

MOBILIZING FOR ACTION THROUGH PLANNING AND PARTNERSHIPS (MAPP)

“A Strategic Approach to Community Health Improvement”

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MOBILIZING FOR ACTION THROUGH PLANNING AND PARTNERSHIPS (MAPP)

“A Strategic Approach to Community Health Improvement”

MAPP is a process for developing a strategic plan for improving the health of our region and improving the delivery of public health services to the Blue Mountain region. The development of the process is a cooperative effort between the Centers for Disease Control and Prevention (CDC) and the National Association of County and City Health Officials (NACCHO). For Walla Walla County the MAPP process is being conducted as a cooperative effort between the City of Walla Walla and Walla Walla County.. It is being guided by a multidisciplinary Steering Committee and coordinated by a working group of County and City staff.

MAPP MISSION/ CORE VALUES

Our mission is to strengthen our area communities' health through the MAPP process.

CORE VALUES:

Focus on The Public's health

Encompass the Blue Mountain Region

Generate data driven decisions

Embrace diversity

Exercise inclusiveness

Employ collaboration

Promote sustainability of solutions to identified problems

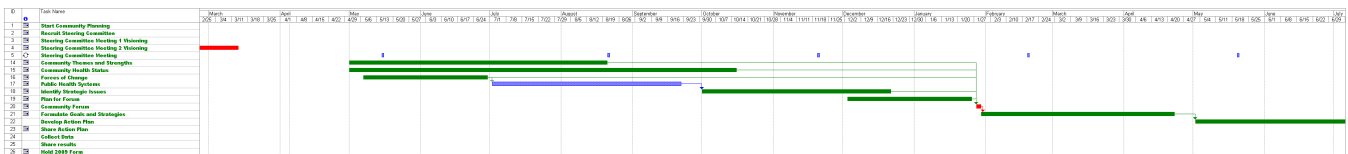
MAPP DESCRIPTION OF PROCESS

MAPP is a multi-step process that is fully described, documented, and supported by NACCHO. A full description can be found at: http://mapp.naccho.org/mapp_introduction.asp. The illustration below gives a visual representation of the steps involved in the process. MAPP involves organization: Organizing for Success, Partnership Development, and Visioning; four assessments: Community Themes and Strengths, Forces of Change, Community Health Status, and Local Public Health System; and strategic planning: identifying strategic issues, formulating goals and strategies, and a action (Shewart) cycle: plan, do, check, act. A more detailed description of each of the assessments follows.



MAPP TIMELINE

Currently the MAPP Assessments are starting in the Spring of 2007 and will be finished by November 2007. Community identification of strategic issues and development of a strategic plan will begin in late winter 2008 and a review of progress will take place in the fall 2008.



MAPP ASSESSMENTS

Public Health Systems

Definition: comprehensive assessment of all of the organizations and entities that contribute to the public's health

Answers questions: (1) what are the activities, competencies, and capacities of our local public health system? (2) how are the essential services being provided to our community?

Sample available at www.astho.org/pubs/pmlocal.pdf

Community Health Status

Definition: identifies priority issues related to community health and quality of life

Answers questions: (1) how healthy are our residents? (2) what does the health status of our community look like?

Community Themes and Strengths

Definition: provides a deep understanding of the issues residents feel are important by answering the questions

Answers questions: (1) what is important to our community? (2) how is quality of life perceived in our community? (3) what assets do we have that can be used to improve community health?

Forces of Change

Definition: 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.

Answers questions: (1) What is occurring or might occur that affects the health of our community or the local public health system (2) what specific threats or opportunities are generated by these occurrences?

MAPP PUBLIC HEALTH SYSTEM ASSESSMENT PROJECT PLAN

This assessment models the entire system that supports the public's health, not only the governmental system but also private entities, volunteer organizations, and informed individuals and other organizations that deliver public health services. It is structured around evaluating the Centers for Disease Control and Prevention (CDC) and the National Association of County and City Health Officials (NACCHO) ten essential services of public health.

The assessment will be done using the NACCHO and CDC *Local Public Health System Performance Instrument* using focus groups made up of the various Walla Walla County governmental and community groups and individuals. The ten essential services are:

1. **Monitor** health status to identify community health problems
2. **Diagnose** and investigate health problems and health hazards in the community
3. **Inform**, educate, and empower people about health issues
4. **Mobilize** community partnerships to identify and solve health problems
5. **Develop** policies and plans that support individual and community health efforts
6. **Enforce** laws and regulations that protect health and ensure safety
7. **Link** people to needed personal health services and assure provision of healthcare when otherwise unavailable
8. **Assure** a competent public and personal health workforce
9. **Evaluate** effectiveness, accessibility and quality of personal and population-based health services
10. **Research** for new insights and innovative solutions to health problems

Following the completion of the instrument, data will be entered into a CDC-based database and the results reported to the Steering Committee.

MAPP COMMUNITY HEALTH STATUS ASSESSMENT

- How healthy are our residents?
- What does the health status of our community look like?

The CHSA ensures that the MAPP committee looks at specific health status issues such as lung cancer rates or low immunization rates, in their pursuit of an understanding of the community's health status.

The CHS Assessment will distill core indicators including the following 11 broad-based categories:

Who are we and what do we bring to the table?

1. Demographic characteristics
2. Socioeconomic characteristics
3. Health resource availability

What are the strengths and risks in our community that contribute to health?

4. Quality of life
5. Behavioral risk factors
6. Environmental health indicators

What is our health status?

7. Social and mental health
8. Maternal and child health
9. Death, illness and injury
10. Infectious disease
11. Sentinel events

Our Walla Walla community may require additional indicators which will be determined as necessary.

MAPP COMMUNITY THEMES AND STRENGTH ASSESSMENT

- ❖ What is important to our community?
- ❖ How is quality of life perceived in our community?
- ❖ What assets do we have that can be used to improve community health?

During this phase, community thoughts, opinions, concerns, and solutions are gathered. Feedback about the quality of life in the community and community assets are also gathered. The result of this phase is a strong understanding of community concerns, **perceptions** of quality of life, and a map of community assets.

The information gathered during this phase will feed into the Strategic Issues phase of the MAPP process.

Information gathering options:

1. **Community Meetings** – Broad, inclusive community meeting (town hall) that provides open discussion among a large group of participants.
2. **Community Dialogues** – Smaller (20-35 people) gatherings where all/many sectors of the community are represented.
3. **Focus Groups** – A small group of participants (8-10) that respond to a set number of questions. Good for specific targeted groups.
4. **Walking or Windshield Surveys** – 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.
5. **Photovoice** – A small group of people (8-10) walks through the community taking pictures of things that strike them. A collective presentation or book is produced with text describing photos. (We are currently working in partnership with the City of WW on their neighborhood walking tours to provide them with cameras).
6. **Individual Discussion and Interviews** – Individual discussions (formal or informal) to gather in depth feedback. Can be done with key community leaders or residents.
7. **Surveys** – Can include written, telephone, or in person surveys.

Recommendations:

A combination of the above should be used to conduct the Community Themes and Strengths Assessment to gather objective and all inclusive information from the communities within the county (existing Data from recent local surveys will be included in the overall assessment).

- ❖ Community meetings should be held in the City of Walla Walla as well as the smaller rural towns in the county.
- ❖ Community Dialogues and Focus groups should be used to target specific populations including but not limited to youth, adults, seniors, and ethnic and special need populations.
- ❖ Individual Discussions with key players in the community.
- ❖ Surveys could be used as part of the overall process and distributed at specific locations and times i.e. Rotary, Exchange, churches, etc. Surveys if possible should be designed and analyzed by professionals in data gathering/analysis.

MAPP FORCES OF CHANGE ASSESSMENT

The Forces of Change Assessment answers the questions:

- ❖ What is occurring or might occur that affects the health of our community or the local public health system?
- ❖ What specific threats or opportunities are generated by these occurrences?

Information Gathering options:

- ❖ Walla Walla City's Comprehensive Plan – in particular, the neighborhood walking tours for which MAPP is providing disposable cameras to record visual areas of interest
- ❖ Speak Up Walla Walla – information can be included with other existing community data for a meta-analysis
- ❖ Brainstorm with existing community groups (LAF, civics, faith-based,.....)
- ❖ Focus groups
- ❖ Individuals – key community leaders and/or residents

Recommendations:

The **FORCES OF CHANGE ASSESSMENT** can be performed in conjunction with the **COMMUNITY THEMES AND STRENGTHS ASSESSMENT** during the same information gathering events.

MAPP DATA SOURCES

MAPP COMMITTEE MEETING MINUTES

MAPP WORKING GROUP

Susann Bassham, Walla Walla County Health Department
Harvey Crowder, Walla Walla County Health Department
Vikki Davis, Walla Walla County Health Department
Peggy Needham, City of Walla Walla

MAPP STEERING COMMITTEE

Punkey Adams, Walla Walla Rural Library District
Donald Ashley, Blue Mountain Medical Group
Alicia Beavon, Walla Walla Community College Student
Steve Burdick, St. Mary Medical Center
Tim Conley, St. Mary Medical Center
Nina Conn, Retired Walla Walla County Emergency Management Services
Jack Davis, Walla Walla University
Marilyn Galusha, Walla Walla Community College
Sandra Graham, Walla Walla Community College
Carol Irwin, City of Walla Walla
Lawson Knight, Blue Mountain Community Foundation
Stan Ledington, Walla Walla General Hospital
Kim Lyonais, City of Walla Walla
Gary Mabley, City of Walla Walla
Melani Mangum, St. Mary Medical Center
Dennis Maughan, St. Mary Medical Center
Liz McDevitt, United Way
Suzanne Morrissey, Blue Mountain Heart to Heart
Richard Pankl, Children's Home Society
Pat Rima, Washington State Penitentiary
Patrick Shipp, City of College Place
Ben Small, Columbia School District
Terry Thomas, City of Walla Walla
Melinda Townsend, Helpline
Brian Walker, City of Walla Walla
Jennie Weber, WorkSource Walla Walla
Bruce Wilkerson, Family Medical Center
Anne-Marie Zell Schwerin, YWCA

MAPP LINKS

AssessNow <http://www.assessnow.info/>

Data Place. <http://www.dataplace.org/>

Washington Counties. <http://www.ofm.wa.gov/databook/county/default.asp>

Washington Department of Health Vital Statistics.
<http://www.doh.wa.gov/ehsphl/chs/chs-data/public/pubmain.htm>

Washington Rural Health Assessment <http://www.doh.wa.gov/hsqa/ocrh/WRHAP/WRHAP.htm>

PHPPO. <http://www.cdc.gov/od/ocphp/nphpsp/>

NACCHO. <http://www.naccho.org>

MAPP. http://mapp.naccho.org/mapp_introduction.asp

MAPP CONTACT US

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