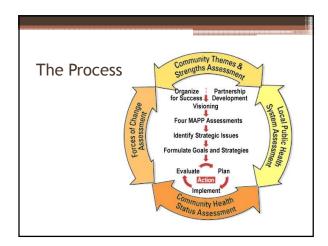
Mobilizing for Action through Planning and Partnerships (MAPP)

Colleen Svoboda Nebraska Division of Public Health November 4, 2011

What is MAPP?

- A community-wide strategic planning tool for improving community health.
- Community Health Assessment
- Strategic Plan
- Community Ownership
- Sustainable Solutions



Organize	for	Success	Œ	Partnership
Developm	nent	t		

- Determine why the process is necessary.
- Reasons for initiating MAPP
- Potential benefits
- · Identify and organize participants.
- Broad representation from community
- Local public health system partners
- Community organizations
- Community members
- MAPP Committee (oversight)

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Design	the	plannin	ng process.

- Steps
- Timeline
- Expected final products
- · Assess resource needs and secure commitment.
- · Manage the process.

Visioning

- Develop shared community vision and common values
 - Identify other community visioning efforts
 - Design visioning process and select facilitator
 - Conduct visioning process
 - Formulate vision and values statements
 - Refer to these throughout MAPP process

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Four MAPP Assessments

- · Community Themes and Strengths
- Identifies community thoughts, opinions, and concerns
- Quality of life and community assets
- $\,{}^{_{\rm o}}$ Focus groups, survey, community meetings, etc.
- Local Public Health System Assessment
 - Focuses on all organizations in community that contribute to the public's health
 - 10 Essential Public Health Services
 - Performance measurement instrument

Four MAPP Assessments

- Community Health Status
 - A review of community health data
 - Community health profile
- · Forces of Change
- Identifies forces that will move us toward or away from our vision
- Group brainstorm, focused conversation, SWOT analysis (strengths, weaknesses, opportunities, threats)

Identify Strategic Issues

- Compile assessment results and present to MAPP participants
- Brainstorm potential strategic issues
- · Complete a prioritization process
- · Compile an ordered list

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Formulate Goals and Strategies

- Form a subcommittee for each strategic issue
- Complete root cause analysis (dig deeper)
- Write goals, objectives, strategies (3 5 year plan)
- Identify who will implement
- Write a comprehensive community health improvement plan (CHIP)
- Implement and Evaluate

Lessons Learned from Nebraska

- Spend time up front planning
- · Develop a solid planning team
- Don't skip the visioning
- Complete the assessments at the same time
- Narrow the results before presenting to community group
- Set up subcommittees
- Write a plan and implement
- Talk to others about how they do MAPP

Contact Information

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