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)

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

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

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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