

# PLANNING TO IMPROVE THE HEALTH OF SANTA CRUZ COUNTY USING THE MOBILIZING FOR ACTION THROUGH PLANNING AND PARTNERSHIPS MODEL

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QI On-TAP

# Overview

- Describe the Mobilizing for Action through Planning and Partnerships (MAPP) tool
- Provide an overview of the six phases of MAPP
- Define the roles of the MAPP Steering Committee within each of the phases
- Review and approve proposed timeline and plan for MAPP process



**Public Health**  
Prevent. Promote. Protect.

**Santa Cruz County**

QI On-TAP





# Mobilizing for Action through Planning and Partnerships



# What is MAPP?

- ❑ **A community-wide strategic planning process** for improving public health
- ❑ **Facilitated by public health leadership** to help communities prioritize public health issues, identify resources for addressing them, and take action



# MAPP Overview



MAPP consists of 6 phases

# Different from an Organization's Strategic Plan

Community  
drives the  
process

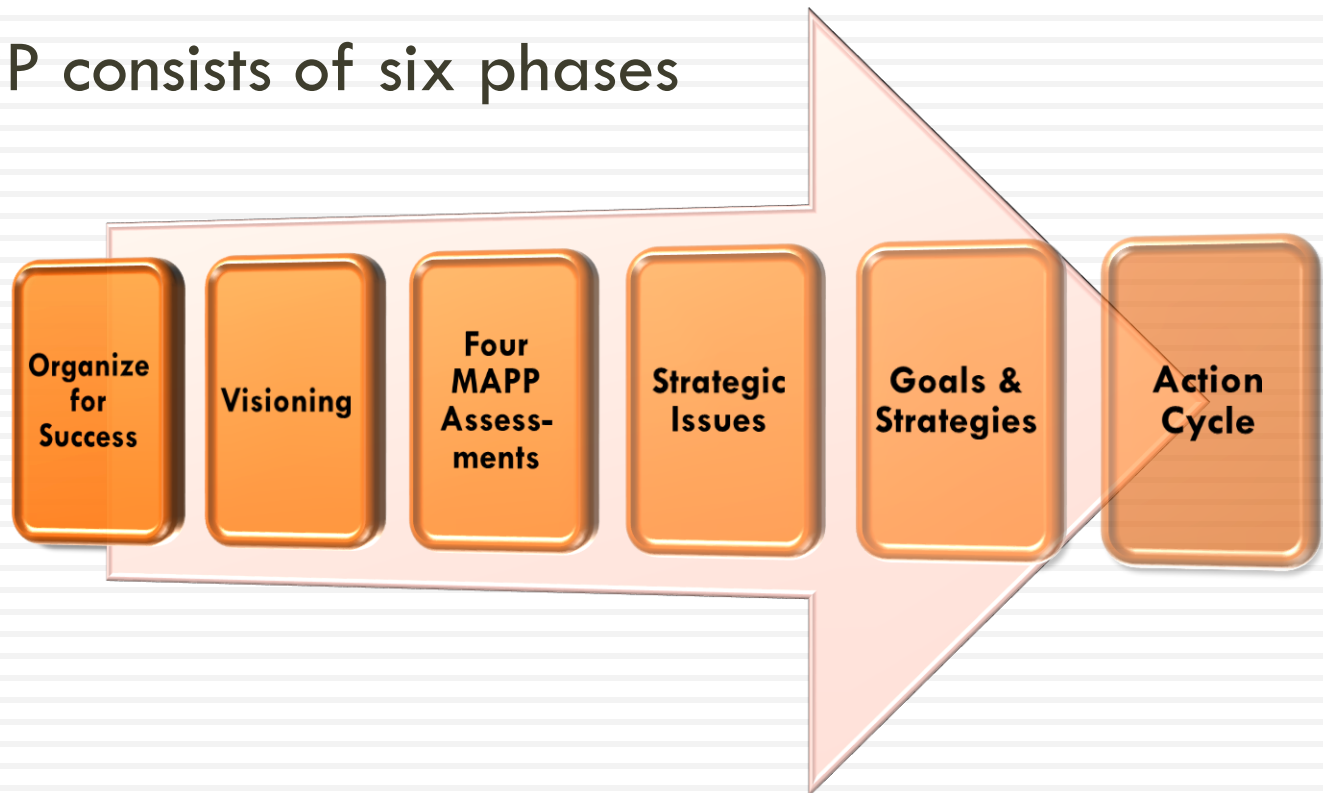
- MAPP provides the framework for a community-driven assessment & plan
- Community participation leads to collective thinking across multiple sectors
- Results tend to be more effective and sustainable
- MAPP process brings diverse interests together

# The MAPP Paradigm Shift

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

# MAPP Phases

MAPP consists of six phases





# Phase 1: Organize for Success/Partnership Development

- MAPP is initiated when lead community partners come together in an organized manner to prepare for planning (Steering Committee)
- Requires high level commitment from partners
- Goal is for a successful implementation of a community health improvement plan through successful partnerships

# Role of Steering Committee

- Convene and begin meeting during this phase
- Provide input into who else should be recruited for Steering Committee membership
- Approve plan for MAPP process (as developed and proposed by Core Group)
- Identify resources to meet needs
- Provide input on, and ultimately approve, subcommittee membership for upcoming



# Phase 2: Visioning

- A shared vision and common values provide a framework for pursuing long-range community goals
- Vision and value statements provide focus, purpose, and direction

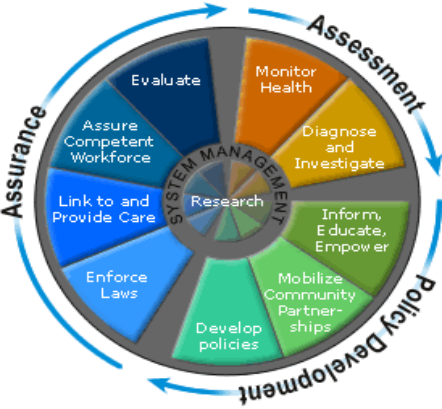
*What would we like our community to look like in 10 years?*



# Role of Steering Committee

- Oversee and participate in the Visioning phase
- Approve a plan for gaining broad community participation and identify community representatives to participate in visioning session



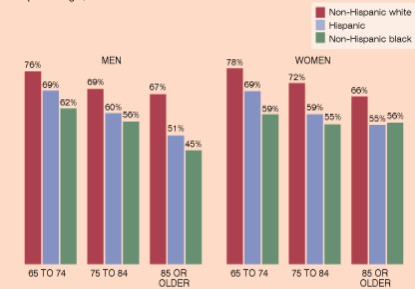


# Phase 3: Four MAPP Assessments

- Community Health Status Assessment
- Community Themes and Strengths Assessment
- Forces of Change Assessment
- Local Public Health System Assessment



Percentage of persons age 65 or older who reported having good to excellent health, by age group, sex, and race and Hispanic origin, 1994 to 1996



Note: Data are based on a three-year average from 1994 to 1996. Hispanics may be of any race. Reference population; these data refer to the civilian noninstitutional population.

Source: National Health Interview Survey.



No Particular Order

# Community Health Status Assessment

Answers  
these  
questions

- How healthy is the community?
- What does the health status of the community look like?

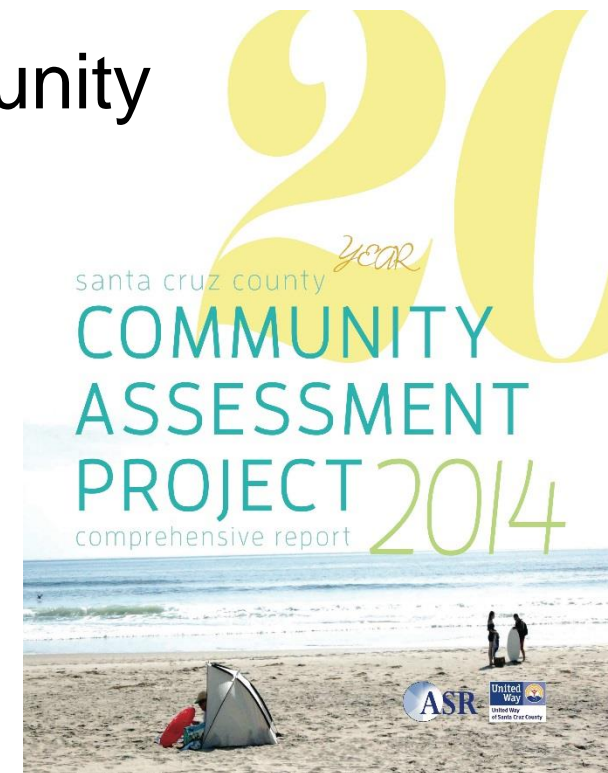


Community  
Assessment  
Project

The Community Health  
Assessment collects  
information on  
status, quality of life,  
and risk factors

# Role of Steering Committee

- Align with CAP assessment
- Identify data sources
- Select locally appropriate indicators
- Review and incorporate Community Health Profile data



# Community Themes & Strengths Assessment

Answers  
these  
questions

- What is important to the community?
- How is quality of life perceived in the community?
- What assets does the community have that can be used to improve community health?



The Community Themes & Strengths Assessment identifies community thoughts, experiences, opinions, and concerns



# Role of Steering Committee

- Oversee sub-committee activities
- Provide recommendations for gaining broad community participation in assessment
- Participate in activities as needed



# Forces of Change Assessment

Answers  
these  
questions

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

The Forces of Change Assessment identifies all the forces that have associated opportunities and threats either now or in the future

# Role of Steering Committee

- Participate in brainstorming session to identify influential forces
- Identify opportunities and threats for each force



# Local Public Health System Assessment

Answers these questions

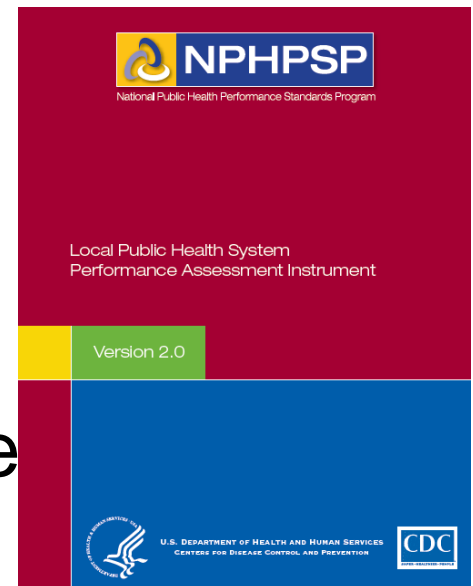
- What are the activities, competencies, and capacities of the local public health system?
- How are the 10 Essential Public Health Services being provided to the community?

The Local Public Health System Assessment measures how well the local public health system delivers the 10 Essential Public Health Services



# Role of Steering Committee

- Oversee sub-committee activities
- Assist in ensuring broad LPHSA participation in LPHSA
- Participate in Essential Services Orientation session
- Respond to performance measure instrument
- Discuss results and identify challenges and opportunities



# Phase 4: Identify Strategic Issues

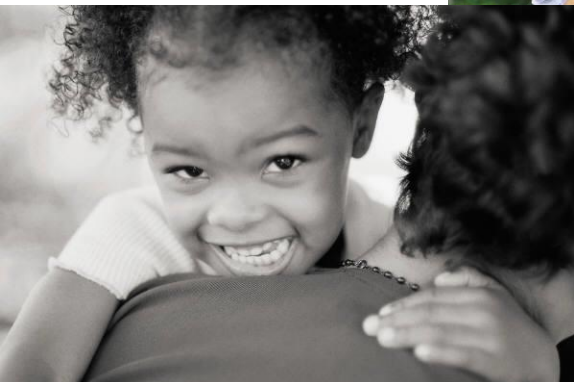
- During this phase, participants generate a list of the most important issues facing the community
- Should be proactive rather than reacting to problems
- Should reflect the results of all previous MAPP phases
- They reveal what is truly important



A handwritten list of strategic issues on a green background. The issues are written in various colors and sizes of cursive script. The issues include: Affordable Housing (pink), Safe Neighborhoods (pink), Drug Free (green), Fresh Food (green), Clean Water (yellow), Clean Air (green), Mental Health (blue), Immunized Kids (green), Tobacco Free (pink), Active Living (green), and Healthy Eating (green).

# Role of Steering Committee

- Approve general process for identifying strategic issues
- Participate in meeting(s) at which strategic issues are identified and analyzed



# Example of Assessment Result

## Strategic Issue: Healthy Eating

- ❑ Obesity-related diseases are rapidly increasing
- ❑ Many of our communities are food deserts – fresh food is not available within a 10 mile radius
- ❑ The community wants to learn more about healthy eating
- ❑ Schools are serving processed food
- ❑ CalFresh is encouraging the consumption of fresh fruits and vegetables
- ❑ The health department has received funding to address access to fresh fruits and vegetables



# Phase 5: Goals and Strategies

- Goals and strategies are formulated that address each of the strategic issues identified in Phase 4
- They provide a connection between the current reality and the vision
- Together, they provide a comprehensive picture of how local public health system partners will achieve a healthy community
- They also can provide the framework for a performance management system

# Example of How it looks

Decrease  
rates of  
obesity-  
related  
disease



## Strategies

- ❑ Decrease the number of food deserts
- ❑ Increase availability of fresh produce at institutions and businesses
- ❑ Educate community via various venues
- ❑ Increase the number of community gardens
- ❑ Encourage worksite and school policies that support healthier eating

# Role of Steering Committee

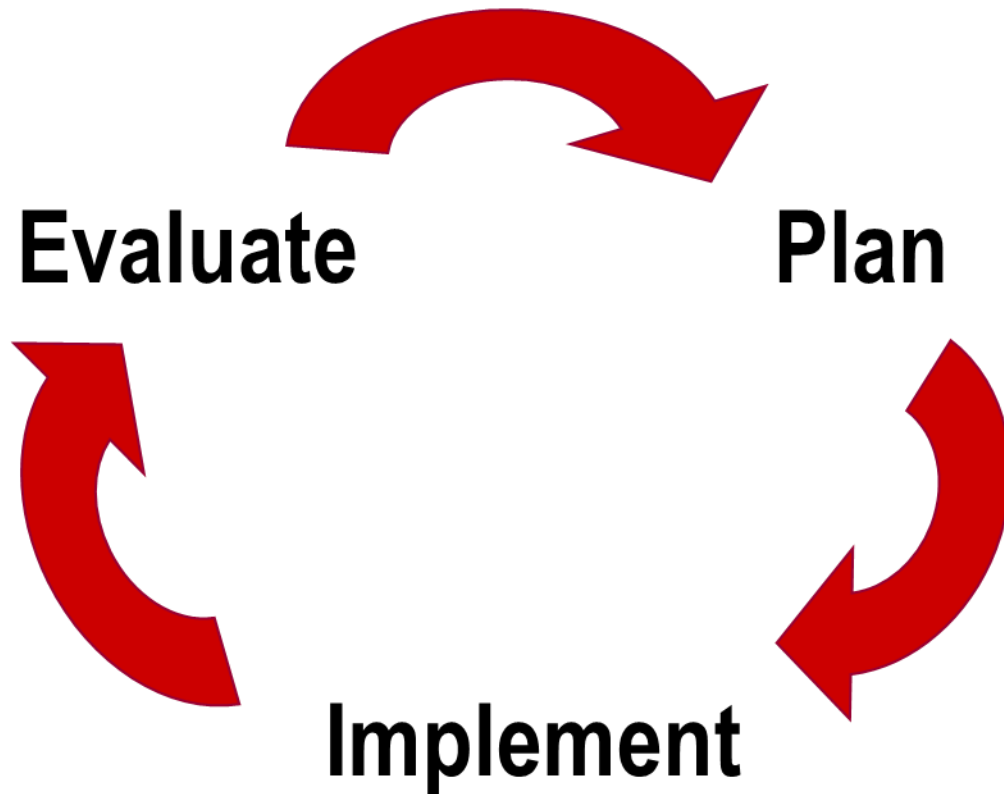
- Participate in meeting(s) at which strategies and goals are selected and confirmed
- Oversee development of the planning report and adopt the plan
- Ensure community member review and buy-in of strategic issues



# Phase 6: Action Cycle

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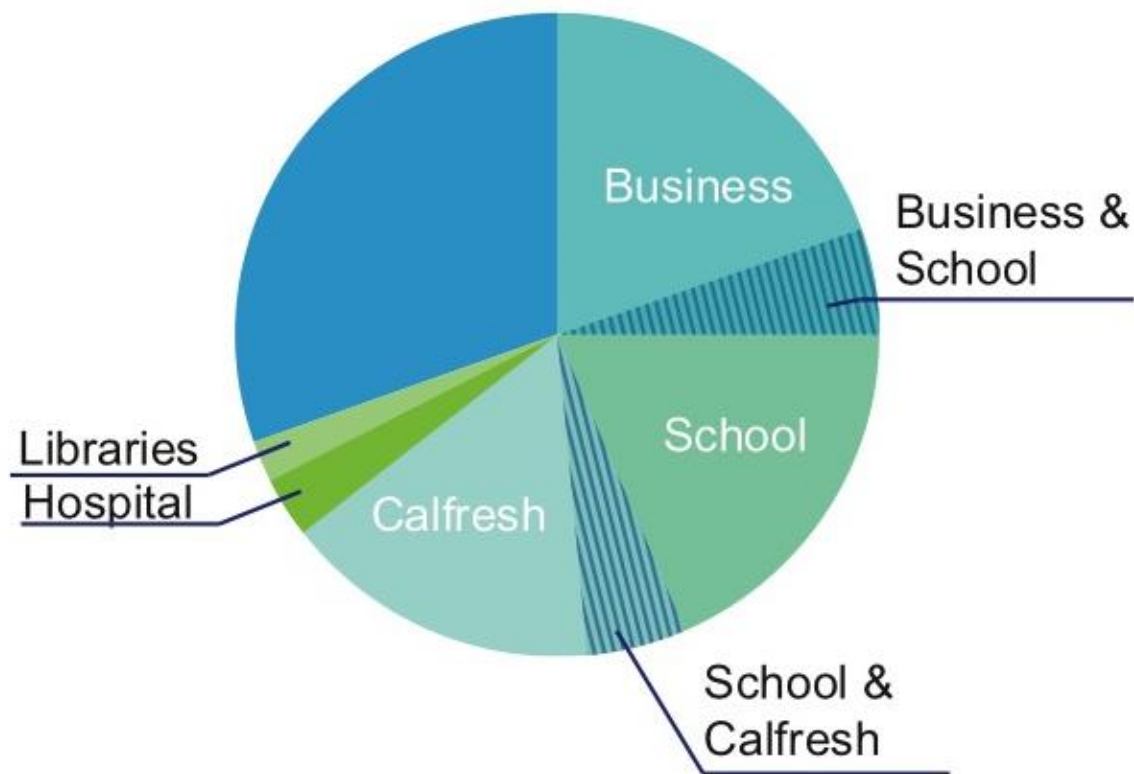
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This process requires a performance management system to monitor progress toward achieving the goals set forth in the community health improvement plan

# Collectively Many Sectors Can Make an Impact

The circle represents 100% of the community or county population



# Collective Action to Community Impact (example)

## Program Measures

### Health Department

Work with communities to improve access to fresh food

# of small markets selling fresh food

Pounds of produce sold at each market

### Social Services

Enroll eligible people into CalFresh

% of eligible population enrolled in CalFresh

Average # servings of fresh produce consumed daily by CalFresh enrollees

### Libraries

Host healthy eating classes

# of participants completing health eating classes

% of ppts reporting they will increase their consumption of fresh produce

### Schools

Initiate Farm-to-School Procurement

# school serving fresh produce

% of students consuming fresh produce

### Business

Initiate worksite wellness program

% of employees participating in the wellness program

Avg # servings of produce consumed by employees

### Other local jurisdictions

Identify strategies to decrease food deserts

# of policy changes that result in improved access to fresh produce

Pounds of fresh produce sold

## Results We Seek

### Population Outcomes

**Short Term:**  
1-3 years

**Mid-Term:**  
4-9 years

**Long Term:**  
10 years

Avg # servings of fresh produce consumed

Obesity Rates

Chronic Disease Deaths



# Role of Steering Committee

- Oversee action planning, implementation, and evaluation across all strategies
- Oversee recruitment of additional participants to assist in plan implementation and evaluation as needed
- Secure and/or assist in ensuring resources needed for implementation and evaluation are available

A vertical photograph on the left side of the slide shows a person in a red jacket and dark pants climbing a steep, rocky mountain face. The climber is positioned on a narrow ledge of rock. The background features a clear blue sky and a view of snow-covered mountain peaks in the distance.

## 3 Common Challenges

1. Resource limitations
  - Staff
  - Time
  - Financial
2. Loss of momentum
3. System partners leave implementation to LHD



# Ensuring Success



- Leadership support
- Focus on system throughout process
- Leveraging partner resources (e.g. business community)
- Neutral facilitators
- Clear goals, objectives, action plans, and accountability
- Money follows good planning

# Putting It Altogether

## Timeline and Proposed Plan



**Prerequisites (Green)**

CHA

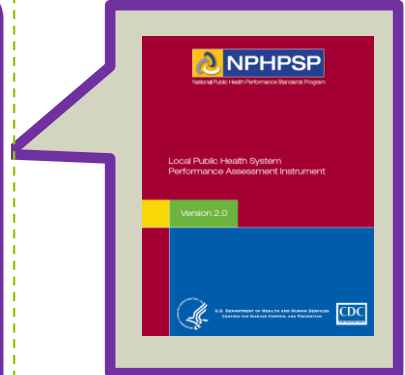
SP

CHIP

Performance Management & Quality Improvement

**Domains**

1, 2, 3, 4, 5, 6, 7, 8, 9, 10



**Essential Service**

1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Essential service system performance measured using the NPHPSP instrument can inform health department PHAB domain performance. MAPP and NPHPSP can be deliberately designed to meet standards in domains 1, 3, 4, 5, 7, and 10.

# Timeline

- Phase 1 - completed today (9/16/2015)
- Phase 2 – Oct 2, 2015
- Phase 3:
  - CHSA - Dec 2015
  - CTSA - Jan 2015
  - FCA - Dec 2015
  - LPHSA – Feb or Mar 2016
- Phase 4 - Apr 2016
- Phase 5 - May 2016
- Phase 6 - Begins Jun 2016
  - Steering Committee to determine frequency of meeting and reporting on progress

