

Mobilizing for Action through Planning and Partnerships (MAPP)

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What is MAPP?

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

The Process



Organize for Success & Partnership Development

- 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)

- Design the planning 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

Four MAPP Assessments

- **Community Themes and Strengths**
 - Identifies community thoughts, opinions, and concerns
 - Quality of life and community assets
 - 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

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

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