



Our Success Story

Partnership and community

Live Well Partnership for a Healthy Community is a nonprofit tax-exempt organization, founded in 1994, with a vision to improve the health and quality of life for residents of Escambia and Santa Rosa Counties in Northwest Florida. Live Well's mission is to assess the health status of residents, identify priority health needs, and support collaborative efforts to address those needs throughout the community. Live Well is broadly representative of traditional and nontraditional partners in both counties, including local health departments, nonprofit hospitals, a federally qualified health center (FQHC), an area university, and numerous community members. In addition to conducting assessments, Live Well sponsors community forums and supports a variety of initiatives to improve the health status of residents.

MAPP history and process



Every few years, Live Well Partnership for a Healthy Community publishes a snapshot of the health of Escambia and Santa Rosa County residents. Live Well conducted community health needs assessments (CHNAs) for the two counties in 1995, 2000, 2005, 2012, and most recently, in 2016. The 2016 CHNA is the fifth assessment published over the last 20 years, and marks the first time that the Mobilizing for Action through Planning and Partnerships, or MAPP, framework has been used to complete a CHNA. MAPP is a community-driven strategic planning process that helps communities apply strategic thinking to prioritize public health issues and identify resources to address them. The 2016 CHNA was released in February 2016 and drives the development of the 2016-2018 Community Health

Improvement Plan (CHIP), called the Roadmap to Wellness. Currently, the Live Well Partnership is working under the **MAPP Action Phase**, *Plan, Implement, and Evaluate*, and the new Roadmap to Wellness 2.0 released 2017. The health priorities of the community have remained constant over the last several years and include **healthy weight, tobacco use, and access to care**.

Partnership

Teamwork is vital to a successful partnership. Collaborating partners who play a key role in the MAPP process include representatives from the Florida Department of Health in Escambia and Santa Rosa Counties, Baptist Health Care, Sacred Heart Health System, Escambia Community Clinics (an FQHC) and the University of West Florida. Individuals from these organizations have formed informal agreements and make up the Community Assessment & Planning Committee (CAP), which oversees the assessment



and planning process of the CHNA/CHIP. Once priority areas are identified through the four MAPP assessments, a diverse group of partners from each county comes together at community forums and votes on targeted health priorities to address. Live Well's Board of Directors affirm these priorities, and they become incorporated into the CHIP for a three-year cycle. Specific strategies and objectives in each priority area are carried out by work groups, who meet regularly to discuss and report out on progress — as well as barriers — encountered along the way. Work groups are open to the public and are attended by health departments, university faculty and students, school district employees, social service organizations, and local health care professionals. What makes Live Well unique is the successful collaboration of multiple organizations from varying disciplines in a two-county area. Work group meetings, as well as community forums on each of the three priority areas—healthy weight, tobacco, and access to care, are held in convenient locations throughout the area so residents of both counties may attend. Billboards, radio spots, and social media messaging play an important role in spreading the health messages Live Well promotes. The 5-2-1-0 *Let's Go!* Day of Play, an annual event since 2014, is an example of how Live Well brings numerous community partners and families together to focus on healthy behaviors, including nutrition and physical activity. Additional information on this event is found at <http://www.5210nwfl.com/dayofplay>.

Barriers and Strategies

Even in the best of circumstances, organizations face challenges. One such challenge is meeting the needs of a very diverse group of community stakeholders. Governmental agencies, like the Department of Health, and nonprofit hospitals are required to conduct CHNAs and to report on measurable outcomes in the community. While there is overlap in reporting requirements, there are also differences. Careful consideration must be given to the design of the CHNA/CHIP, as it represents the scope of work accomplished in the community. The CHNA/CHIP must be written to reflect the needs of the community, while fulfilling guidelines for local agencies. CAP meetings are essential in the planning stage and hold the group accountable to ensure that the needs of all stakeholders involved are met. Financial constraints are another challenge faced by community partners. “Often, community needs and expectations far exceed available financial resources,” said Dr. John J. Lanza, Director of the Florida Department of Health in Escambia County. Careful planning with a creative approach to resource sharing is invaluable to community health. Communication is also an important component of successful collaboration, and Live Well faces this challenge through consistent messaging to work groups, via email or online surveying, timely reminders of meetings, and opportunities during meetings for feedback are all methods of keeping communication channels open and information flowing.

Impact of Partnership

By working together on issues such as healthy weight or tobacco use, Live Well has collective impact on improving the health of the community. Shared priorities streamline the process of writing a CHNA/CHIP and extends the reach of individual organizations. The ability to share funding and resources improves sustainability. Another benefit of working together is the information sharing that occurs among broad and diverse organizations. Community organizations that may have limited access to health assessment



data can look to the Live Well Partnership for a Healthy Community, as this information is shared in public forums and on Live Well's website. Since Live Well has been conducting CHNAs in Northwest Florida for the past 22 years, the community has experienced an increased knowledge of public health issues and the interconnectedness of private and public health systems through the Partnership's consistent messaging on current health priorities. By identifying strengths and weaknesses in the health status of the community, the Live Well Partnership for a Healthy Community has remained a fixture in the area and continues to drive initiatives for change in Northwest Florida.

For More Information:

To learn more about the Live Well Partnership for a Healthy Community, go to <http://www.pfahc.org/>

To learn about MAPP at <http://www.naccho.org/programs/public-health-infrastructure/mapp>

To learn about other MAPP communities go to <http://mappnetwork.naccho.org/>