

# Indian Health Service 2012 NATIONAL BEHAVIORAL HEALTH CONFERENCE

## Welcome

Mobilizing for Action through  
Partnership and Planning

Joan H. Ellison, RN, MPH

*Mobilizing Partnerships to Promote Wellness*







# House Keeping

Please be sure to sign in and out on the Sign In Sheets located near the entrance to this room.

Please complete the evaluation at the end of this presentation.

For more information on Continuing Education Units (CEUs), please visit the Registration Desk








# Comfort Room

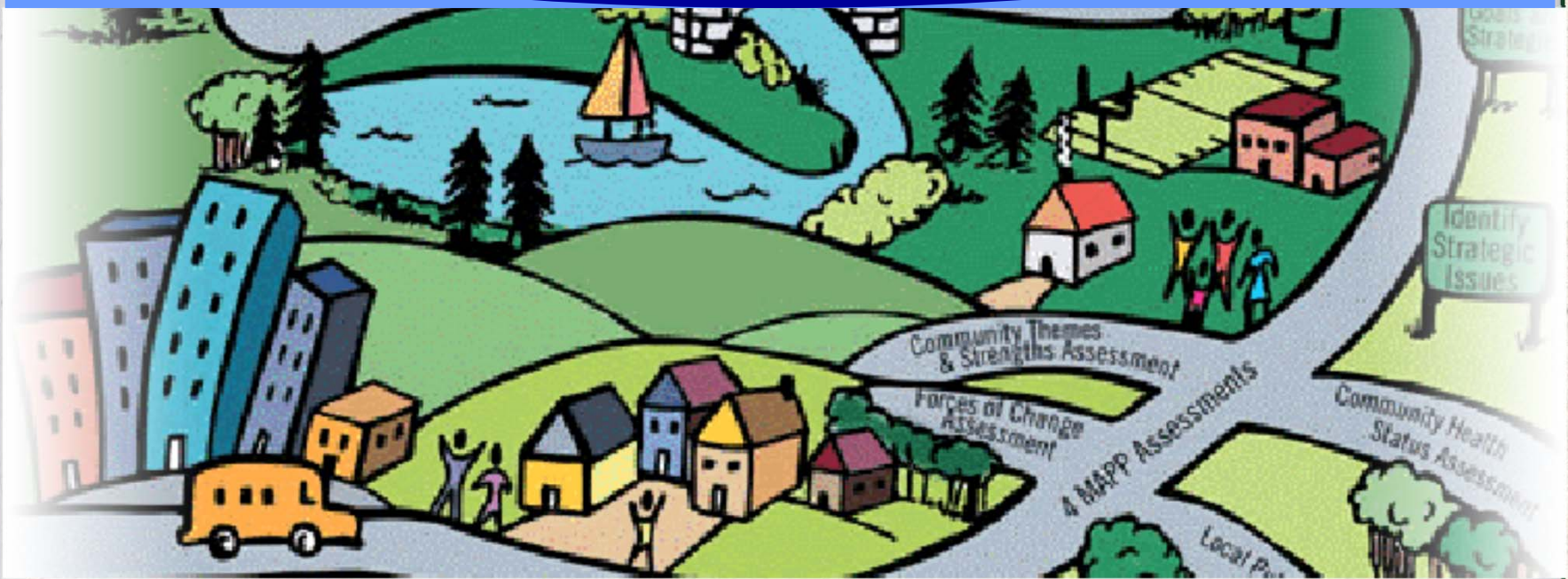
To promote wellness and self-care, a Comfort Room is available in Atrium Room 8 for your use.

If you need further assistance, please visit the Indian Health Service Division of Behavioral Health booth.





WELCOME  
Please complete the pre-test at your seat



**NACCHO**

National Association of County & City Health Officials



# MAPP - What and Why?







# Health is...

- ...a dynamic state of complete **physical, mental, spiritual and social well-being** and not merely the absence of disease or infirmity. (WHO 1998) *and...*
- Public health is “what we as a society do **collectively** to **assure the conditions** in which people can be healthy.” (IOM 1988)





# Developing a healthy community...

Involves **planning** & **collective action** to generate solutions to community problems.

Developing a healthy community should be:

- a long-term endeavour,
- well planned,
- inclusive and equitable,
- holistic and integrated into the bigger picture,
- initiated and supported by community members,
- of benefit to the community, and
- grounded in experience that leads to best practice.





# Developing a healthy community...

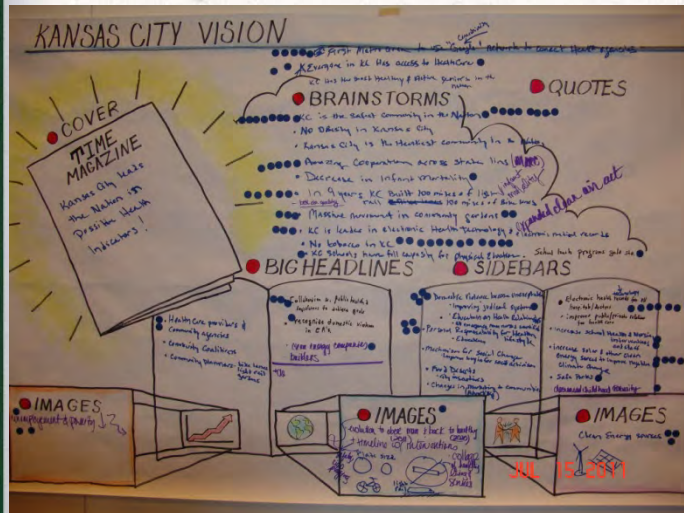
...requires and helps build community capacity

- to address issues
- to take advantage of opportunities
- to find common ground, and
- to balance competing interests.

It does not just happen—it requires both a conscious and a conscientious effort to do something (or many things) to improve the community.



# MAPP provides...



- a framework,
- guidance,
- structure, and
- best practices...

for developing healthy communities.





## 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.



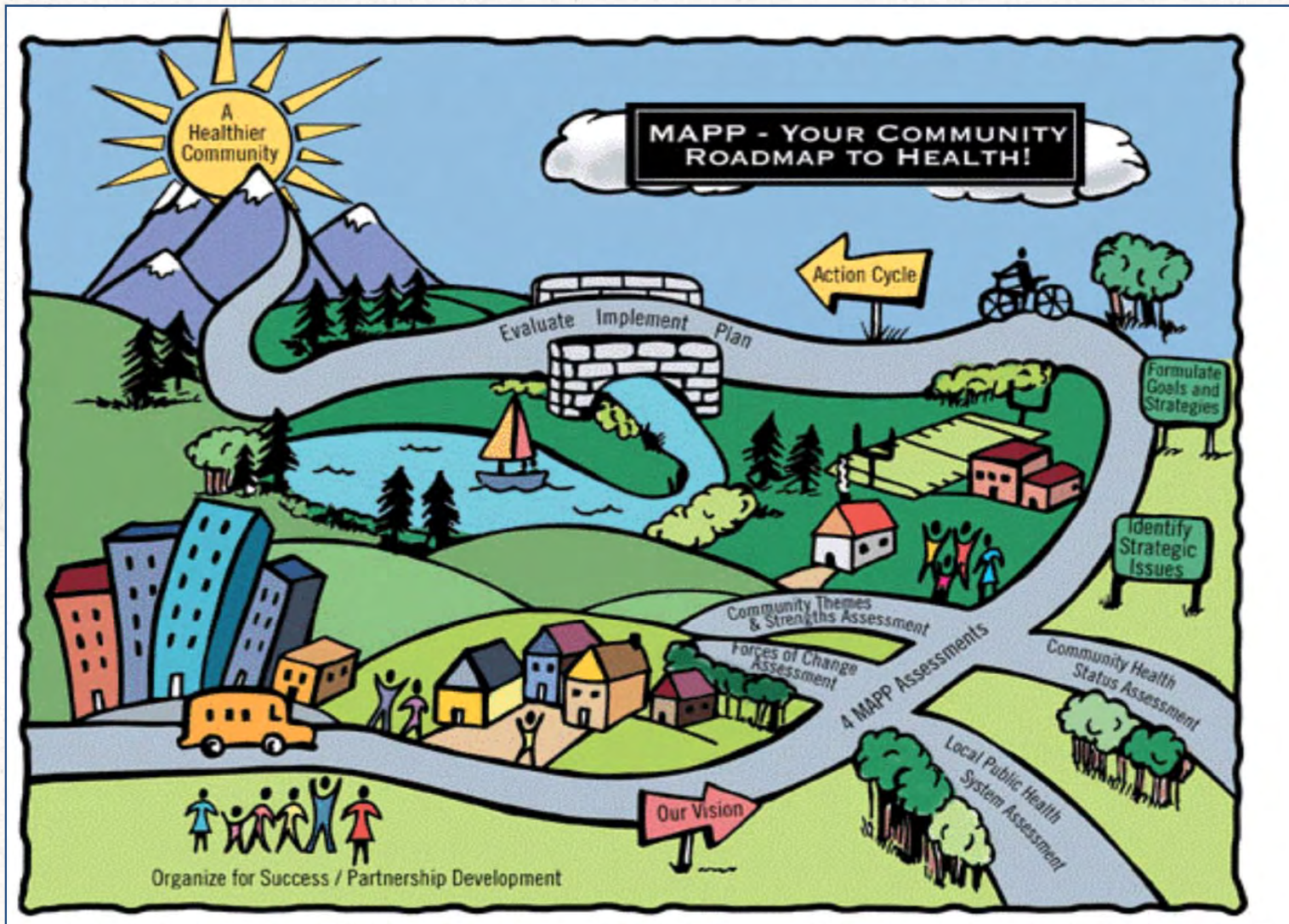


# M.A.P.P



- **Mobilizing:** Engaging the community
- **Action:** Implementing a health improvement plan
- **Planning:** Applying strategic planning concepts
- **Partnerships:** Involving local public health system and community partners





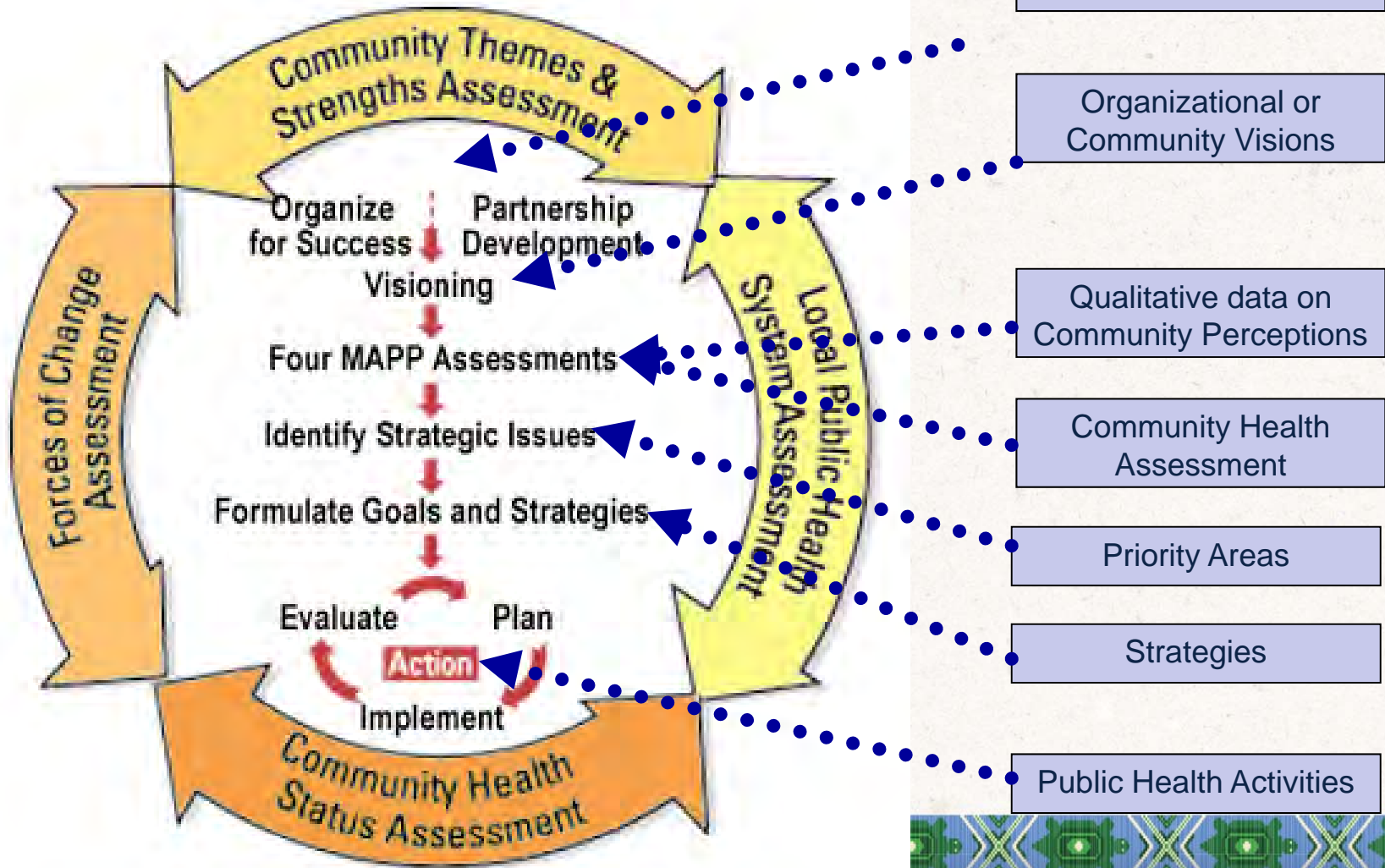


# MAPP Overview





# MAPP as a Framework





# Paradigm Shift



- MAPP is a journey, not a destination.
- MAPP is a shift in how we think about public health activities and planning with our communities.
- MAPP is a complete, long-term, system-wide **PARADIGM SHIFT.**



# 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>



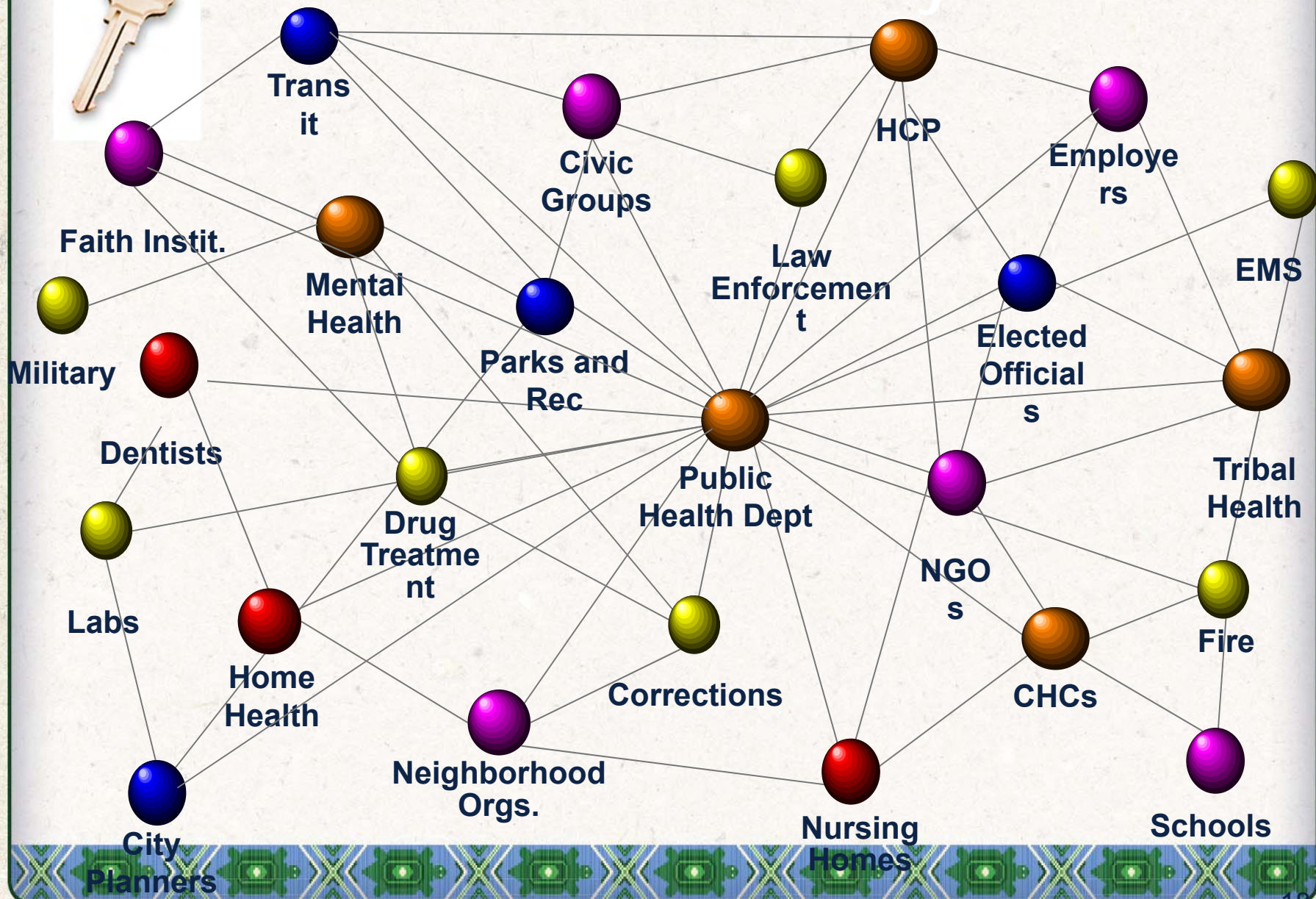
# Three Keys to MAPP



- Focus on the Local Public Health System
- Strategic Thinking
- Community Driven Process



# Local Public Health System





# Strategic Thinking

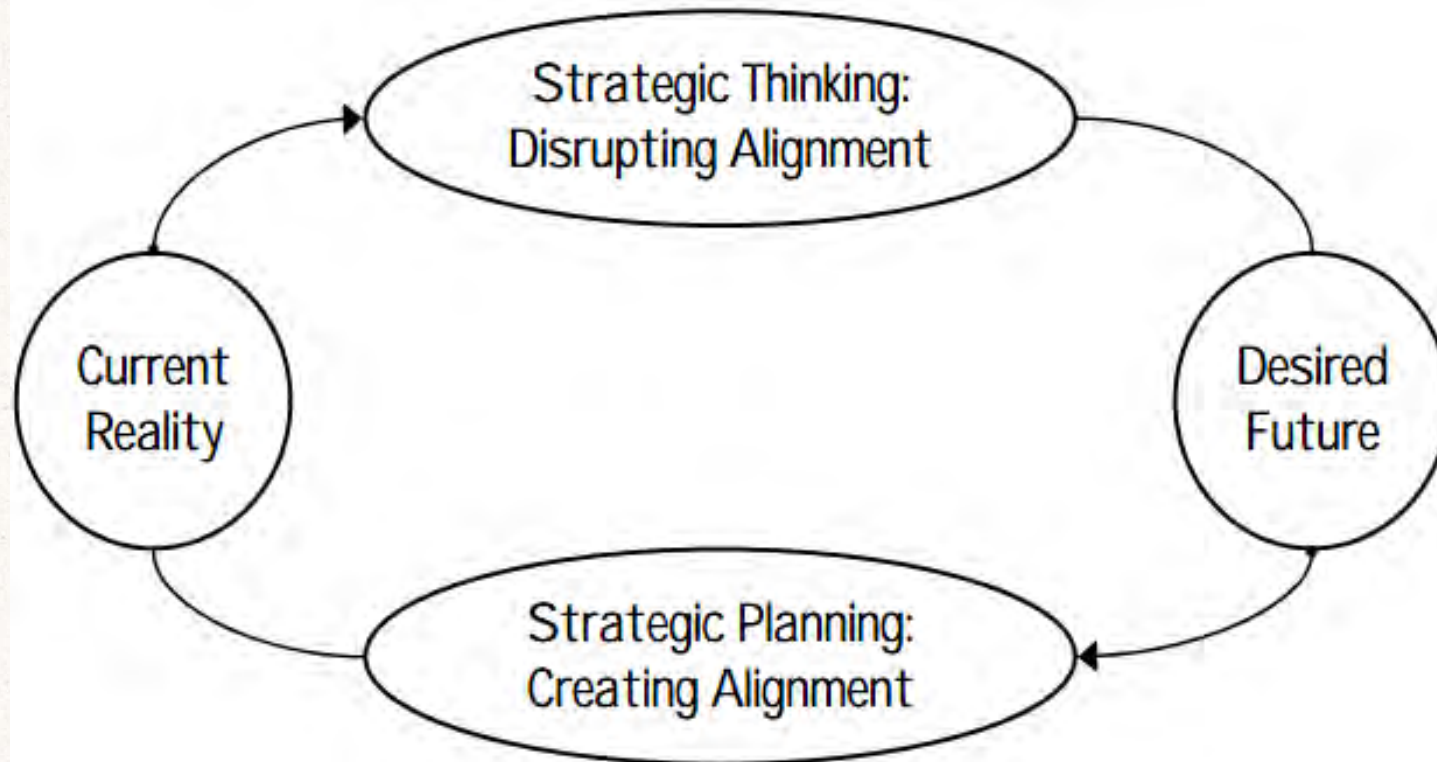


- Requires broad-scale information gathering
- Encourages exploration of alternatives
- Places emphasis on future implications of present decisions
- Requires communication and participation
- Brings together divergent interests and values





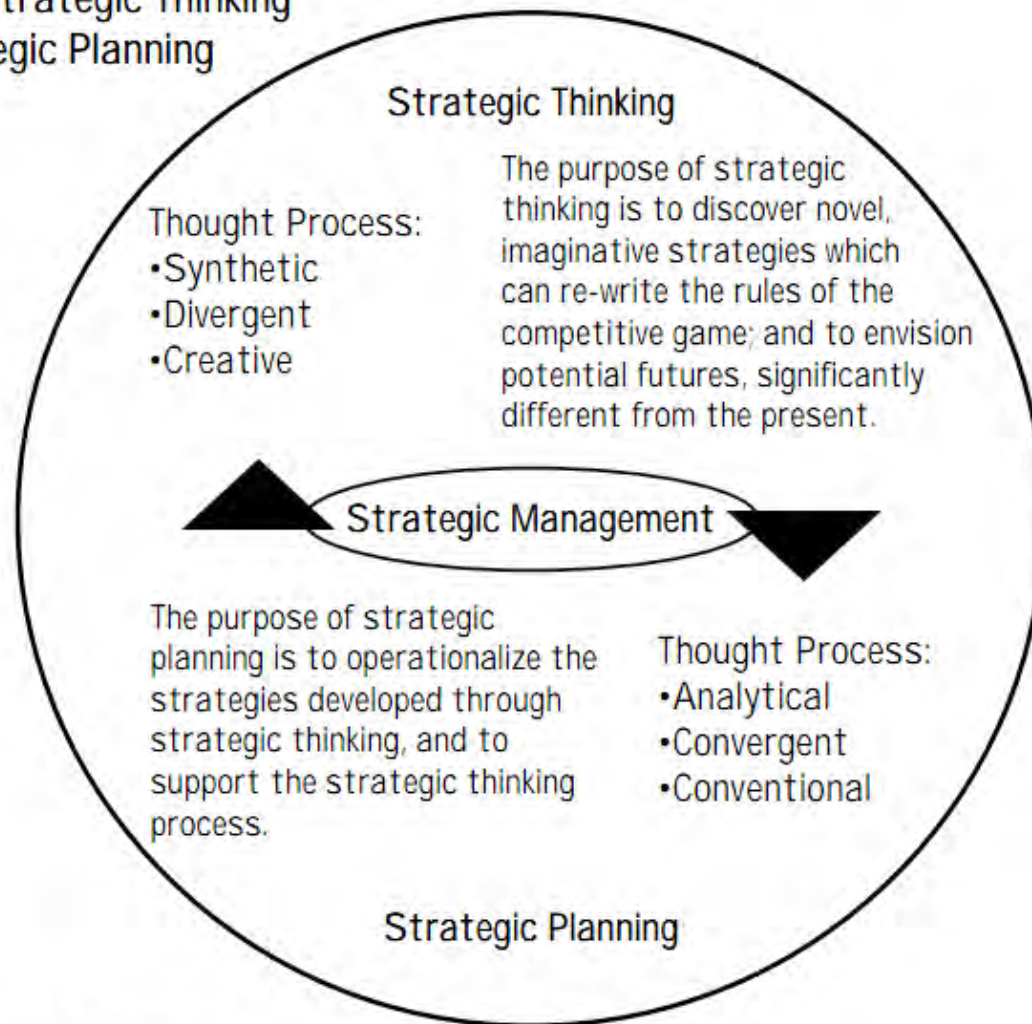
Figure 3: Strategic-Making as Creating and Disrupting Alignment



From Jeanne M. Liedtka: Linking Strategic Thinking with Strategic Planning



Figure 2: Strategic Thinking and Strategic Planning



Loizos Heracleous: Strategic Thinking or Strategic Planning





# Community Driven

- Mobilizing and engaging the community
- Partnerships to strengthen the community
- Planning driven by the community
- Action with and by the community





# What Does a Community-Driven Process Look Like?



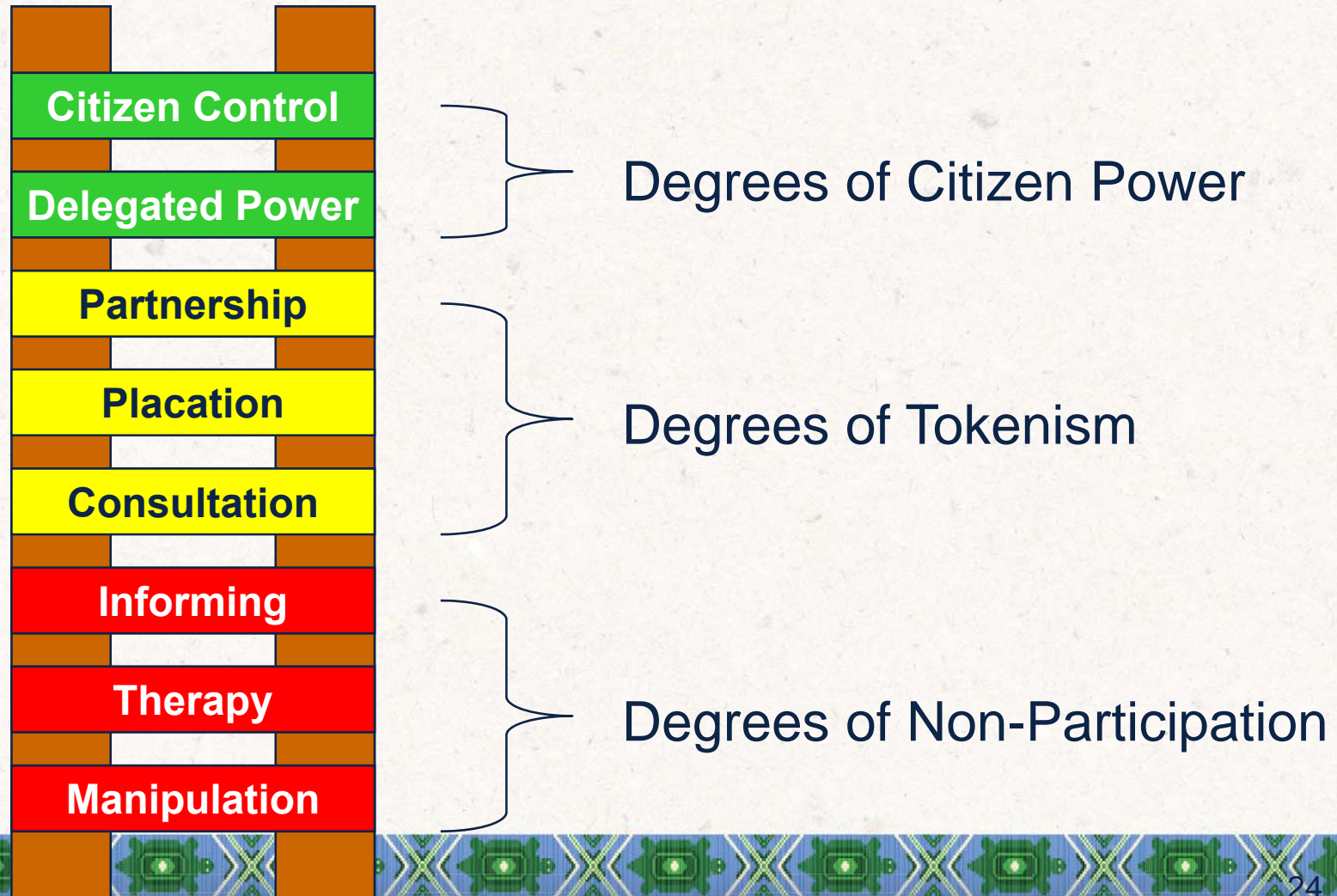
“There is a critical difference between going through the empty ritual of participation and having the real power needed to affect the outcome of the process.”

(Sherry Arnstein, 1969: “A Ladder of Citizen Participation,” pg. 1)



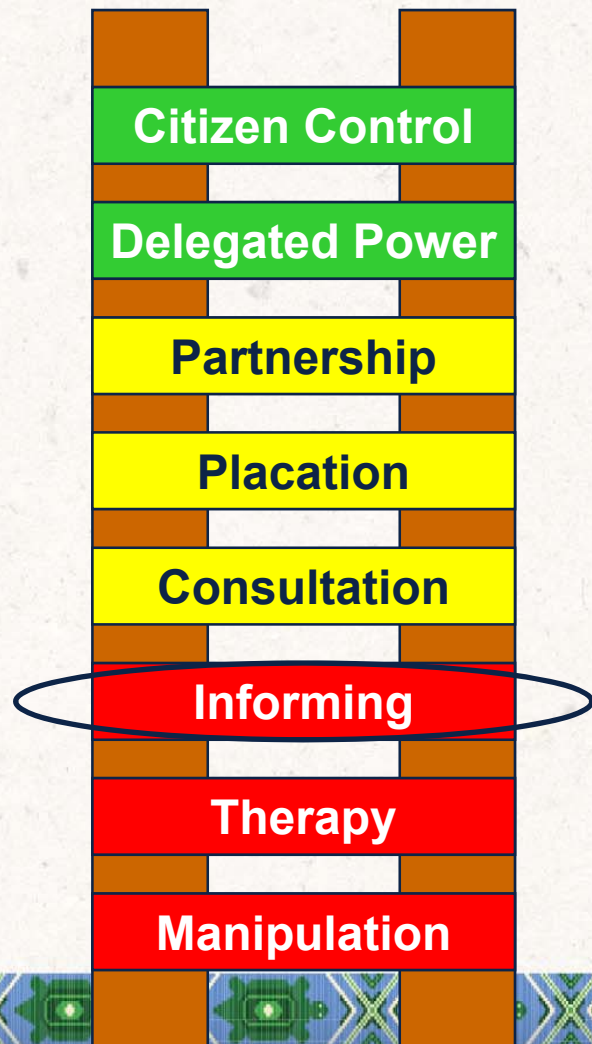


# A Ladder of Citizen Participation





# A Ladder of Citizen Participation



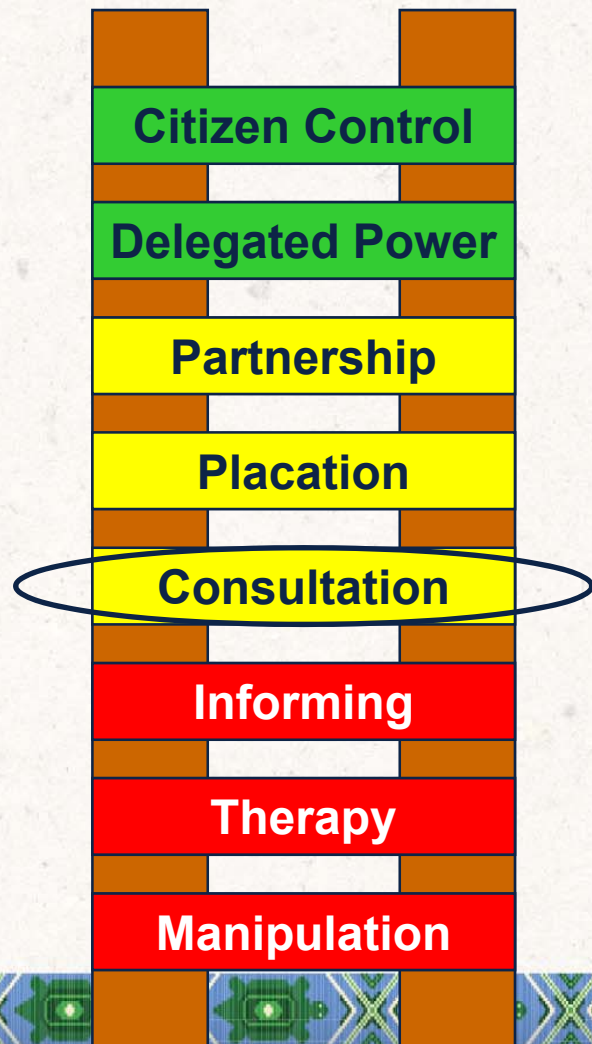
## Informing:

Information flow is one-way (from officials to citizens) with no channel provided for feedback and no power for negotiation.

Information is shared at a late stage, or after a decision or process has already been completed; the community has little opportunity to influence the process that is being undertaken “for their benefit.”



# A Ladder of Citizen Participation



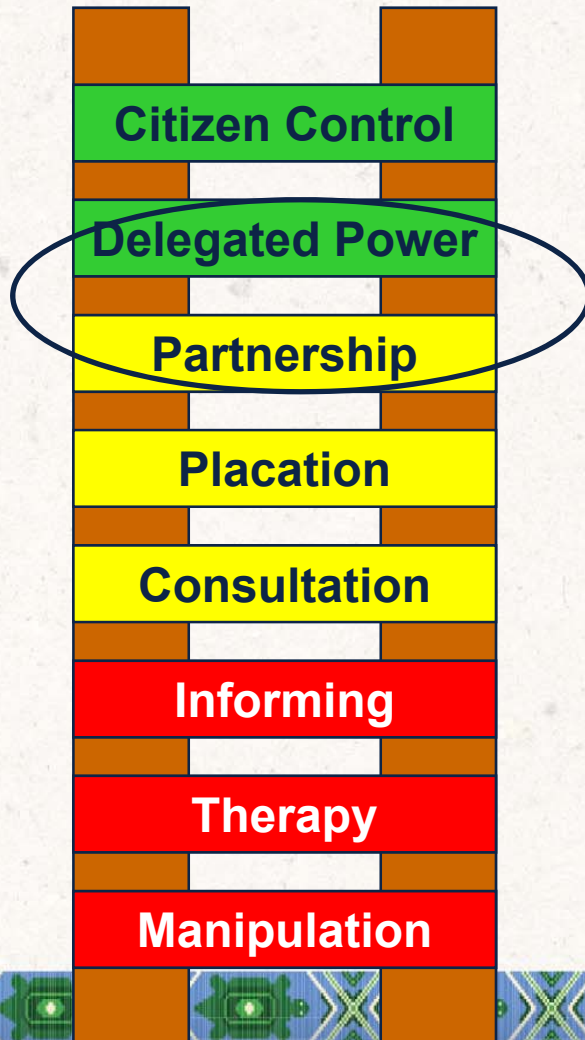
## **Consultation:**

Participation is measured by how many people come to meetings, take brochures home, or answer questionnaires.

Participants “participate in participation” and leaders acquire evidence that they’ve gone through the required motions of “involving people.”



# A Ladder of Citizen Participation



## **Partnership/Delegated Power:**

Power is redistributed among citizens and powerholders and decisions are made in partnership. Citizens can achieve dominant decision making authority over a particular plan or program.



# Foundation for Success



- Focus on the Local Public Health System
- Strategic Thinking
- Community Driven Process





# Bringing Local Initiatives Together







# Benefits of MAPP

- **Increases visibility of public health.**
- **Creates advocates for public health.**
- **Creates a healthy community and better quality of life.**
- **Anticipates and manages change.**
- **Creates a stronger public health infrastructure.**
- **Builds stronger partnerships.**
- **Builds public health leadership.**

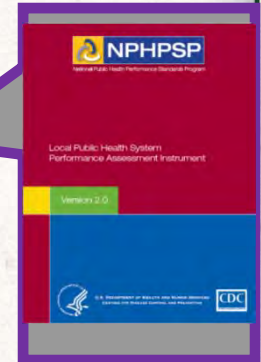
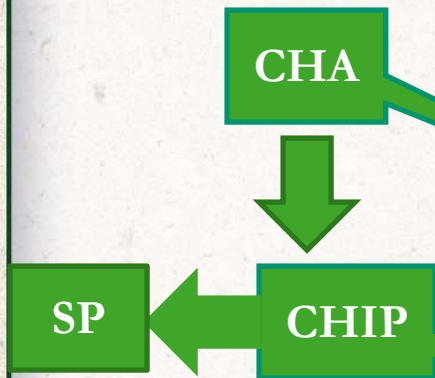




Helping raise the standard for public health.



**Prerequisites**





# Partnerships

- **Benefits of MAPP**

- Establish stronger partnerships within community
- Assure the implementation of the Essential Services
- Create and strengthen public health systems
- Respond to changes in environment
- Improve community health



# References:



- For more information regarding MAPP

- Livingston County Department of Health

- [www.livingstoncounty.us/doh.htm](http://www.livingstoncounty.us/doh.htm)



- National Association of County and City Health Officials

- <http://www.naccho.org/topics/infrastructure/>

- [mapp/resources/index.cfm](http://www.naccho.org/topics/infrastructure/mapp/resources/index.cfm)



# Contact Information

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# Crisis Hotline Numbers

Suicide Prevention Lifeline Number:

- 1-800-273-TALK (8255)

National Domestic Violence Hotline:

- 1-800-799-SAFE (7233) or TTY 1-800-787-3224

National Child Abuse Hotline:

- 1-800-4-A-CHILD

Sexual Assault Hotline:

- 1-800-262-9800