MAPP Overview:

A Strategic Planning Prep Course

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Livingston County Department of Public Health
All-Staff Meeting
November 24, 2015
What is a Strategic Plan?

• A leadership tool grounded in decisions the organization has made about strategic priorities for the near future (3-5 years).
  – A guiding road map

• Provides a local health department and its stakeholders with a clear picture of:
  – Where it is headed
  – What it plans to achieve
  – The methods by which it will succeed
  – The measures to monitor progress
How are the Essential Services being provided to our community?

Looks at the entire local public health system.

How is quality of life perceived in our community?

What assets do we have?

Survey (n = 644)

Asset maps

How healthy are our residents?

CDC Behavioral Risk Factor Survey (n = 830) via MSU OSR

What trends, factors, or events are occurring that affect the health of our community?

SWOT analysis
Livingston County’s 10 Strategic Issues

1. Substance Abuse
2. Health Education/Promotion
3. Mental Health
4. Healthcare Integration
5. Communication
6. Dental Health
7. Chronic Disease
8. Transportation
9. Affordable Housing
10. Sexually Transmitted Diseases

Community Health Improvement Plan

- A long-term, systematic, community-owned plan to address the 10 strategic issue areas over the next five years.
CHIP → Strategic Plan

- The CHA/CHIP serve as the foundation to inform the priorities to be addressed in the strategic plan.
  - CHIP = community plan
    - Addresses priorities in the community that impact the overall health of the community.
  - Strategic plan = agency plan
    - Includes priorities and direction for the department.
    - CHIP priorities that we plan to address with our work should be included in the strategic plan.
questions?