time. It can also create greater advocacy for public health. This is a community driven process.

The third key to making MAPP successful is the use of a broad definition of the Local Public Health System. This recognizes that public health is provided by more than just the local health department. Other organizations such as hospitals, businesses, faith organizations, and community-based organizations play a critical role in assuring the public's health.

MAPP is a radical new approach to public health. In fact, MAPP has the potential to put the "public" back in public health.



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

Let's focus on strategic thinking by looking at strategic planning. MAPP is different from previous public health planning tools in that it introduces strategic thinking - via strategic planning - into public health planning efforts. Strategic thinking requires broad-scale information gathering

- An exploration of alternatives
- And an emphasis on the future implications of present decisions.
- It can facilitate communication and participation,
- And accommodate divergent interests and values, and foster orderly decision-making and successful implementation.

For example, in traditional public health planning you may have just taken into consideration community perceptions and data – and then used that information to determine priority public health issues. But thinking strategically means looking at multiple sources of information - such as local perceptions about health and the community, public health data and trends, information about how the public health system is operating and gaps in services, and forces of change such as the fact that new legislation is being implemented or state funding for public health has been decreasing. You'll also take into consideration the kinds of things that MIGHT happen if you implement certain solutions. All of this is done with maximum input from individuals representing diverse organizations and perspectives. By looking at multiple sources of information, thinking about future implications of decisions, and using broad input, you'll develop a stronger community health improvement plan that has a better likelihood for success and sustainability.



Community Driven Process

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

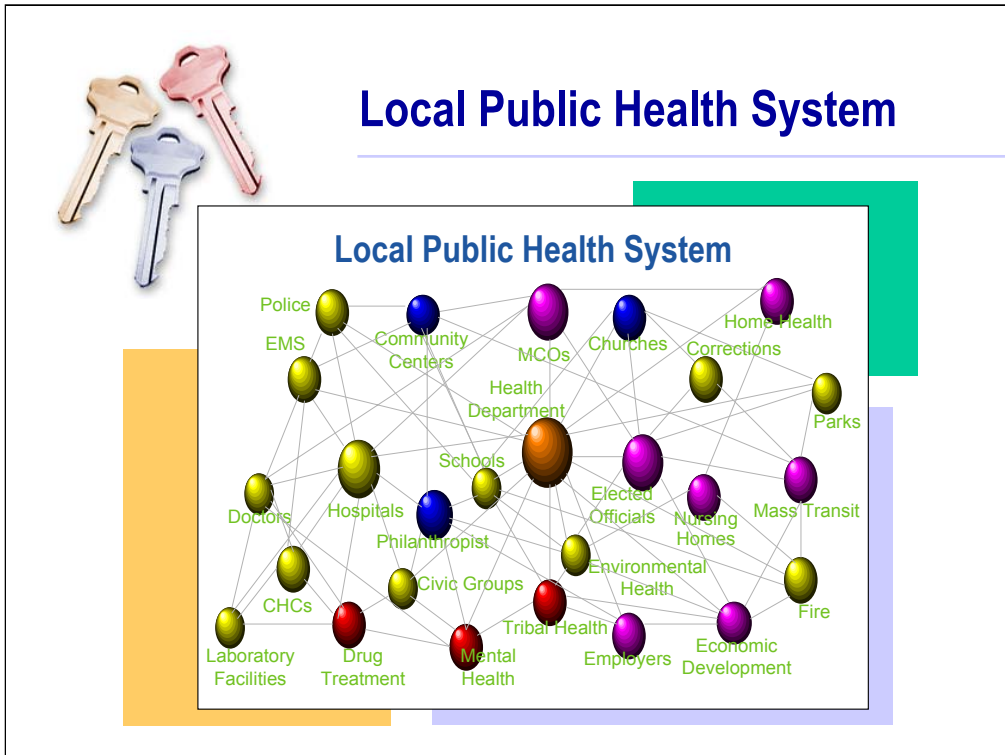


The second key to MAPP is that it is a community driven process. The community helps bring about collective thinking that results in effective, sustainable solutions to complex problems that are relevant to a given community.

When people with different points of view come together they develop solutions to problems that may be better and more creative. MAPP serves as a tool for including diverse portions of the community and thereby maximizes the creative resources of the community. When ownership of the problems and solutions includes a broad base of the community, the effort is sustainable, actions build on collective wisdom, and resources from throughout the community contribute to health improvement.

Example:

For example, a hospital in a rural Georgia was going to close for financial reasons. The community pulled together, and assembled a broad base of citizens, businesses, and local government. They were able to keep the hospital open. By collecting and assessing data, the community worked together to identify additional problems in the community. Through the efforts of the bank, businesses, citizens, and local government the county was successful in not only preserving the hospital, but recruiting new physicians to the community and creating a hospital oversight committee. MAPP provides this kind of strategic thinking and creative planning.



The third component that makes MAPP unique - after strategic thinking and community participation - is MAPP's emphasis on system-wide involvement, and a broader definition of public health.

The local public health system includes all public, private and voluntary entities, as well as individuals and informal associations that contribute to public health services. MAPP brings all of these diverse interests together to determine the most effective way to conduct public health activities.

No organization singularly provides public health services in a community. MAPP recognizes the important contributions of all entities involved in the local public health system and provides a process for coming together and planning how to provide better public health.

Paradigm Shift



- MAPP is a journey, not a destination
- MAPP is a shift in how we think about public health activities and planning with and through our communities
- MAPP is a complete, long-term system-wide paradigm shift

MAPP isn't just a short-term project that has a beginning and an end. MAPP changes the way public health is practiced in your community. Therefore, once you're finished a cycle of MAPP the effects of the process should continue to positively impact the community.

Another way of saying this is: MAPP is really a journey, not a destination.

MAPP is a complete, long-term, system-wide paradigm shift.

MAPP is a shift in how we think about public health activities and planning with and through our communities.

The MAPP Paradigm Shift

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

Why is MAPP such a paradigm shift?

MAPP is a paradigm shift in how we think about public health planning. It is a shift from operational to strategic planning; from a focus on the agency to a focus on the community and the entire public health system; from needs assessment to an emphasis on assets and resources; from a medically or service oriented model to a model that encompasses a broad definition of health; and from an “agency knows all” perspective to the belief that “everyone knows something.”

MAPP is a way of bringing everyone’s collective wisdom together. By gathering all of the assets and resources within the community, the community is able to determine how best to use all of the wisdom to create a healthier community.

Such a paradigm shift means that MAPP is a ‘new way of doing business.’

MAPP Overview



Six phases

- **Organize for Success and Partnership Development**
- **Visioning**
- **Four MAPP Assessments**
 - Community Themes and Strengths
 - “What is important to our community?”
 - Local Public Health System
 - “How are the Essential Services being provided?”

There are six phases in the MAPP process. The phases of the process are shown in the center of the model, while the four MAPP assessments—the key content areas that drive the process—are shown in the four outer arrows.

To initiate the MAPP process, lead organizations in the community begin by

- Organizing themselves and preparing to implement MAPP (**Organize for Success and Partnership Development**). This phase allows you to plan a MAPP process that builds commitment, engages participants, uses their time well, and results in a plan that can be implemented successfully. Community-wide health improvement planning requires a high level of commitment from partners, stakeholders, and the community residents who are recruited to participate.
- The second phase is **Visioning**. A shared vision and common values provide a framework for pursuing long-range community goals. During this phase, the community answers questions such as “What would we like our community to look like in 10 years?”
- Next, the four MAPP Assessments are conducted, providing critical insights into challenges and opportunities throughout the community
 - The **Community Themes and Strengths Assessment** provides a deep understanding of the issues residents feel are important by answering the questions, “What is important to our community” and “How is quality of life perceived in our community?” and “What assets do we have that can be used to improve community health?”
 - The **Local Public Health System Assessment** is a comprehensive assessment of all of the organizations and entities that contribute to the public’s health. This assessment answers the questions, “What are the activities, competencies, and capacities of our local public health system?” and “How are the Essential Services being Provided to our community?”

MAPP Overview (cont.)



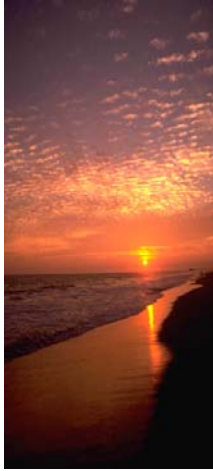
- Community Health Status
 - “How healthy is are our residents?”
- Forces of Change
 - What is occurring or might occur that affects the health of our community or LPHS?”
- **Identify Strategic Issues**
- **Formulate Goals and Strategies**
- **Action Cycle**
 - Plan
 - Implement
 - Evaluate

- The **Community Health Status Assessment** identifies priority issues related to community health and quality of life. Questions answered during the phase include, “How healthy are our residents?” and “What does the health status of our community look like?”
- The **Forces of Change Assessment** focuses on the identification of forces such as legislation, technology, and other issues that affect the context in which the community and its public health system operates. This answers the questions, “What is occurring or might occur that affects the health of our community or the local public health system?” and “What specific threats or opportunities are generated by these occurrences?”

Once a list of challenges and opportunities has been generated from each of the four assessments, the next step is to

- Identify Strategic Issues.** During this phase, participants identify linkages between the MAPP assessments to determine the most critical issues that must be addressed for the community to achieve its vision.
- After issues have been identified, participants **Formulate Goals and Strategies** for addressing each issue.
- The final phase is the **Action Cycle** during which participants plan, implement, and evaluate. These activities build upon one another in a continuous and interactive manner and ensure continued success.

Is MAPP the the Right Tool?



- **APEXPH**: Internal LHD and Community Health Assessments
- **PACE EH**: Environmental Health Assessment
- **PATCH**: Community Health Assessment
- **MAPP**: A community health improvement process with a broad definition of health

One question you may have is how do you pick the tool that's right for your community.

APEX PH can be the right tool for the local health department or community that wants to focus on the local public health department. PACE EH can be the right tool for those who want to focus specifically on environmental health. APEXPH Part II and PATCH are best suited for those who want a traditional community health assessment. Many of these tools use common strategies such as data reviews and community partnership building.

MAPP, however, goes beyond by focusing on all the partners who contribute to the local public health, expanding the type of information that is used in the assessment and planning process, and by helping the community plan in a more proactive and strategic way.

Benefits of MAPP



- **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

MAPP has many benefits. The MAPP process:

- Creates a healthy community and a better quality of life
- Increases visibility of public health within the community by implementing a participatory and highly publicized process
- Anticipates and manages change
- Creates a stronger public health infrastructure
- Builds stronger partnerships
- Builds public health leadership from the ground up
- Creates advocates for public health

MAPP Connects with National Frameworks and Initiatives



- **NPHPSP** is used within MAPP to assess the local public health system
- MAPP can help address **Healthy People 2010** objectives
- **Essential Services** framework ensures a comprehensive picture of public health
- MAPP is a potential activity in **Focus Area A, CDC BT grant program**

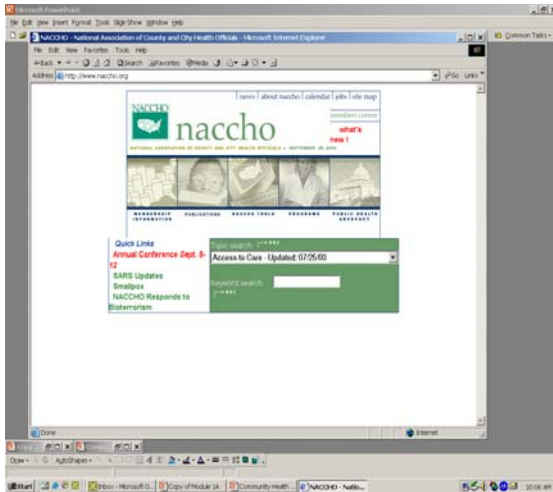
MAPP is the only community planning instrument that incorporates the local instrument of the NPHPSP (National Public Health Performance Standards Program). Including this instrument as a key tool provides a planning process for addressing the results of the performance standards assessment.

Healthy People 2010 promotes the implementation of a community health improvement plan and the use of performance standards. By conducting MAPP, a community has a tool that will address the elements required by these two objectives. MAPP can help communities address other Healthy People 2010 objectives such as substance abuse, physical activity, and tobacco use.

MAPP provides a community health improvement process that incorporates the Essential Services, a framework that was developed by national organizations in order to better identify and assure public health responsibilities.

MAPP is mentioned in the funding guidance for the CDC supplemental bioterrorism grant function that is going to all states. MAPP is specifically mentioned as an activity that can be considered—as an enhanced capacity—in Focus Area A. Additionally, the national performance standards program is mentioned as an activity that can be considered under critical capacities 3 and 4 under Focus Area A (preparedness planning and readiness assessment).

MAPP Tools

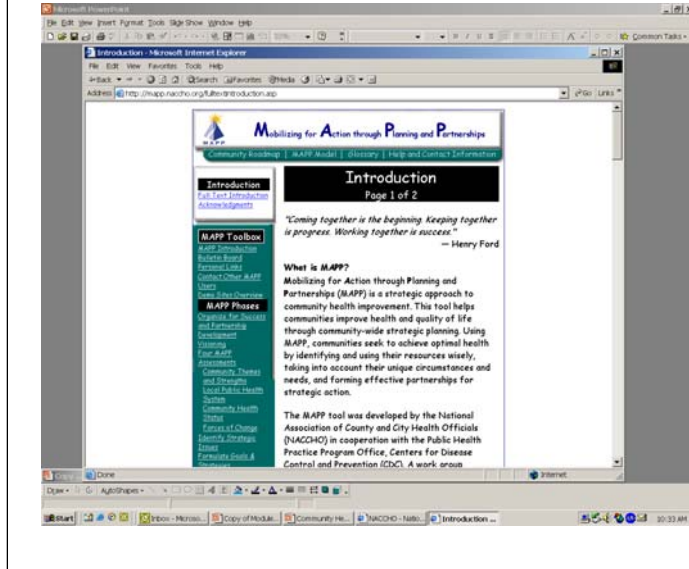


- Available on NACCHO's website at www.naccho.org
- Access is free
- MAPP Field Guide

All guidance, tools, references and resources as well as case vignettes are available on NACCHO's website at www.naccho.org. Access to the website is free.

The MAPP Field Guide is a 24-page booklet that provides an easy-to-read overview of the MAPP process and points readers to the website for more information. It can be downloaded and printed from the website or is available through NACCHO's publications office.

MAPP Website



- Register by entering e-mail address
- Tools and resources can be downloaded and printed

To access the MAPP toolbox, NACCHO asks users to register. This is one way they evaluate the usefulness of the toolbox. You simply enter your e-mail address on the registration page and this is where you'll begin.

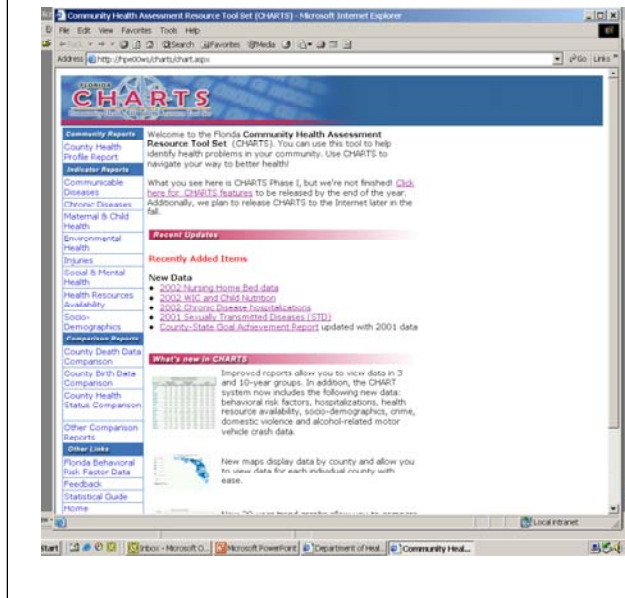
Florida CHARTS

- Community Health Assessment Resource Tool Set
- Web-based data system provides the infrastructure for community partners to implement community health improvement planning processes
- Follows the MAPP process
- Provides access to >800 health indicators



Florida CHARTS (Community Health Assessment Resource Tool Set) developed by the DOH Office of Planning, Evaluation and Data Analysis is a web-based data system that supports the MAPP process by providing data on more than 800 health indicators. It was designed to complement the MAPP process by organizing data by domains and making available county health profile reports using key indicators. CHARTS provides the data infrastructure for the Community Health Status Assessment process, one of the four MAPP assessments.

Florida CHARTS



- Available on DOH intranet
- Features maps, trend lines, county health profiles
- Coming soon
 - Sub-county and zip code data
 - More graphs
 - Release to internet Fall '03

Florida CHARTS was made available to DOH users on the intranet in July. Its features include maps and trend lines for some indicators as well as Community Health Profile Reports for each of Florida's 67 counties. Some CHARTS enhancements coming soon include sub-county and zip code data, more graphs and charts and release to the internet in the fall of 2003, replacing PHIDS. The CHARTS icon is on the DOH intranet home page. The website address for Florida CHARTS on the Intranet is <http://hpe00ws/charts/chart.aspx>

Need More Information on MAPP?

- Visit NACCHO's website for MAPP tools, resources
- Visit the Florida CHARTS intranet site
<http://hpe00ws/charts/chart.aspx>
- Contact DOH Office of Planning, Evaluation and Data Analysis
 - Community Health Improvement Planning Initiative
 - Christine Abarca at 850-245-4444 ext 2071, e-mail:
Christine_Abarca@doh.state.fl.us
 - Debbie Reich at 850-245-4444 ext. 2036, e-mail:
Debbie_Reich@doh.state.fl.us

Further information on MAPP is available at the NACCHO website at www.naccho.org. The Florida CHARTS intranet site provides data for community health improvement planning as well as information and links to MAPP. Technical assistance and information on MAPP are available through the DOH Office of Planning, Evaluation and Data Analysis. Contact Chris Abarca and Debbie Reich at 850-245-4009 or by e-mail.