

MAPP as a Framework Exercise

Objective: To identify how communities can build upon and learn from previous and existing activities in designing their MAPP processes

Total time: 35 min

Part 1: Inventory of existing & previous activities

- Time: 20 min
- Format: Small group exercise
- Materials: MAPP as a framework handout
- Directions:
 - Turn to page 2 in your exercise handouts.
 - On the left hand side of the page, you'll see the six MAPP phases with a short description of each phase.
 - In column A, list existing or previous activities that are similar to each phase of the MAPP process.
 - For instance, if you have a community coalition, list that in column A next to Phase 1 Organizing for Success. If your community has collected behavior risk factor data, list that next to Phase 3 Community Health Status Assessment. And if your community already has community wide public health goals, list them next to Phase 5 Goals and Strategies.

Part 2: Focused Conversation

- Time: 15 min
- Format: Large group discussion
- Materials:
 - Flip chart prepared with prompts for the name of activity, purpose of activity, and actors involved
 - Flip chart with the following questions:
 - How can your existing or previous activities be more
 - Inclusive of the local public health system?
 - Community driven?
 - Strategic?
- ORID Discussion questions:
 - O: Ask a volunteer to describe an existing activity (for phase 1, ask about an existing coalition). Describe the focus of the activity and the actors involved?
 - R: Overall, what would people say about the activity?
 - I: Who was missing from the system? (Ask the volunteer, and then ask the larger group.)
 - I: In what ways could your activity be more strategic? (Ask the volunteer, and then ask the larger group)
 - I: In what ways could community residents and groups be more involved? (Ask the volunteer, and then ask the larger group.)
 - D: How would you incorporate your experiences into your MAPP process? What would you improve?

- Depending on the time available, the facilitator can ask for several volunteers to be the subject of a focused conversation.
- Concluding statement: A lot of good work is already going on in your communities. You don't have to start from scratch. You can build upon what has already done. Take an inventory of what is already in place and ask how your work can be more inclusive of the public health system, more strategic, and more community-driven. The answers to those questions will help you identify how you can integrate your activities into the MAPP process.

MAPP Framework Worksheet

Directions:

1. **Column A:** In preparation for the MAPP training, review the brief description of each MAPP phase in the left hand column. Then, in column A, list previous and existing community activities that sound similar to that specific MAPP phase.
2. **Column B:** During the training, list methods for aligning previous and existing activities with the three keys to MAPP (i.e., MAPP is a community driven, strategic, local public health system improvement process.)

	Column A: Complete Before the Training	Column B: Complete During the Training
<i>MAPP Phase</i>	<i>Previous and existing activities that sound similar to the specific MAPP phase</i>	<i>Methods to align previous and existing activities with the 3 keys to MAPP</i>
Phase 1: Organizing for Success This phase includes <ul style="list-style-type: none"> • Developing community coalitions • Planning public health partnership activities • Planning a community strategic planning process • Engaging community residents around public health 		

Comment [JJ1]: Facilitator: For column B, ask participants

- Who was involved in the activity?
- Who was missing from the activity?
- Were residents involved?
- Were non-traditional representatives from the public health system involved?
- Was the activity dominated by one entity, or did was it truly a collaborative process?
- Did the people involved represent community diversity?
- Did the people involved address health broadly or did they focus on one issue?
- What was effective about the activity?
- What could have been improved?

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<i>MAPP Phase</i>	<i>Previous and existing activities that sound similar to the specific MAPP phase</i>	<i>Methods to align previous and existing activities with the <u>3 keys to MAPP</u></i>
<p>Phase 2: Visioning</p> <p>This phase includes</p> <ul style="list-style-type: none"> • Developing a community vision and value statements 		
<p>Phase 3a: Community Health Status Assessment</p> <p>This phase involves collecting and analyzing data on</p> <ul style="list-style-type: none"> • Health status • Quality of life • Risk factors 		
<p>Phase 3b: Community Themes & Strengths Assessment</p> <p>This phase involves collecting and analyzing data on</p> <ul style="list-style-type: none"> • Themes that interest and engage the community • Perceptions about quality of life • Community Assets 		

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<p>Phase 3c: Local Public Health System Assessment</p> <p>This phase involves</p> <ul style="list-style-type: none"> • Convening partners to measure how well the local public health system delivers the ten Essential Public Health Services 		
<p>Phase 3d: Forces of Change Assessment</p> <p>This phase involves</p> <ul style="list-style-type: none"> • Identifying uncontrollable factors that are occurring or will occur that will affect the community or local public health system • Brainstorming opportunities and threats that could potentially arise from uncontrollable factors 		
<p>Phase 4: Identifying Strategic Issues</p> <p>This phase involves</p> <ul style="list-style-type: none"> • Analyzing all four MAPP assessments to 		

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<i>MAPP Phase</i>	<i>Previous and existing activities that sound similar to the specific MAPP phase</i>	<i>Methods to align previous and existing activities with the 3 keys to MAPP</i>
<p>identify the fundamental policy choices or critical challenges that must be addressed in order for a community to achieve its vision.</p>		
<p>Phase 5: Formulating Goals & Strategies</p> <p>This phase involves</p> <ul style="list-style-type: none"> Defining goals that will help communities address their strategic issues. Identifying strategies to help communities achieve their goals 		
<p>Phase 6: Action Cycle</p> <p>This phase involves</p> <ul style="list-style-type: none"> Defining SMART objectives that describe outcomes associated with community goals and strategies Identifying and implementing activities that will help communities meet their objectives Evaluating effectiveness of activities and measuring how well activities help communities meet their goals and objectives Using evaluation data to improve community activities 		

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