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## **Appendix 2**

# **Mobilizing for Action through Planning and Partnership (MAPP)**

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# What is MAPP?

MAPP stands for **M**obilizing for **A**ction through **P**lanning and **P**artnerships. MAPP is a tool that was developed by the National Association of County and City Health Officials (NACCHO) as a guide for communities to use as a strategic approach to improving health and quality of life of the community. MAPP has been recognized nationally by the Public Health Accreditation Board (PHAB) as a model for assessing the health of a community and for the community health improvement planning process (PHAB, 2014). MAPP takes a community from assessment through the process of planning strategies to address health and well-being of the community.

## An Overview:

The following overview of MAPP is drawn from the MAPP user handbook developed by NACCHO and is available at <http://www.naccho.org/topics/infrastructure/Mapp>

Figure 1 displays the MAPP model. The 6 Steps of MAPP are in the center of the model, and the four MAPP assessments are shown in the four outer arrows of the model.



Figure 1

## Step 1: Organizing and Partnership

The success of MAPP depends heavily on the organization and partnership that provides the direction for MAPP. The partnership that acts as a steering committee for MAPP includes a broad range of perspectives, expertise, groups and sectors, and activities within the community. The partnership comes together and affirms the necessity of undertaking the MAPP process and assures that the partnership itself reflects the diversity and composition of the community. The partnership also supervises the MAPP process, including setting a timeline and work plan, identifies and secures resources to carry out MAPP, and manages the MAPP process through all six steps. The partnership provides the overall direction and guidance for the MAPP process.

## Step 2: Visioning

After the partnership has established the basic organization for undertaking MAPP, it develops a statement of its vision and common values that reflects a shared picture of the future of a healthy community. Through visioning, the partnership will decide on shared values such as respect, commitment, teamwork, and inclusiveness. The visioning process is an important time for the partnership to identify the common values and shared sense of purpose that will sustain it through the MAPP process and will be reflected in the vision statement. The importance of the vision and values statement is reflected in its inclusion on all MAPP materials and it's in all MAPP meetings.

## Step 3: Assessments

Each of the four map assessments is identified above. The MAPP process begins with the Community Health Status Assessment. Although each assessment provides important information regarding the community's health, it is the collection of information from all four MAPP assessments that generates a complete "picture" or findings about the health and well-being of the community. The key findings from each of the assessments are considered in the next step of MAPP - identifying strategic issues that must be addressed to attain the vision of a healthy community.

## Step 4: Identify Strategic Issues

The partnership reviews the key findings of the four MAPP assessments within the context of the MAPP vision and values statement. Strategic issues are those challenges that emerge from considering the key findings from all of the MAPP assessments together. The partnership identifies the most prominent assessment findings and undertakes a prioritization process to generate and identify the critical issues that must be addressed in order to meet the vision of a healthy community; these critical issues are the Strategic Issues that will be the focus of the next two steps of MAPP.

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## Step 5: Formulate Goals and Strategies

In this step, the partnership continues the MAPP process by developing goals and identifying strategies that provide a general direction for addressing each of the strategic issues that were identified in the previous MAPP step. The partnership again considers its vision and values statement, because goals and strategies are based on the partnership's shared picture of a healthy community. A goal is a broad statement of what the partnership believes would be the result or long-term outcome when the strategic issue is addressed in ways that exemplify the values and contributes to a healthy community. Strategies are the general steps that the partnership believes should be taken to achieve the goal. (Specific activities for each strategy are planned, implemented, and evaluated in the next step of MAPP- the Action Cycle.) The goals and strategies link the current picture of the community's health, which was the basis for the findings from the four MAPP assessments, and the future or vision of the community's health.

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## Step 6: Action Cycle

The Action Cycle begins with planning the specific activities that are the means of executing the strategies identified by the partnership for meeting the goal, implementing the activities, and the effectiveness of the activities in meeting the stated objectives and goal. The planning process of the Action Cycle includes establishing objectives and identifying responsible parties for each objective. It is important to note that this step of MAPP generally moves beyond the partnership to include other organizations or entities in the community who will be part of developing and executing the Action Cycle, from planning through implementation and evaluation. The Action Cycle is the basis of the community health improvement plan (CHIP), which is defined as a long-term systematic plan to address issues identified in the community health assessment (PHAB, 2014).



References:

National Association of County and City Health Officials. (n.d.). *Achieving healthier communities through MAPP: A User's Handbook*. Retrieved from [http://www.naccho.org/topics/infrastructure/mapp/upload/MAPP\\_Handbook\\_fnl.pdf](http://www.naccho.org/topics/infrastructure/mapp/upload/MAPP_Handbook_fnl.pdf)

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