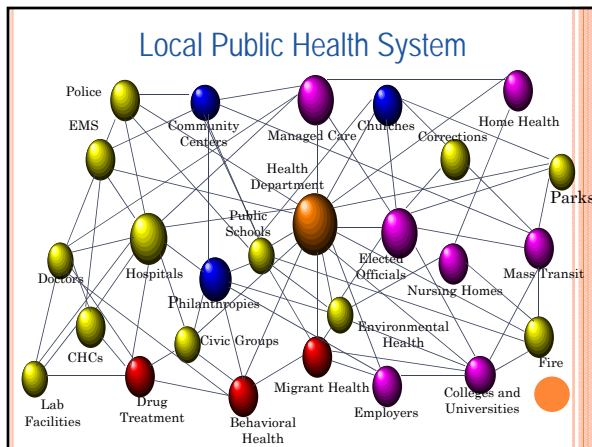


LOCAL HEALTH INITIATIVES:
CURRENT COMMUNITY HEALTH NEEDS ASSESSMENT EXPERIENCE IN MARION AND PUTNAM COUNTIES (FLORIDA)
 Jeff Feller
 WellFlorida Council
 Tuesday, August 2, 2011

WHAT IS PUBLIC HEALTH?

"health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." (WHO, 1946)

Improving health is a shared responsibility not only of health care providers, and public health officials, but also a variety of other actors in the community who contribute to the well-being of individuals and populations.




MAPP stands for:



- **M**obilizing – community engagement
- **A**ction – implementation of a Health Improvement Plan
- **P**lanning – built on strategic planning concepts
- **P**artnerships – the public’s health is more than the concern of the health department

MAPP IS:



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

THE MAPP PARADIGM SHIFT

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

MAPP OVERVIEW



What's in it for You?



- "The process served to build networks and reinforce partnerships in the community."
- "It served to eliminate competition, definitely made for more collaboration – much of this due to MAPP."
- "One of the major results was community recognition and credibility. This resulted in much more political clout – more involved in county and state affairs."
- "A reputation for capability was created and reputation is priceless."
- "I would recommend it; it helps to define critical issues and strategies."
- Emerging health department accreditation
- IRS-990 CHNA requirements for non-profit hospitals
- FQHC needs assessments
- Appeal to these "enlightened" self-interests

KEY PARTNERS/PLAYERS

Marion County

- Marion County Health Department
- Munroe Regional Health System (Non-profit)
- Ocala Health System (2 hospitals, for-profit)
- Heart of Florida Health Center (FQHC)
- The Centers (publicly-supported mental health)
- Hospice of Marion County
- Access to Healthcare, Inc.
- Local Health Council

Putnam County

- Putnam County Health Department
- Putnam Community Medical Center (for-profit)
- Family Medical and Dental Centers (FQHC)
- Local Health Council

PHASE 1 - ORGANIZE

- Secure resources
 - HHS/CDC *Strengthening Public Health Outcomes for Improved Health Outcomes* federal ACA grant funds through Florida DOH
 - Each partner contributes additional financial resources
 - Approximately \$50,000 in Marion County
 - Approximately \$20,000 in Putnam County
- Steering committee
- Form Core Community Support Team



PHASE 2- INITIAL VISIONING

- Start with a shared vision
- Communicates goals of MAPP process
- Provides a focus, purpose and direction for the planning process – something the community can strive to achieve
- Incentive to mobilize assets and resources
- Generates enthusiasm and kindles excitement
- Unites participants
- Fosters creativity



PHASE 3A - COMMUNITY HEALTH STATUS ASSESSMENT

- County Technical Appendix/Report with Executive Summary
- Demographic and Socioeconomic Characteristics
- Health Resource Availability
- Quality of Life
- Behavioral Risk Factors
- Environmental Health Indicators
- Social and Mental Health
- Maternal and Child Health
- Death, Illness and Injury
- Infectious Disease
- Sentinel Events
- GIS Mapping of Key Health Data by Zip Code



PHASE 3B – LOCAL PUBLIC HEALTH SYSTEM ASSESSMENT

- Developed by CDC and NACCHO
 - www.cdc.gov/bphpsp/index.html
- Designed to improve public health performance by:
 - Establishing baseline measure of public health performance
 - Identifying strengths and weaknesses of local public health system
 - Initiating a public health improvement process
 - Building a stronger level of collaboration
 - Leveraging partner resources on common priorities
 - Pooling resources for addressing improvements
 - Improving local public health system effectiveness



PHASE 3B – LOCAL PUBLIC HEALTH SYSTEM ASSESSMENT – 10 ESSENTIALS

1. Monitor health status
2. Diagnose and investigate
3. Inform, educate and empower
4. Mobilize community partnerships
5. Develop policies and plans
6. Enforce laws and regulations
7. Link people to needed resources / assure care
8. Assure a competent workforce
9. Evaluate health services
10. Research



PHASE 3C – COMMUNITY THEMES AND STRENGTHS ASSESSMENT

- Determining strengths and weaknesses of the local public health system (like the SW of a traditional SWOT analysis)
- Determine community assets
- Determine major community barriers
- Core community support team workshop
- Focus groups of residents
- Web-based survey of healthcare providers
- Key input to Identifying Strategic Issues of MAPP process



PHASE 3D – FORCES OF CHANGE
ASSESSMENT

- Assessment of community opportunities and threats (the second 1/2 of a traditional SWOT analysis)
- Identification of forces at work
- Identification of threats generated by forces
- Identification of opportunities generated by forces
- Continue to identify until strategic issues discussion phase (may evolve during process)
- Key input to Identifying Strategic Issues phase of MAPP



PHASE 4 – IDENTIFY STRATEGIC ISSUES
PHASE 5 – FORMULATE GOALS AND
STRATEGIES

- Together Phase 4 and 5 constitute forming a Strategic Health Plan for the county and the local public health system
- Use focus from Visioning process
- Use input from the four (4) assessments in Phase 3
- Prioritize issues
- Critical issues are important
- Strategic issues are important AND forward-thinking and seize on current opportunities
- Issues that can be addressed



PHASE 6 – THE ACTION CYCLE

- The next and ongoing step after the planning process
- Who will oversee?
- Who will implement?
- Who will evaluate?
- Who in the community will commit to the action cycle?
- The action cycle and performance improvement
- Plan-Do-Check-Act



TIME TABLE

- o Initial Visioning (June 2011)
- o Community Health Status Assessment (May - June)
- o Local Public Health System Assessment (June 2011)
– Requires Group Workshop
- o Community Themes and Strengths Assessment (June – August) – Requires Group Workshop, Community Focus Groups and Provider Survey
- o Forces of Change Assessment – Requires Group Workshop (August – September)
- o Strategic Plan Development (October – November)
- o Community Health Improvement Intervention Development (December – February 2012)



CONTACT INFORMATION

Jeff Feller

Chief Operations Officer/Director of
Community Initiatives

WellFlorida Council

Phone: (352) 313-6500, ext. 115

E-mail: jfeller@wellflorida.org

www.wellflorida.org