

Communities Form the Cornerstone of MAPP

Communities Drive the Process

Community ownership is a fundamental component of MAPP. Because the community's strengths, needs, and desires drive the process, MAPP provides the framework for creating a truly community-driven initiative. Community participation leads to collective thinking and, ultimately, results in effective, sustainable solutions to complex problems.



Communities Strengthen Local Public Health Systems

Broad community participation is essential because a wide range of organizations and individuals contribute to the public's health. Public, private, and voluntary organizations join community members and informal associations in the provision of local public health services. The MAPP process brings these diverse interests together to collaboratively determine the most effective way to conduct public health activities.



Using the MAPP Framework

Materials to Help Communities Implement MAPP:

The MAPP Web site – full guidance and access to all supplemental resources are available to users through NACCHO's Web site at www.naccho.org/mapp. Access to the Web site is free. The following resources are available through the Web site:

- **MAPP Clearinghouse** – allows current and new MAPP users to browse, adopt, and tailor tools and resources that other MAPP users have used to complete the different phases of MAPP.
- **Technical Assistance Webcast Series** – features experienced MAPP users who share their insights on MAPP implementation issues and answer participants' technical assistance questions.
- **MAPP Peer Assistance Network (PAN)** – enables new users to connect with experienced peers for one-to-one guidance and provides links to stories from the field.
- **NACCHO's MAPP List Service** – disseminates information about new MAPP-related resources and events, including MAPP Trainings and funding opportunities.
- **MAPP Publications** – the Field Guide provides an easy-to-read, 24-page overview of the MAPP process, and the MAPP User's Handbook is a condensed, portable version of the Web-based process with practical tip sheets and worksheets.

For more information about MAPP, please contact:

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NACCHO is the national organization representing local health departments. NACCHO supports efforts that protect and improve the health of all people and all communities by promoting national policy, developing resources and programs, seeking health equity, and supporting effective local public health practice and systems.



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to COMMUNITY HEALTH IMPROVEMENT



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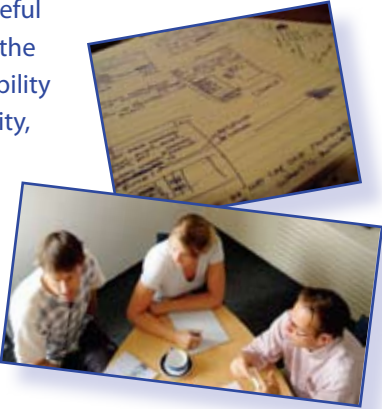


Achieving Healthier Communities through MAPP

Mobilizing for Action through Planning and Partnerships (MAPP) is a community-wide strategic planning process for improving community health. Facilitated by public health leadership, this process helps communities prioritize public health issues and identify resources for addressing them.

Carefully designed to provide useful and practical guidance, while at the same time offering enough flexibility to be adaptable to any community, each section of the MAPP process includes:

- Overview and guidance
- Tools and resources
- Stories from users



Vision for Implementing MAPP

“Communities achieving improved health and quality of life by mobilizing partnerships and taking strategic action.”



The MAPP Model



The MAPP model and the illustrated “community roadmap” both depict the process communities will undertake when working with MAPP. To initiate the MAPP process, lead organizations in the community begin by organizing themselves, recruiting participants, and preparing to implement MAPP (**Organize for Success / Partnership Development**). The second phase of the MAPP process is **Visioning**. A shared vision and common values provide a framework for pursuing long-range community goals.

The **four MAPP Assessments** provide critical insights into challenges and opportunities throughout the community.

- **Community Themes and Strengths Assessment** – Identifies issues that interest the community, perceptions about quality of life, and community assets.
- **Local Public Health System Assessment** – Measures the capacity and performance of the local public health system—all organizations and entities that contribute to the public’s health.



- **Community Health Status Assessment** – Assesses data about health status, quality of life, and risk factors in the community.
- **Forces of Change Assessment** – Identifies forces that are or will be affecting the community or the local public health system.

Using the results of the assessments, participants **Identify Strategic Issues** and then **Formulate Goals and Strategies** for addressing each issue. This information is crucial for the **Action Cycle**, during which participants plan for action, implement, and evaluate.

Conducting MAPP should create a sustained community initiative that ultimately leads to community health improvement.

The Local Public Health System Assessment is completed using the National Public Health Performance Standards Program (NPHPSP) local instrument. For more information on the NPHPSP, contact NACCHO (see back of brochure) or CDC: E-mail phpsp@cdc.gov, call (800) 747-7649, or visit www.cdc.gov/od/ocphp/nphpsp/index.htm.

