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Stakeholders

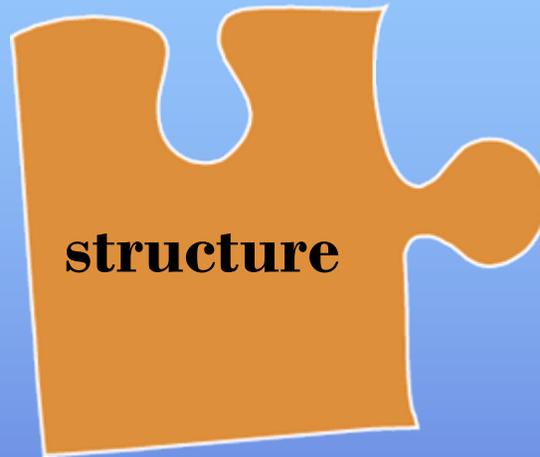
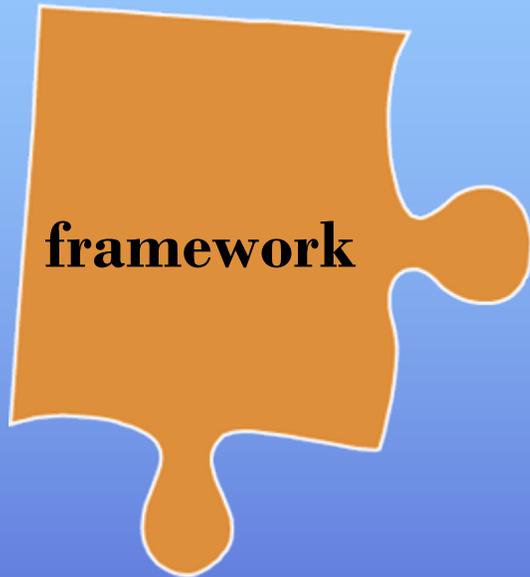
- **Community**
- **Provider/Practitioner**
- **Government**
- **Private Enterprise**
- **Nonprofit**
- **Academic**



MAPP is:

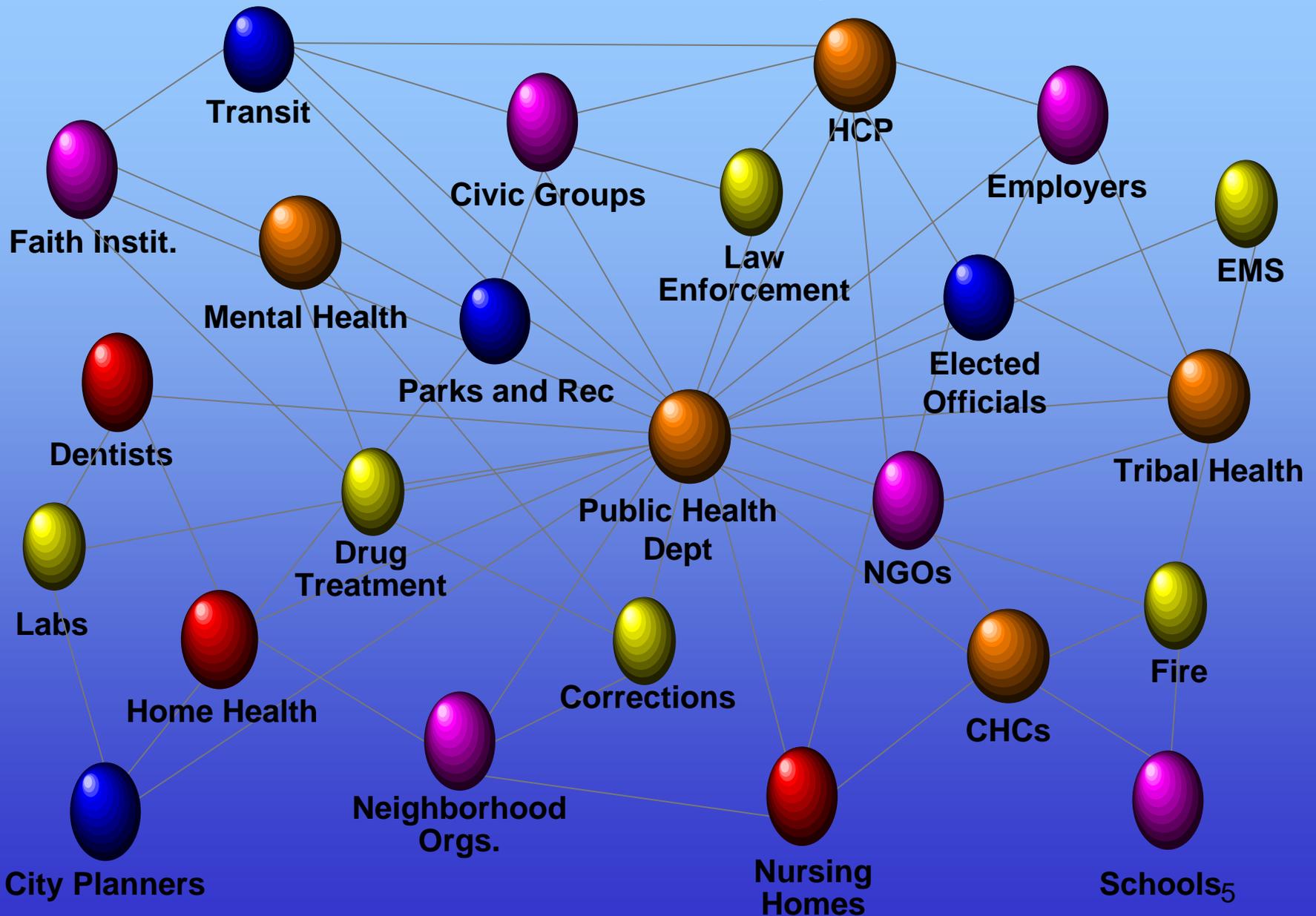
- **A community-wide strategic planning tool** for improving public health.
- **A method to help communities prioritize** public health issues, identify resources for addressing them, and take action.
- **A shift in how we think** about public health activities and planning with our communities.

MAPP provides...



for developing healthy communities.

Public Health System



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.**

MAPP as a tool for Health Equity

- What are Root Causes?
- How does health equity differ from health disparities?
- How can we address health inequity in our community?
- How can MAPP help?

Unnatural Causes



UNNATURAL
CAUSES
is inequality
making us sick?



UNNATURAL CAUSES ...is inequality making us sick?

selects from
EPISODE ONE

**IN SICKNESS AND
IN WEALTH**

(04:30)

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www.unnaturalcauses.org

Some Key Concepts

- Health inequalities reflect differences in living conditions
- Living conditions are shaped by public policy decisions concerned with the distribution of economic and social resources
- The solution to health inequalities lies in the political sphere

Traditional Approach vs. Social Justice

- Personal responsibility and individual rights → □ Social responsibility to protect common good
- Causes of inequity: genes, bad behavior, accident → □ Causes of inequity: racism, class and gender exploitation
- Resolution: behavior change; treatment of symptoms → □ Resolution: tackling racism, class and gender exploitation through political action
- General approach: acceptance of risk as fact of life → □ General approach: activist perspective to creating conditions for health

Changing the Questions

Instead of only asking:	Perhaps we should also ask:
Who lacks health care coverage and why?	What policy changes would redistribute health care resources more equitably in our community?
How can we create more green space, bike paths, and farmer's markets in vulnerable neighborhoods?	What policies and practices by government and commerce discourage access to transportation, recreational resources, and nutritious food in neighborhoods where health is poorest?
Why do people smoke (drink)?	What social conditions and economic policies predispose people to the stress that encourages smoking (drinking)?

MAPP as a Tool for Health Equity

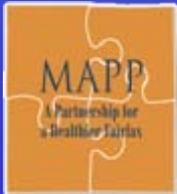
- **Workforce Development and Staff Education**
- **Collaborating with Communities**
- **Communications: Framing Strategy for Staff, Public, and Mass Media**
- **Building Strategic Alliances**
- **Advocacy**
- **Monitoring and Surveillance**
- **Public Policy Development and Analysis**
- **Integration of Disciplines and Agency Work**
- **Redeploying Organizational Resources**

Adapting MAPP

- Build strategic alliances with partners in Social Justice community to determine the right questions.
- Conduct assessments that ask the right questions.
- Look beyond behavior at the root cause of each Strategic Issue when developing goals and strategies.
- Include strategic partners in every phase.

Fairfax's MAPP Process

- ✓ **LPHSA Assessment (11/17/08)**
- ✓ **Unnatural Causes Screening (11/06/09)**
- **Visioning (02/04/10)**
- **Forces of Change (05/10-06/10)**
- **Community Themes & Strengths (06/10-12/10)**
- **Community Health Status (12/10-04/11)**



Developing a Vision

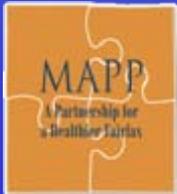
- (1) What does a healthy Fairfax look like?
- (2) What would a successful Public Health System look like in 5 years?

Instructions:

- ❑ Find your group based on the color of your folder
 - **Purple:** Sara Shangraw, *Dept. of Systems Management*
 - **Dark Blue:** Marie Custode, *Dept. of Systems Management*
 - **Yellow:** Heidi Deutsch, *NACCHO*
 - **Light Blue:** Julia Joh Elligers, *NACCHO*

- ❑ In your group:
 1. Brainstorm answers to one of two questions
 2. Write answers on post-it notes
 3. Post answers on the “wall”
 4. Group answers and generate themes – consensus process
 5. Repeat process for second question (25 minutes per question)

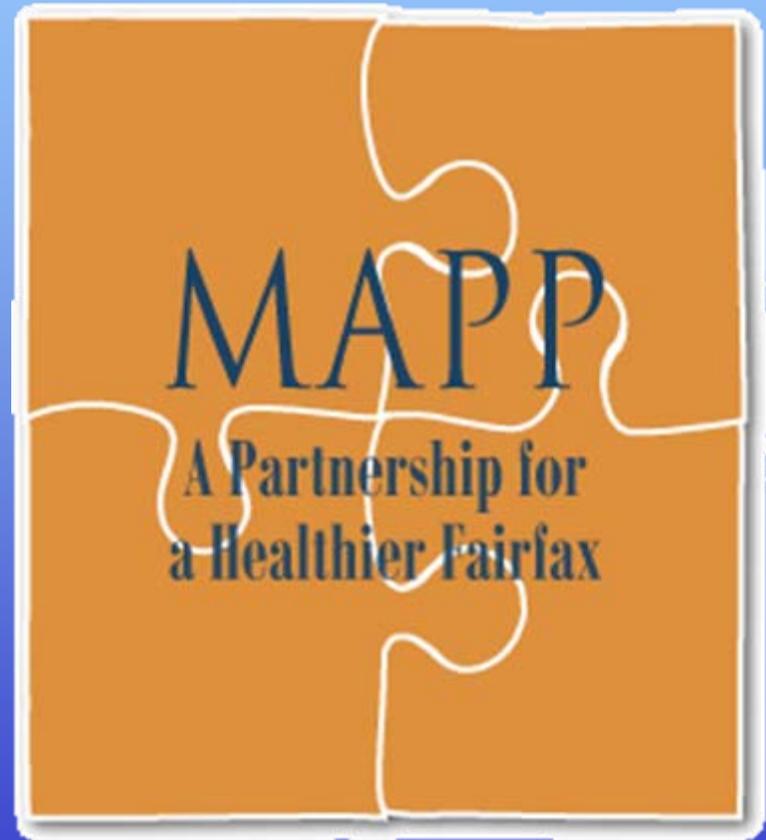
Outcome: Identify key themes to be included in Fairfax County’s Vision.



Chairs

Julie Knight

Lavern Chatman



Wrap Up

- Workgroups Survey
 - Forces of Change
 - Community Themes & Strengths
 - Community Health Status
- Workgroups reconvene **Thursday, May 20, 2010**
- Evaluations