



# MAPP 2.0: A Framework for Community Health Improvement

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Seth Fritsch, MPH

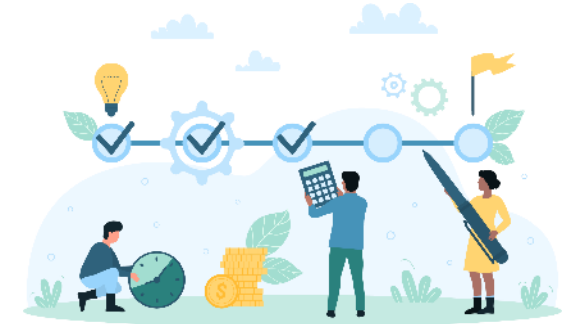
Founder, Seth Fritsch Consulting

# Question for the Viewers



*How would you describe the current state of your organization's community health improvement (CHI) efforts?*

- A. Not yet started
- B. In the early stages of planning
- C. A plan is in place to implement CHI efforts
- D. Already engaged in implementing CHI efforts via services or programming
- E. Other (please type in chat)



## Meet MAPP 2.0

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## Phase 1: Build the CHI Foundation

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## Phase 2: Tell the Community Story

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## Phase 3: Continuously Build the Community

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# Meet MAPP 2.0

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# Ceremony



I will tell you something about stories, [he said]  
They aren't just for entertainment.  
Don't be fooled  
They are all we have, you see,  
all we have to fight off illness and death.  
You don't have anything  
if you don't have the stories.  
Their evil is mighty  
but it can't stand up to our stories.  
So they try to destroy the stories  
let the stories be confused or forgotten  
They would like that  
They would be happy  
Because we would be defenseless then.

- Leslie Marmon Silko



# Community Health Assessment and Improvement are...

## What

...ways to learn **from** the community what is important **to** the community...

## Why

...to achieve equitable health outcomes...

## How

...by activating and unlocking the collective power of individuals and institutions.

# Benefits of MAPP 2.0



## The goal of MAPP is to achieve health equity

- Improved community health outcomes
- Enhanced collaboration and partnership between community organizations
- Better allocation of resources to address priority health issues
- Increased community engagement and ownership of health initiatives
- Long-term sustainability of health equity efforts



# Comparing MAPP 1.0 and MAPP 2.0

## MAPP 1.0

Six Phases

Four Assessments

Goal: Improve population health

Health Equity Supplement

VS.



## MAPP 2.0

Three Phases

Three Assessments

Goal: Achieve health equity

Power Primer Supplement

# MAPP 1.0 VS. MAPP 2.0: Phases

## MAPP 1.0

**Phase 1:** Organize for Success  
**Phase 2:** Visioning

**Phase 3:** Assessments

- *Community Health Status*
- *Local Public Health System*
- *Community Strengths and Themes*
- *Forces of Change*

**Phase 4:** Identify Strategic Issues  
**Phase 5:** Develop Goals & Strategies  
**Phase 6:** The Action Cycle

VS.

## MAPP 2.0

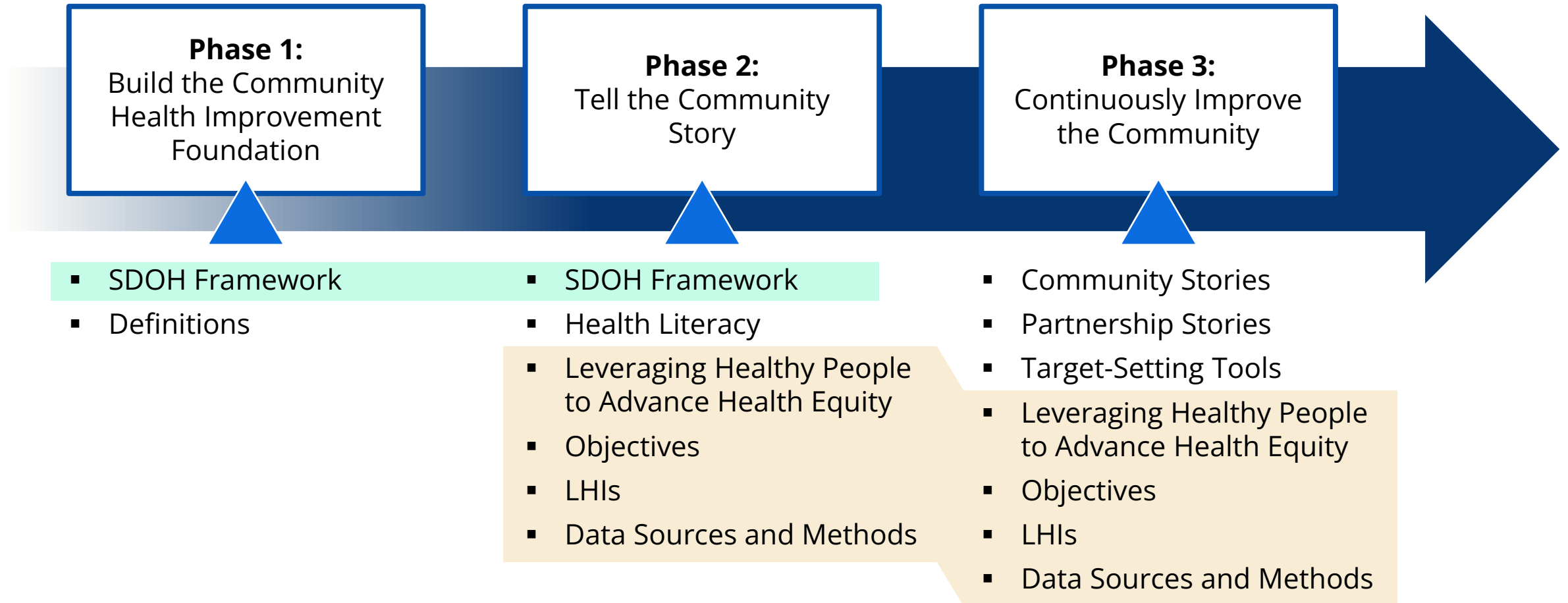
**Phase 1:** Build the Community Health Improvement (CHI) Foundation

**Phase 2:** Tell the Community Story

- *Community Status*
- *Community Partners*
- *Community Context*

**Phase 3:** Continuously Improve the Community

# Healthy People 2030 Tools & Resources Align with the 3 Phases of MAPP 2.0

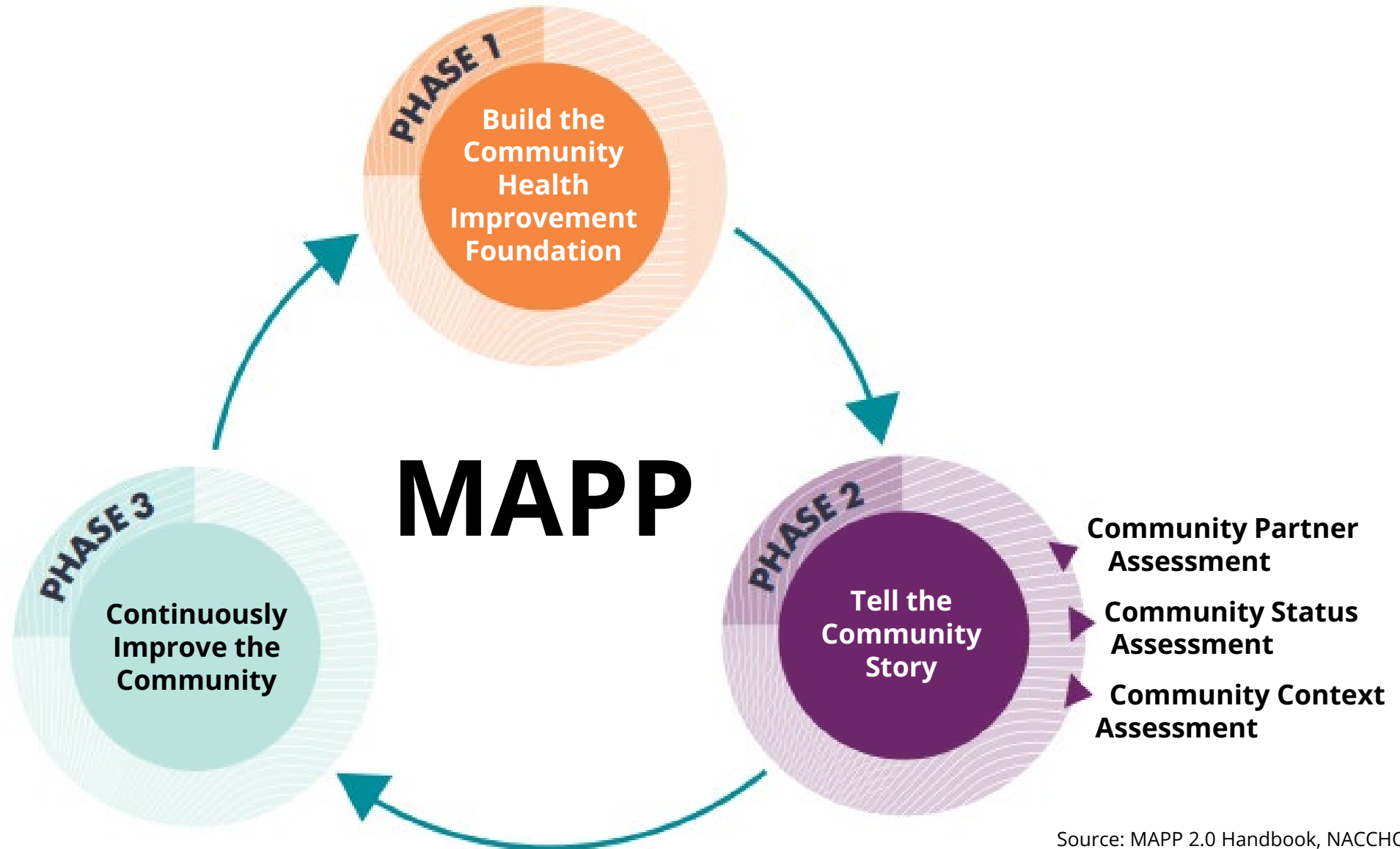


# Phase 1: Build the CHI Foundation

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# MAPP 2.0 Phases



# Phase 1: Build the CHI Foundation



**Analyze the power and influence of stakeholders**



**Build a shared understanding of the mission and vision**



**Do a Starting Point Assessment**

# Stakeholder and Power Analysis



## Goals

- Do a Stakeholder\* and Power Analysis to understand the characteristics of all that have a “stake” in MAPP and CHI efforts
- Use stakeholder characteristics to identify and build relationships with community members and organizations

## Supplemental Materials

- Stakeholder Brainstorm Toolkit
- Tips for Planning Meetings
- Stakeholder Analysis Table

\* The term “stakeholder” is used across many disciplines to reflect different levels of input or investment in projects or activities. This term can be used to reflect a power differential between groups and has a violent connotation for some tribes and tribal members. It also groups all parties into one term, despite potential differences in the way they are engaged or interact with a project or activity. (Centers for Disease Control and Prevention, 2022)

# Starting Point Assessment

## Goal

The core group and steering committee reflect on the past cycle, identify resources available for the current cycle, and create goals for the current cycle.

## Topic Areas

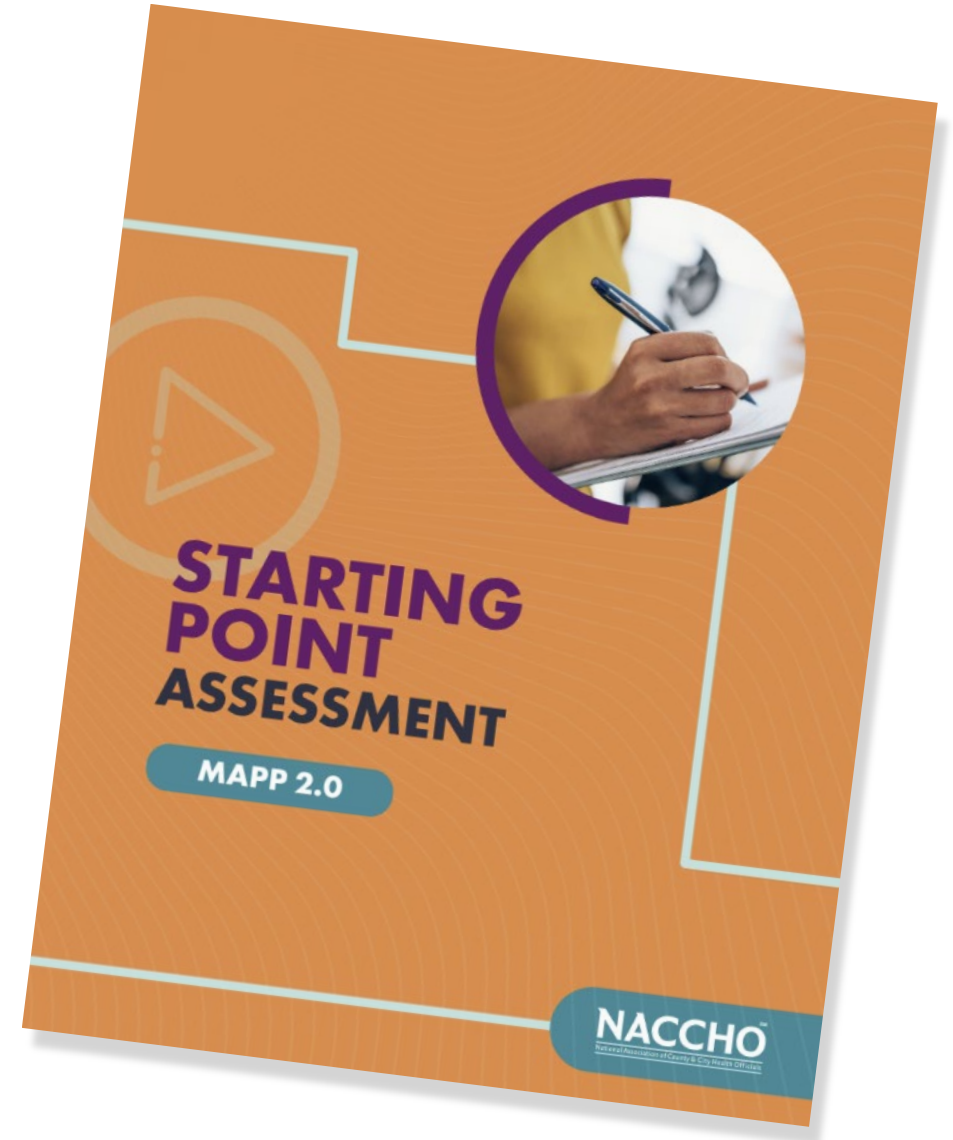
- Reflection on Last CHI Cycle
- Community Engagement
- Partnerships
- Data and Assessments
- Community Health Improvement Plan
- Leadership Support to Address Health Equity
- Resources, Skills, and Materials





## Reflection on past CHA/CHIP cycle:

- Regional representation on the Steering Committee
- Health Equity Committee established to create a Health Equity Plan with measurements
- Sexual Orientation and Gender Identity Questions added



# Evolution of CHNA Data Collection in Maricopa County

	2012	2017	2019	2021	2023
Community survey	✓	✓	✓	✓	✓
Focus groups	✓	✓	✓	✓	✓
English & Spanish	✓	✓	✓	✓	✓
Paper format	✓	✓	✓		✓
Grants for outreach		✓	✓	✓	✓
Virtual format			✓	✓	✓
Regional approach			✓	✓	✓
Additional languages				✓	✓
Live call line available					✓



## Phase 2: Tell the Community Story

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## Overview

- Emphasizes the need for a complete, accurate, and timely understanding of community health and well-being across all sub-populations
- Guides the use of an array of views, ranging from health outcomes to root causes of those outcomes.

## Goals

- Engage the community in developing a comprehensive and timely CH[N]A
- Identify the top population health priorities and health inequities in the community, including their root causes



# Phase 2 Assessment Tools



## Community Partner Assessment

### Partners look at:

1. their own systems, processes, and capacities
2. their collective capacity as a network/across all community partners to address health inequities.

## Community Status Assessment

### Communities look beyond health behaviors and outcomes to see inequities in:

1. the social determinants of health and
2. systems of power, privilege, and oppression.

## Community Context Assessment

**Gain unique insight from those directly impacted by social systems**

# MAPP Process for Developing Issue Profiles



# Phase 3: Continuously Build the Community

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## **In collaboration with community...**

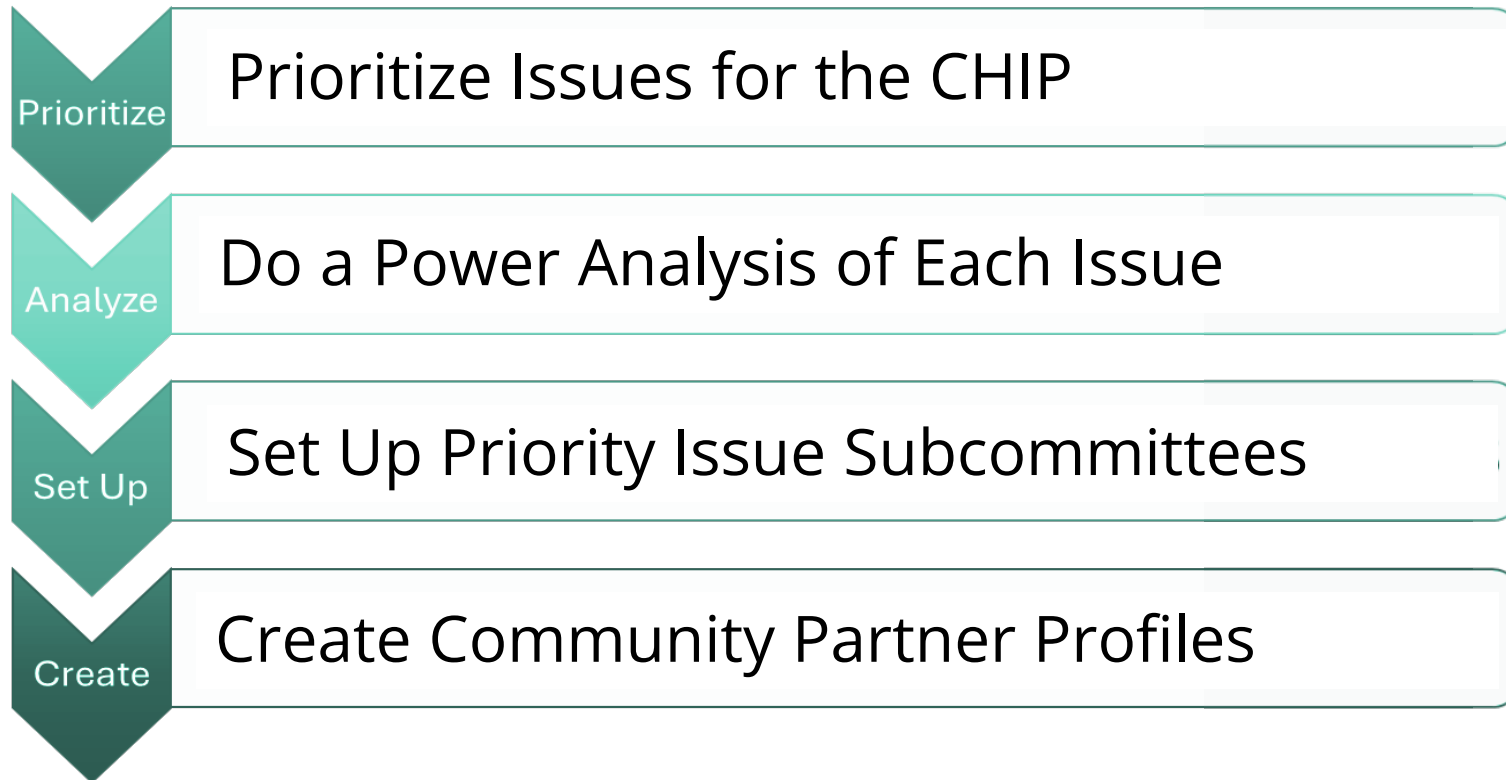
- Develop a 3-5 year CHIP
- Further define the vision established in Phase I
- Set priorities, coordinate actions, and target resources

## **Goals**

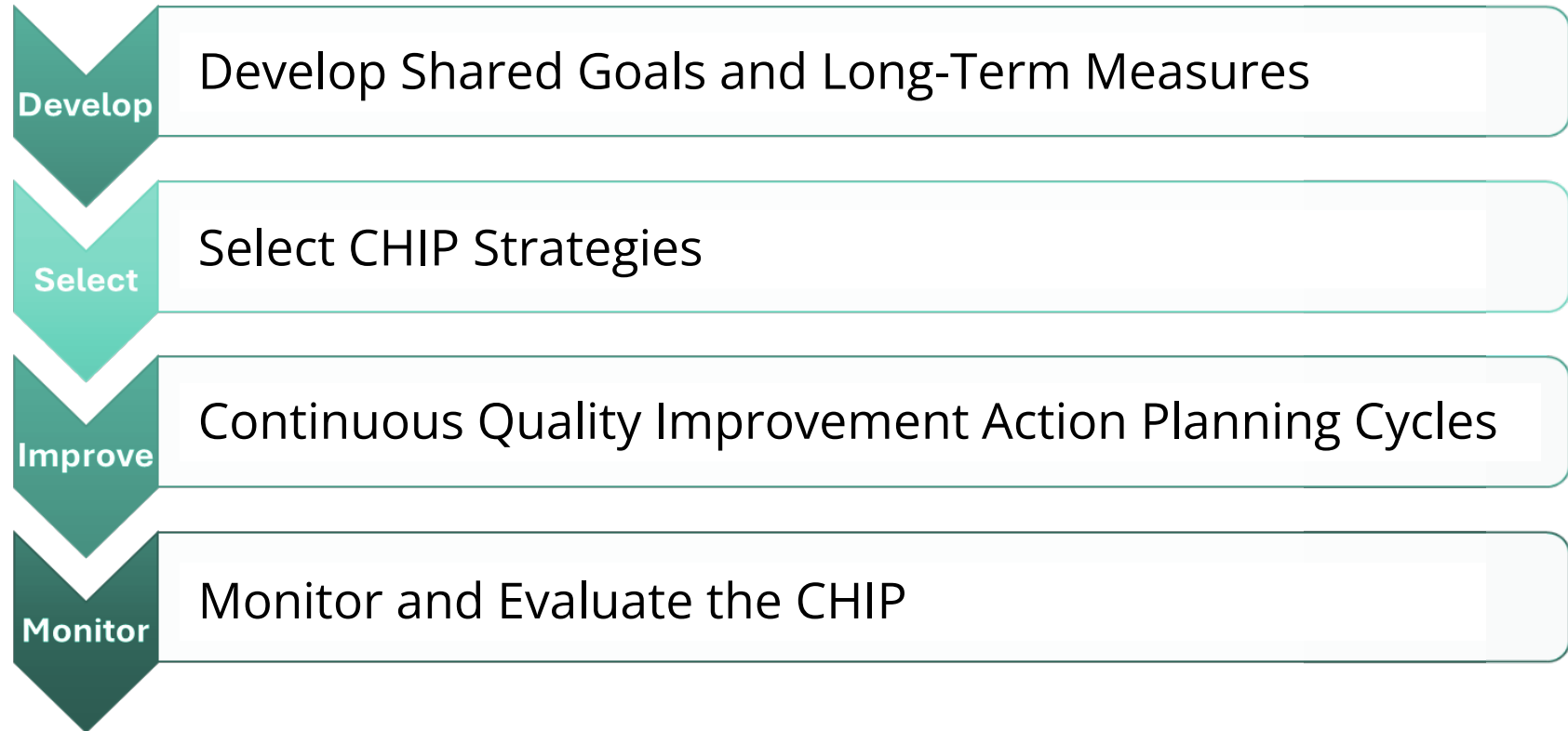
- Identify strategic priorities for the CHIP
- Strategically align partner organizations to priority issues
- Develop shared measures to track CHIP activities
- Develop an action plan to achieve the community vision and MAPP goals
- Do continuous quality improvement on strategies as they are carried out



# Community Improvement Strategies



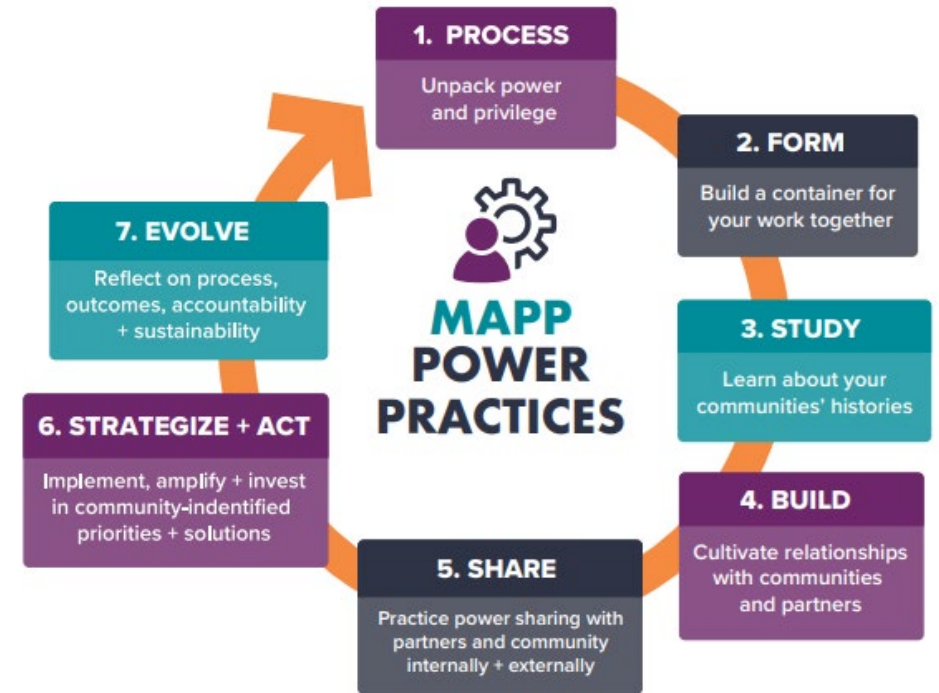
# Community Improvement Strategies



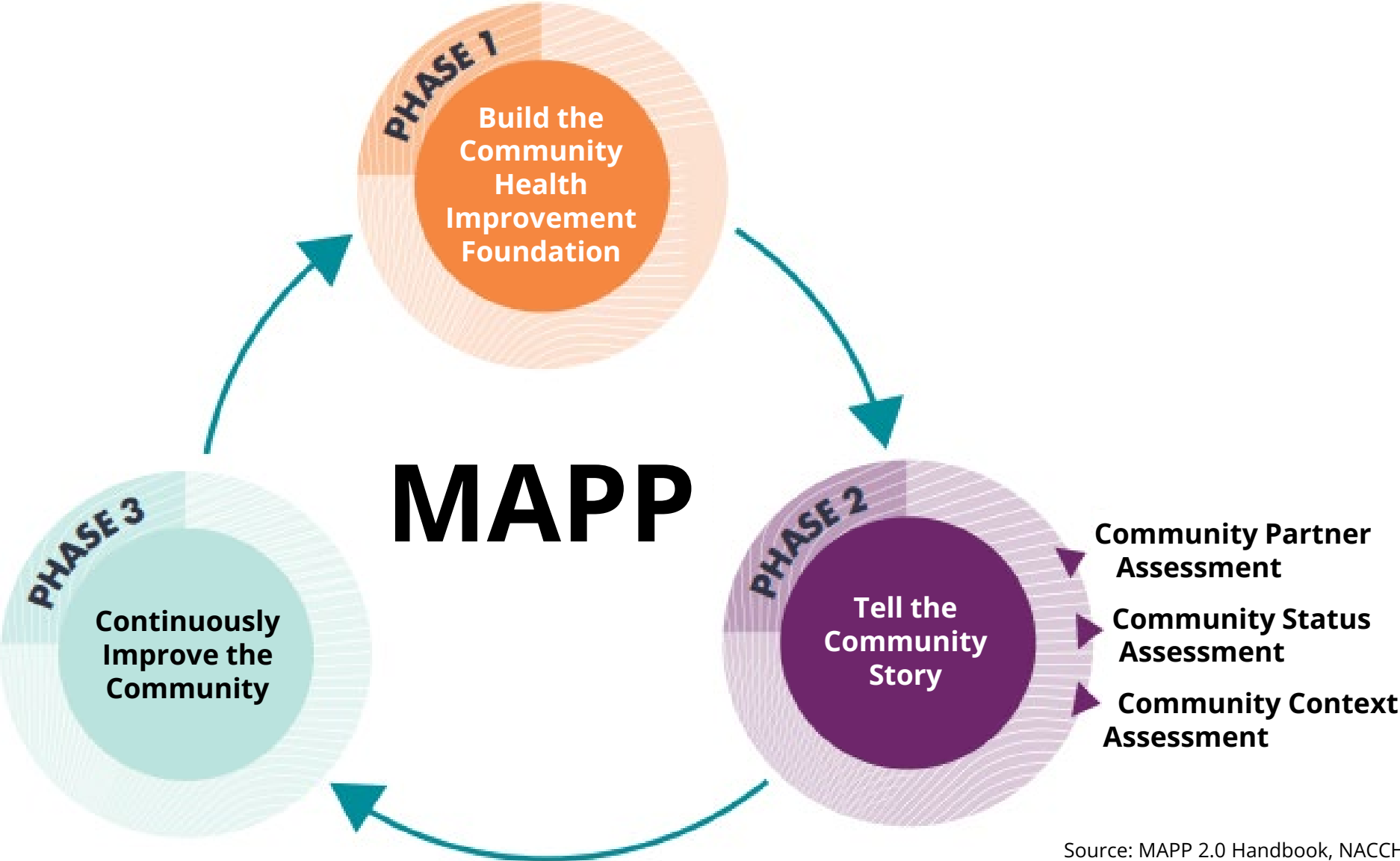
# Addressing Power with the Power Primer

## The *Power Primer* supplemental tool

- Why & how to address power dynamics within MAPP
- Acknowledge power imbalances as a root cause of inequity
- Support building community power through MAPP and CHI



# MAPP 2.0 Process



Source: MAPP 2.0 Handbook, NACCHO 2023

# Is MAPP Right for You?

- ✓ Is health equity part of our vision?
- ✓ Are we interested in partnering with organizations across sectors?
- ✓ Are we committed to authentic community engagement?
- ✓ Can we dedicate the necessary time?

**NOTE:** If “No,” you might use these questions to guide conversations about what is needed to prepare for a successful MAPP cycle.

# Question for the Viewers



*Based on what you now know about the MAPP 2.0 framework, how strongly do you agree with the following statement:*

***MAPP 2.0 is a good fit for my organization at this time.***

- A. Strongly agree
- B. Agree
- C. Unsure
- D. Disagree
- E. Strongly disagree
- F. Other (please type in chat)

## **MAPP 2.0**

- ✓ Community-driven strategic planning process
- ✓ Structure for communities to assess their most pressing population health issues
- ✓ Align resources across sectors for strategic action

# A Chat with Seth Fritsch



Sue Grinnell



Seth Fritsch



# QUESTIONS?

To ask a question, please click the



icon in the Zoom toolbar to open your Q&A Pod.

## **MAPP 2.0 Introduction**

NACCHO

<https://www.naccho.org/uploads/card-images/public-health-infrastructure-and-systems/MAPP-2.0-Launch-V3.pdf>

## **MAPP 2.0 Resources (Handbook, CHA Tools, Power Primer, Supplemental Tools)**

NACCHO

<https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment/mapp>

## **Is MAPP Right for You (Handout)**

Seth Fritsch Consulting (adapted from NACCHO 2.0 handbook)

<https://drive.google.com/file/d/1WMYnISaFJ3a2YAgwInNF7X68XwoKUMMd/view?usp=sharing>

# Thank you!

Seth Fritsch, MPH  
[seth.fritsch@gmail.com](mailto:seth.fritsch@gmail.com)