

Implementing MAPP in the County of San Diego: A Large Local Health Jurisdiction

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Accreditation Coordinator

How would you engage a population of over 3.1 million in community health improvement planning?



Overview

- The San Diego setting: demographics and characteristics of the health department
 - **Live Well, San Diego!**
- Community engagement
 - **Lessons Learned**
- Measuring progress

The San Diego Setting

Demographics and County Government

San Diego County

- 3.1 million people
- 18 municipalities, with several other unincorporated cities
- 2011 estimates:
 - White – 48%
 - Hispanic – 32.5%
 - Asians – 11.4%
 - Pacific Islanders – 0.6%
 - Black – 5.6%
 - Native Am – 1.4%
- A diverse region: border, military, tribal lands, refugee, urban, rural, and a vacation destination

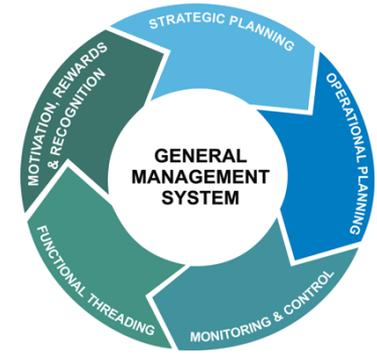


San Diego County:
4,206.63
square miles



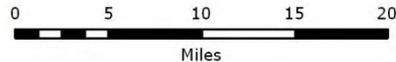
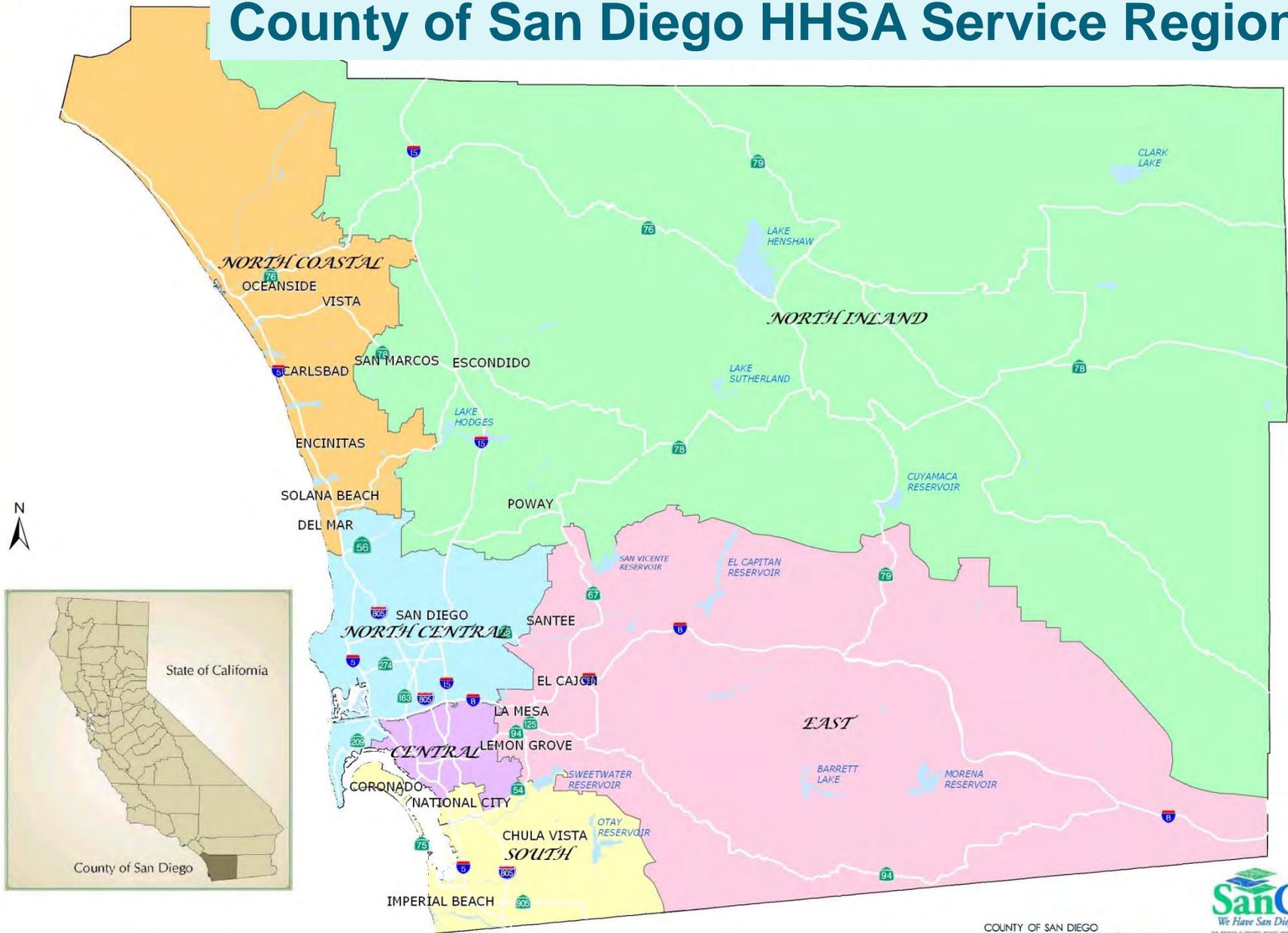
County Government

- 5 Board of Supervisors
- Chief Admin Officer
- General Management System
- 5 Business Groups



- Health and Human Services Agency
 - ***Public Health Services***
 - Includes *Emergency Medical Service*
 - *DEH & Animal Services* are separate departments
 - ***Primary Care:*** Large Community clinic network & 4 major health care systems

County of San Diego HHS Service Regions



Our framework for achieving wellness:



**Building
Better
Health**

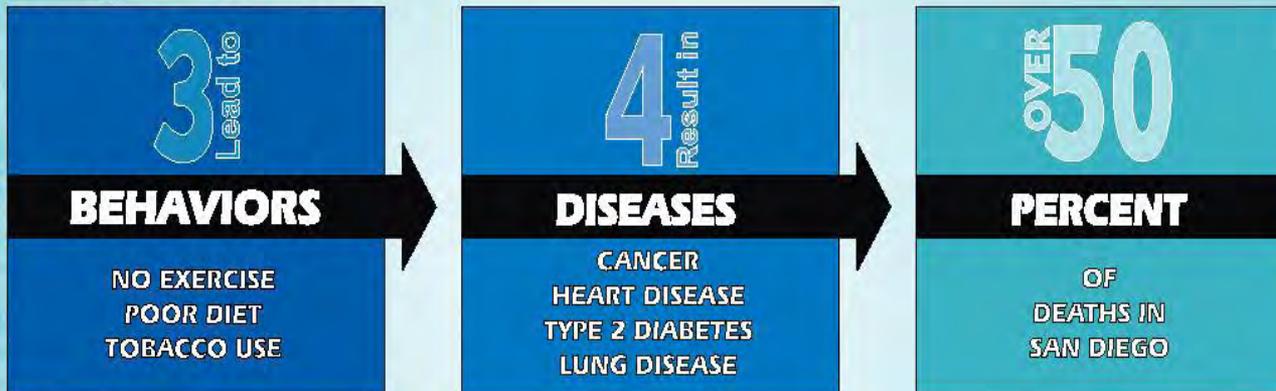
**Living
Safely**

Thriving

BOS Approved July 2010

BUILDING BETTER HEALTH

Did you know...



Change your life by...

- WALKING FOR 30 MINUTES EACH DAY
- EATING HEALTHY, LOTS OF FRUITS AND VEGGIES
- NOT SMOKING!



COUNTY OF SAN DIEGO
HHSA
HEALTH AND HUMAN SERVICES AGENCY

Collective Effort for a Collective Impact Approach with *Live Well, San Diego!*



Internal County Activities
[HHS Strategic Plan]

Regional-level Activities
[Community Health Improvement Plan]

LWSD! Measurement Framework

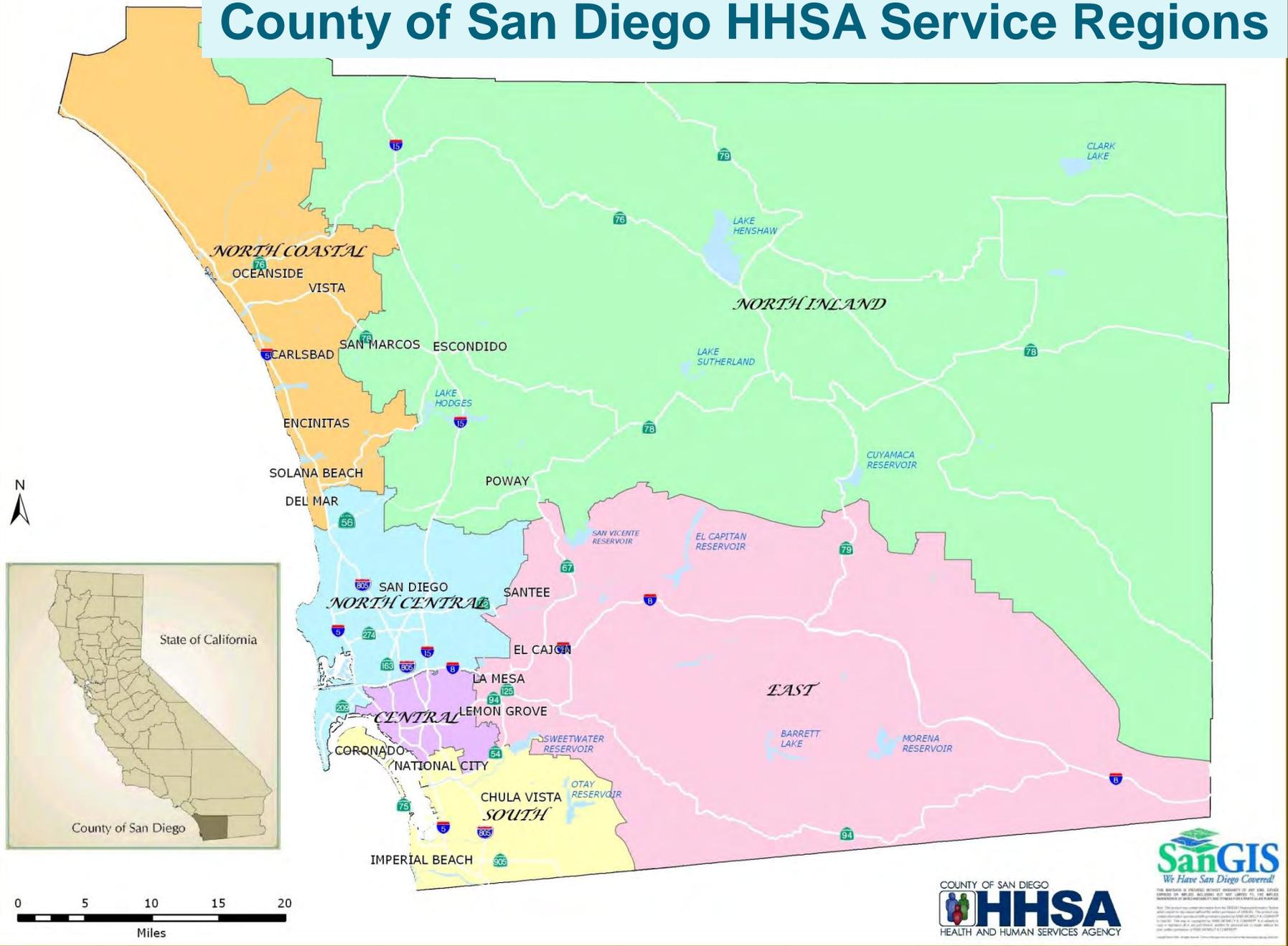
Community Engagement

A regional approach

How would you engage a population of over 3.1 million in community health improvement planning?



County of San Diego HHS Service Regions



Six HHSA Regions



- Community planning groups were established after BBH was approved by the BOS in July 2010
 - These groups were tasked with developing Live Well, San Diego! community plans
 - This aligned nicely with Public Health **Accreditation Board's pre-requisites**
 - It allowed plan development to better reflect regional community needs
- Two regions decided to join together to develop a community health improvement plan

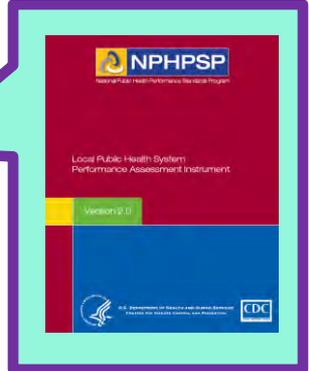
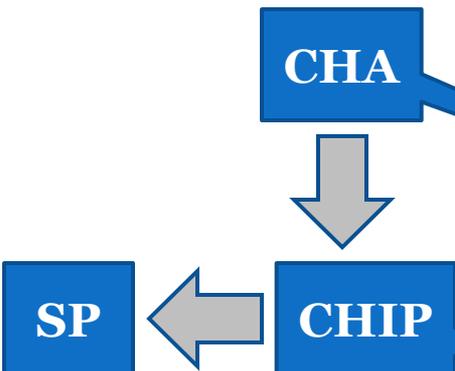
Mobilizing for Action through Planning and Partnerships

MAPP





Prerequisites



Domains
1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Essential Service
1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Essential service system performance measured using the NPHPSP instrument can inform health department PHAB domain performance. MAPP and NPHPSP can be deliberately designed to meet standards in domains 1, 3, 4, 5, 7, and 10.

Tackling the Process

- Conducted a MAPP orientation with HHSA staff in December 2011
 - Each region started at a different point
- Hired a consultant to facilitate the community assessment and planning process
- **Used another jurisdiction's CHIP as a template**

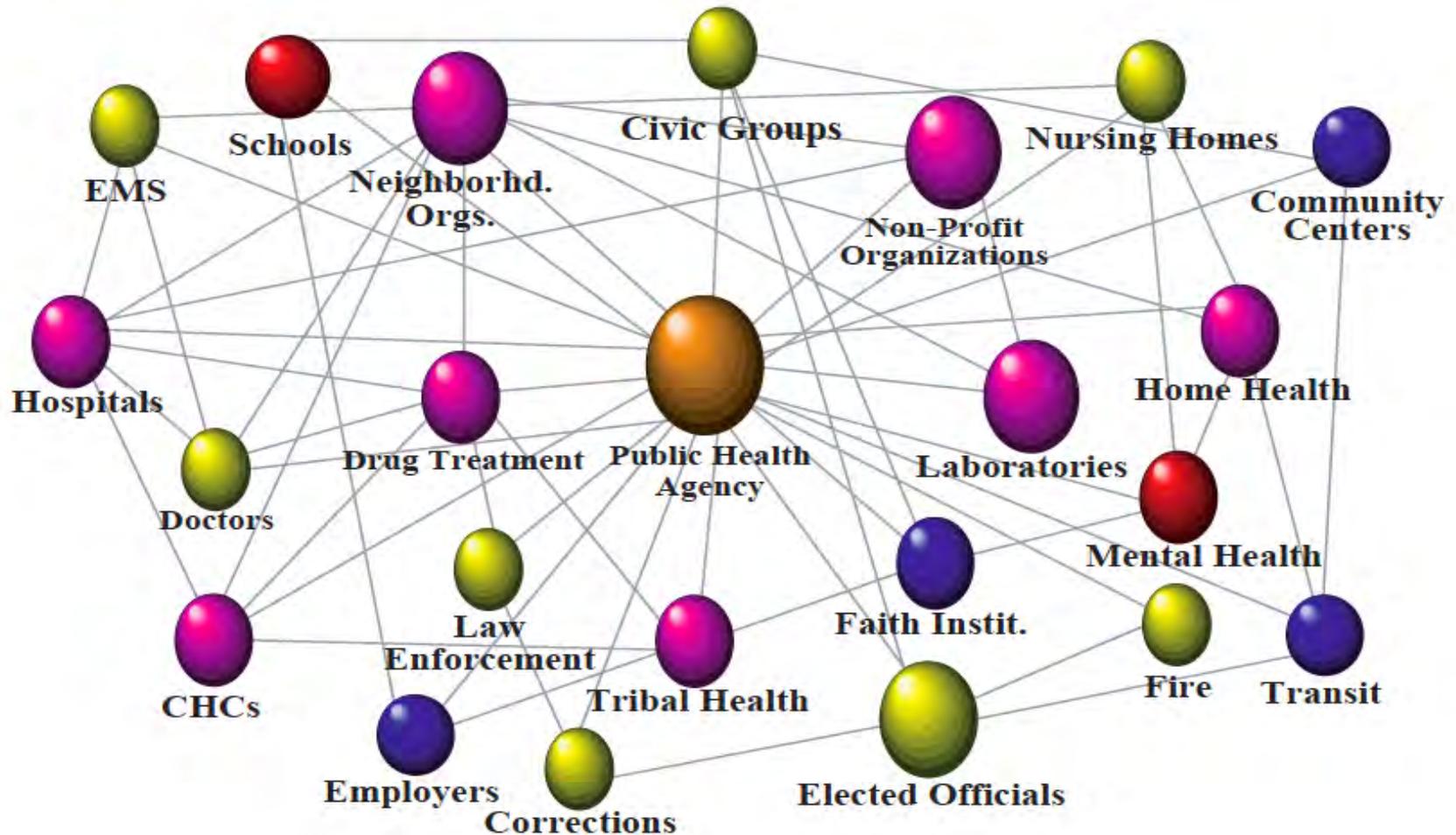


Conducting the MAPP Assessments

- HHSA Community Health Statistics Unit staff presented health data to all five regional planning teams
- Survey Monkey was used to conduct:
 - Forces of Change Assessment
 - Community Themes & Strengths Assessment
- Some regions used other assessments that were recently conducted
- Local Public Health System Assessment conducted countywide

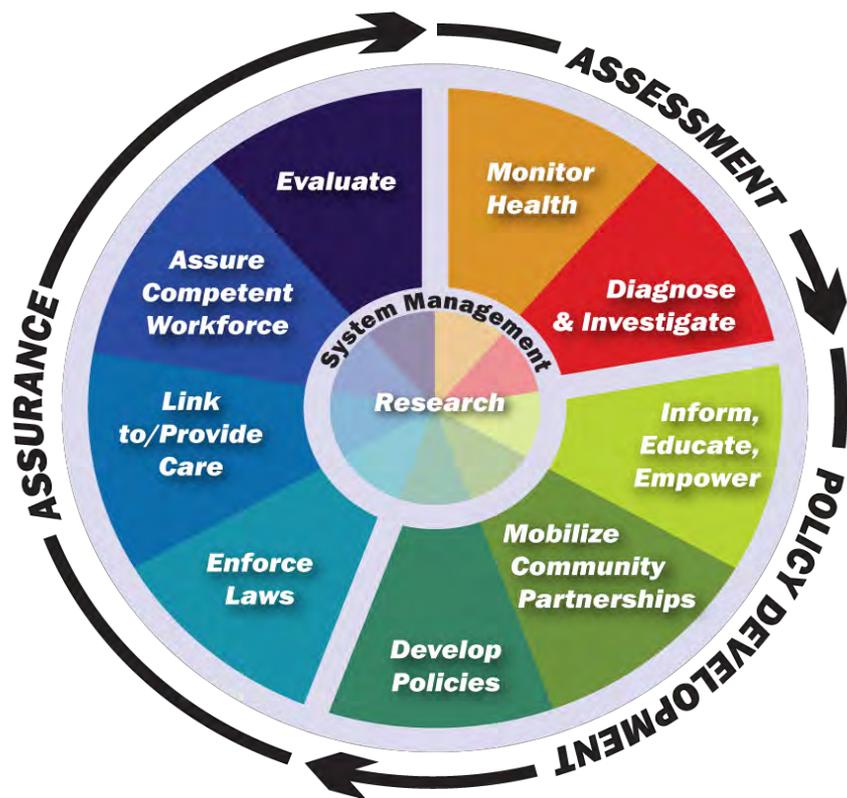


Local Public Health System Includes....

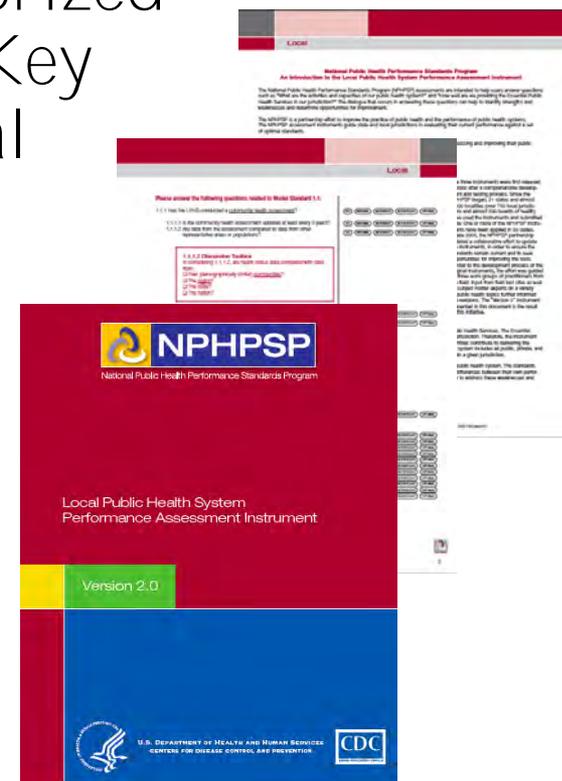


All public, private and voluntary entities that contribute to the delivery of essential public health services within San Diego County.

Local Public Health System Performance Assessment



✧ The Assessment is categorized into 10 Key Essential Services



✧ Each Essential Service is comprised of 2-4 model standards

Conducting the LPHSA in Half a Day

- E-mail attendees material in advance so that they come prepared to discuss
- Assign each attendee to an assessment group
- Conduct simultaneous assessments
 - Five groups
 - Two essential services per group
- Debrief with all at the end



Workshop Participants

- Over 80 members of the San Diego County public health system participated in the LPHSA
- **Sectors represented include:**
 - ✧ Community Organizations/Service Providers
 - ✧ Health Educators
 - ✧ Emergency Preparedness
 - ✧ Epidemiologists/Data Experts
 - ✧ Community Health Planners
 - ✧ Schools
 - ✧ Service Recipients
 - ✧ Public Information Officers
 - ✧ Universities/Colleges
 - ✧ Public Utilities
 - ✧ Hospitals/Clinics
 - ✧ Media
 - ✧ Health Officer/Public Health Director
 - ✧ Elected Officials and Policy Makers
 - ✧ Public Health Laboratories
 - ✧ Foundations/Non profit Organizations
 - ✧ Human Resources
 - ✧ Faith Based Organizations
 - ✧ Military Public Health
 - ✧ Environmental Health
 - ✧ Mental/Behavioral Health
 - ✧ Public Health Nursing

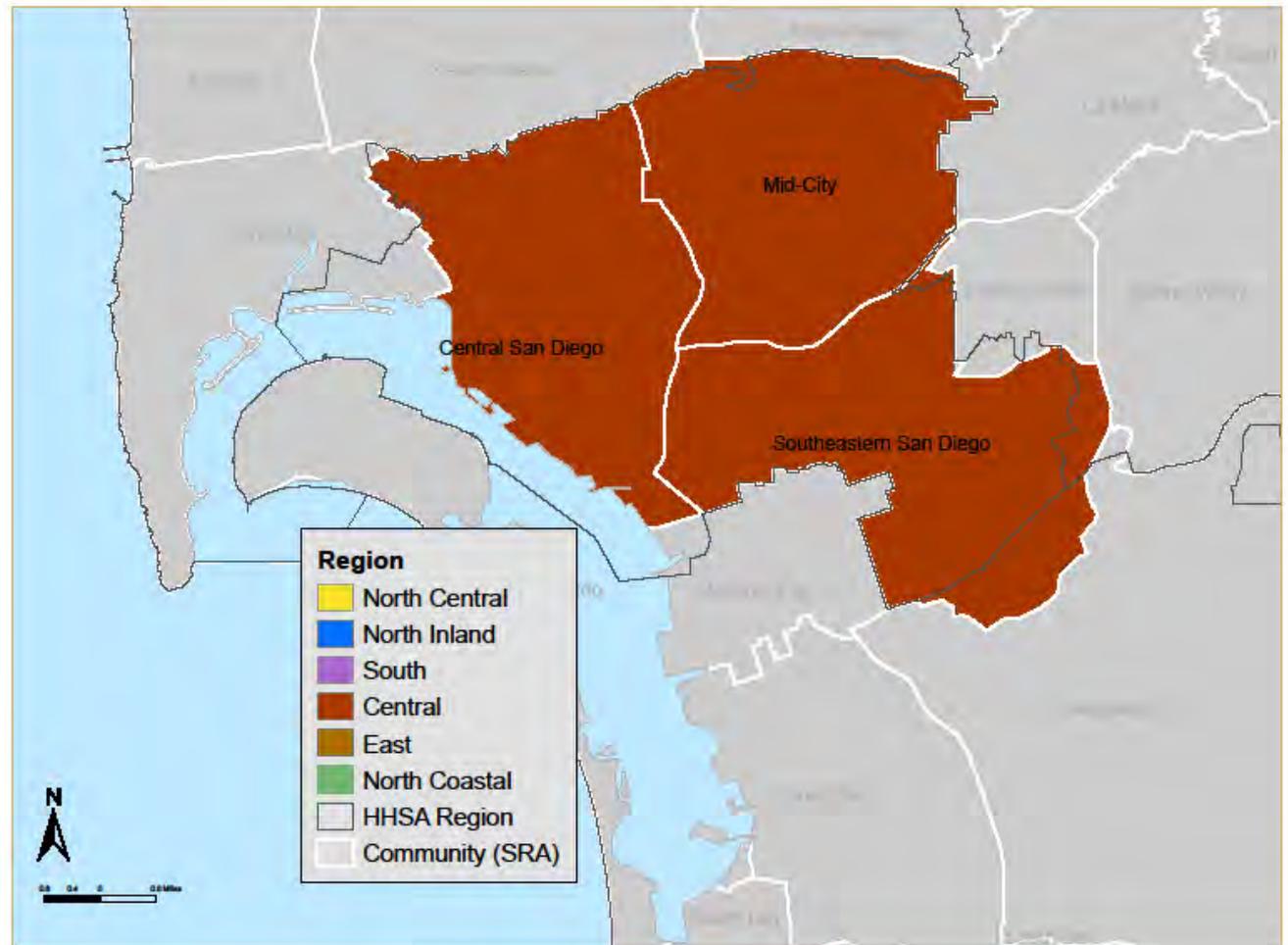
Sectors for future consideration: State Health Department, public health attorneys, businesses, planning and land use, tribal members, law enforcement

Developing the CHIPs

- Assessments were used by all five regional planning groups to set priorities
- Priorities by region are similar



Central Region

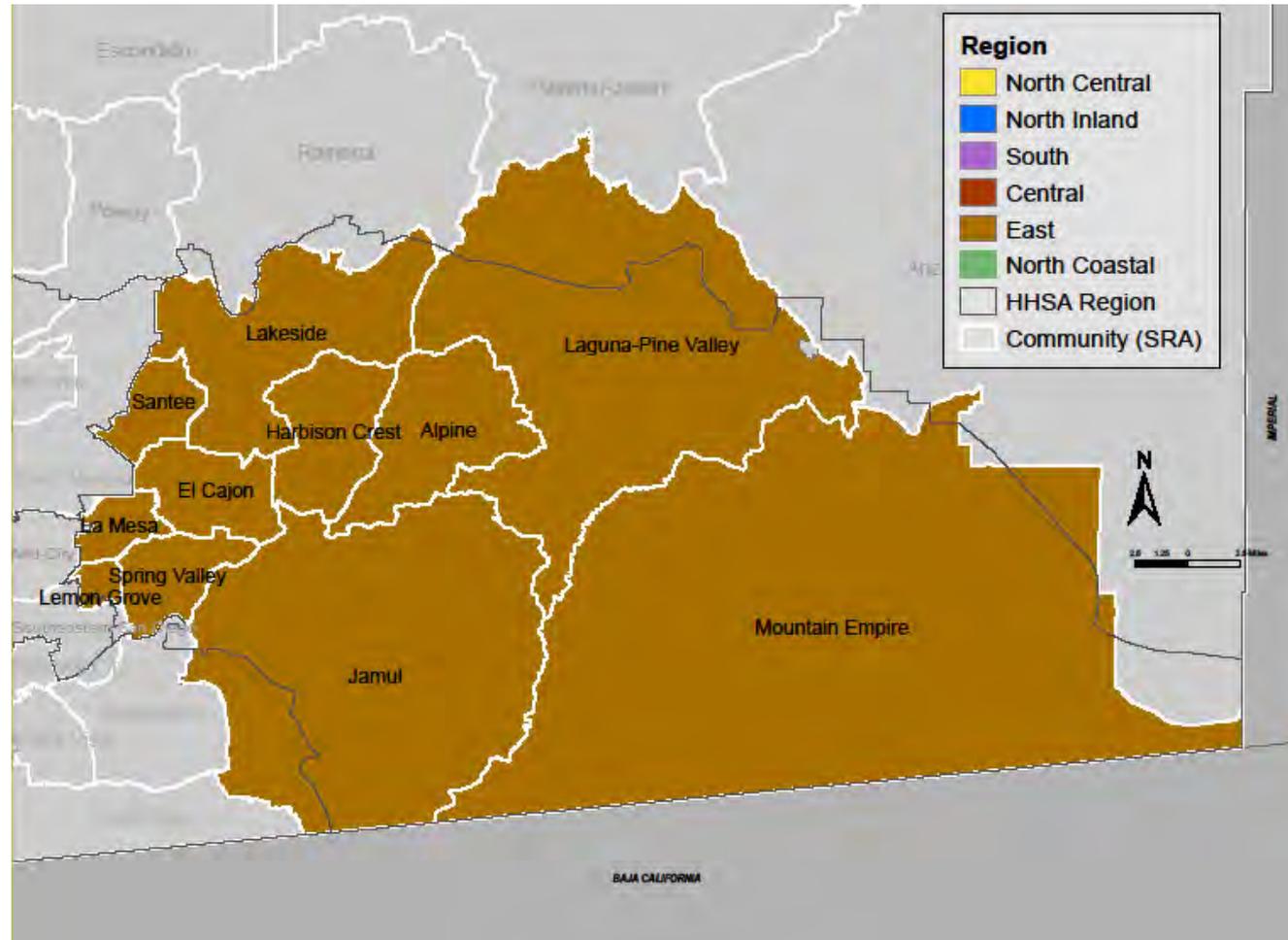


Healthy Communities Central Region Coalition

Healthy, safe, and thriving Central San Diego communities

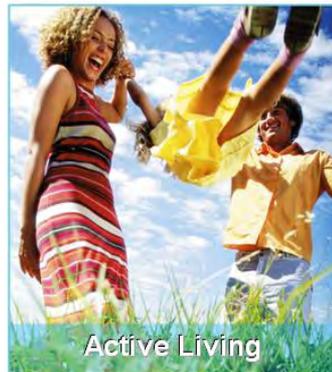
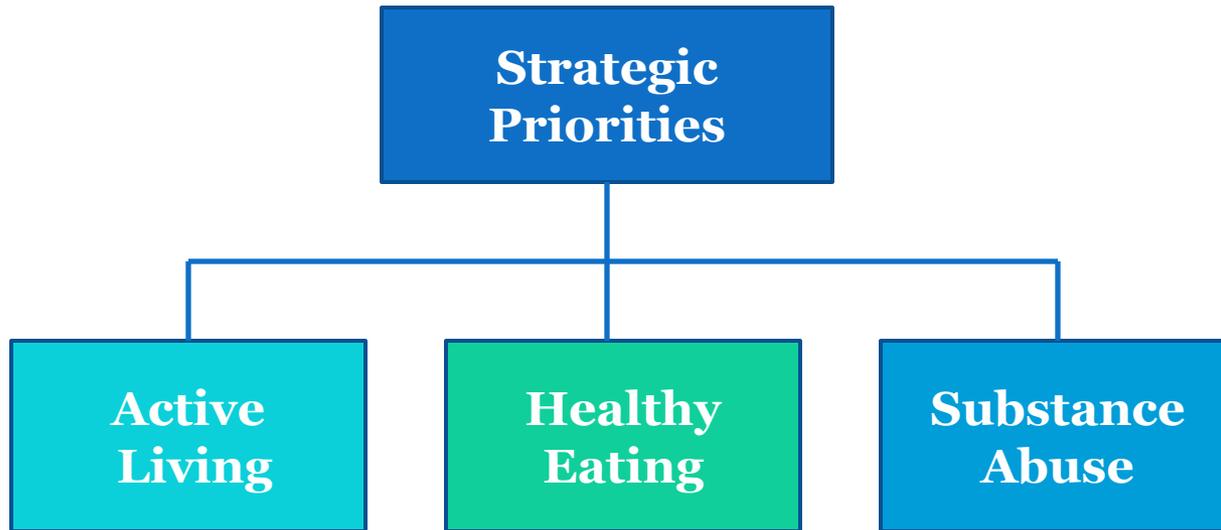


East Region

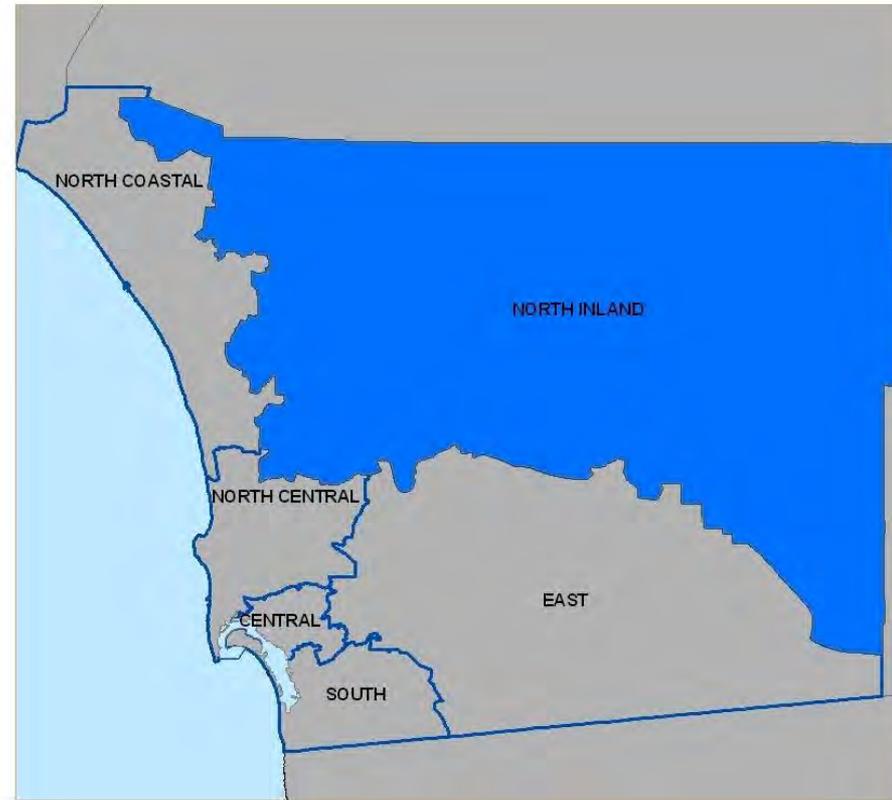
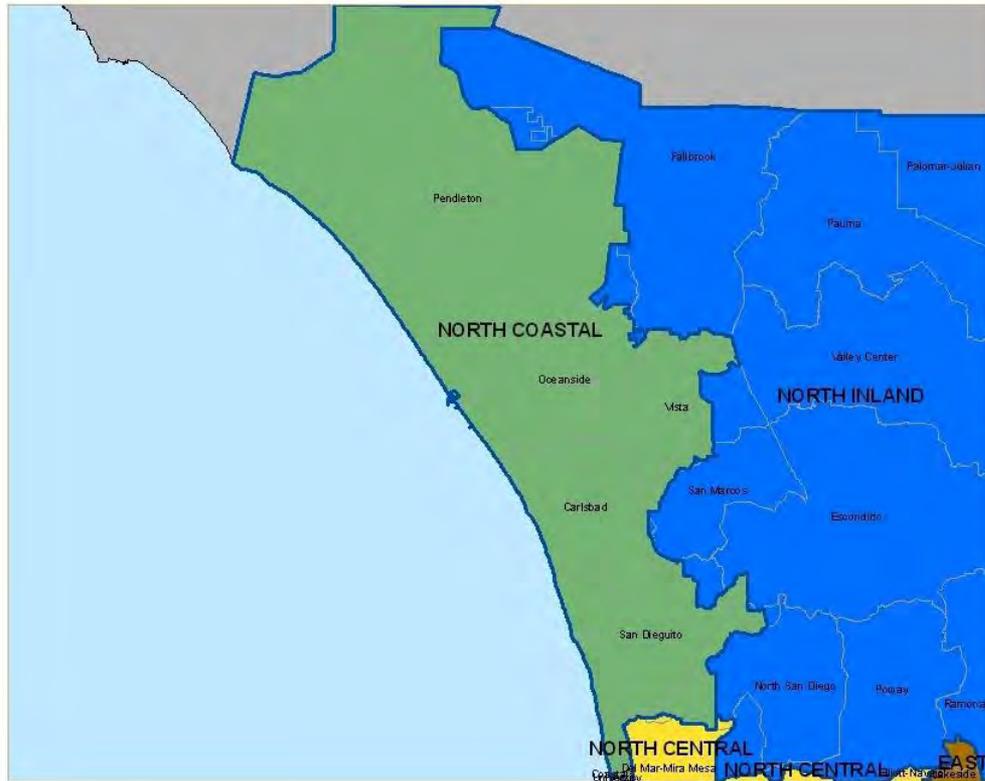


Building Better Health in East County Leadership Team

East County, Healthy People, Thriving Communities



North Coastal & North Inland Regions

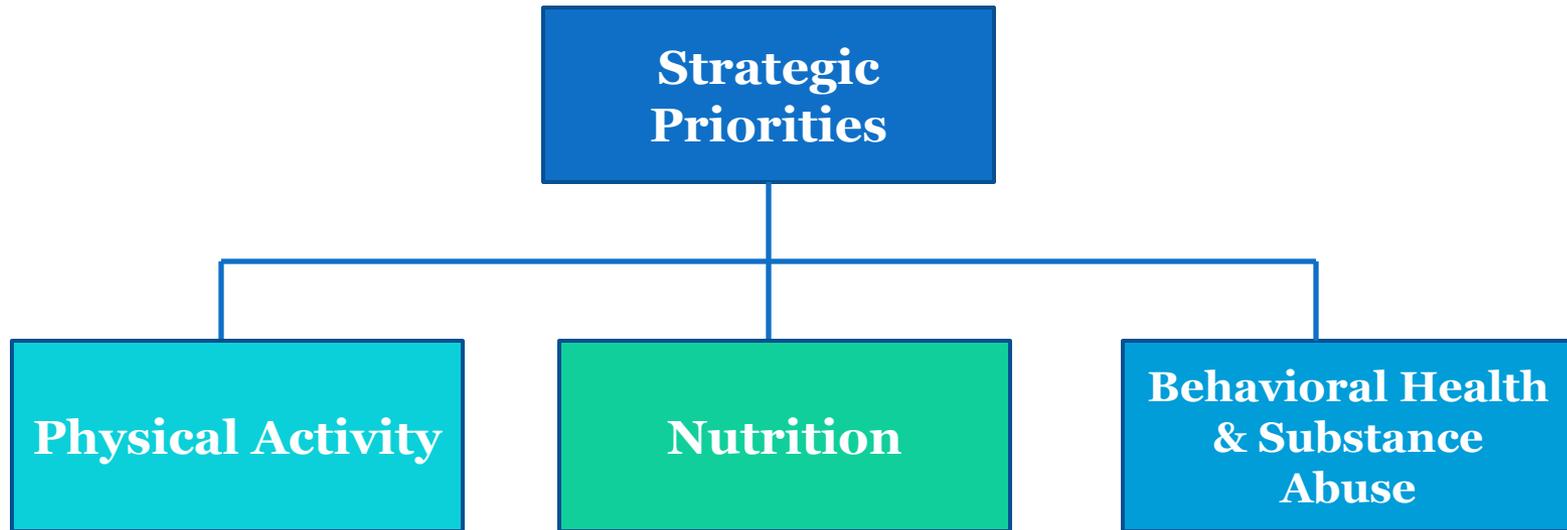


2 1 0 2 Miles

COUNTY OF SAN DIEGO
HHSA
HEALTH AND HUMAN SERVICES DEPARTMENT

North County Community Leadership Team

In North County, healthy choices are easy; prevention is priority; services are accessible; and communities are safe.



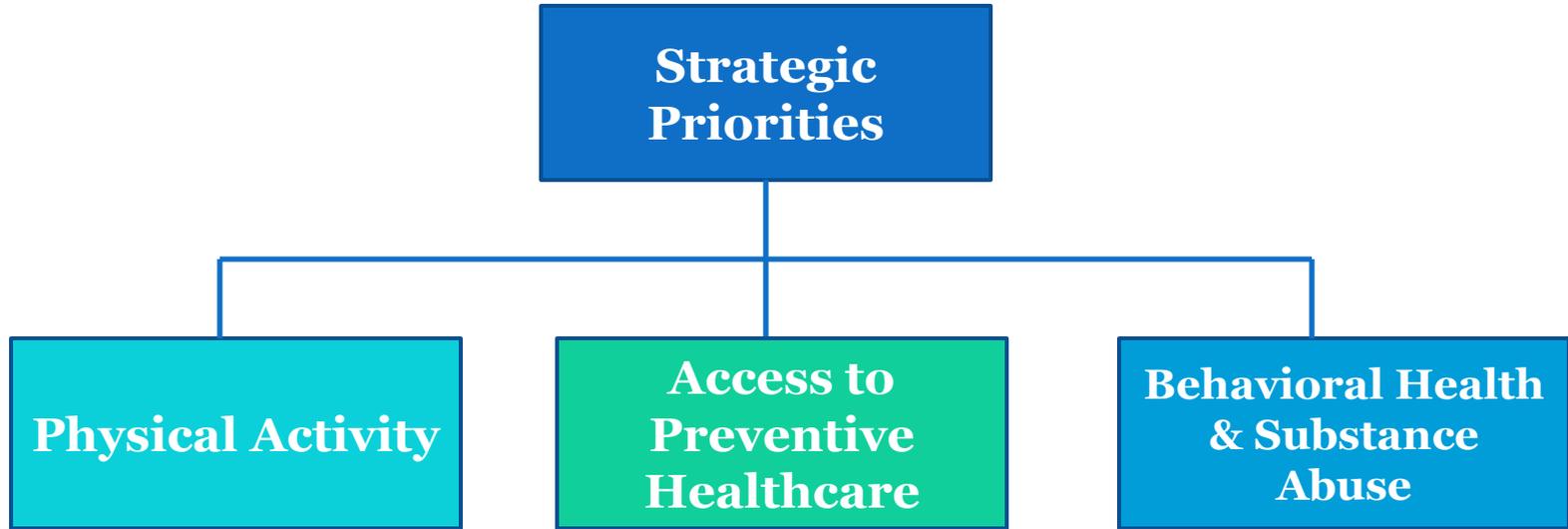
North Central Region



Map Date: September, 2010
CONTACT: Keith Corcos, or Leslie Ray,
County of San Diego Emergency Medical Services
619.285.6429
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D_North_American_1983_Foot_US

North Central Live Well Leadership Team

North Central Region is a community that is healthy, safe, and thriving.



South Region



Map Date: September, 2010
Contact: Beth Corcos, or Leslie Ray,
County of San Diego Emergency Medical Services
619.285.6429
NAD_1983_StatePlane_California_VI_FIPS_0406_Feet
D_North_American_1983_Foot_US

Healthy Communities South Region Live Well, San Diego! Coalition

A healthy, safe, and thriving South Region San Diego community

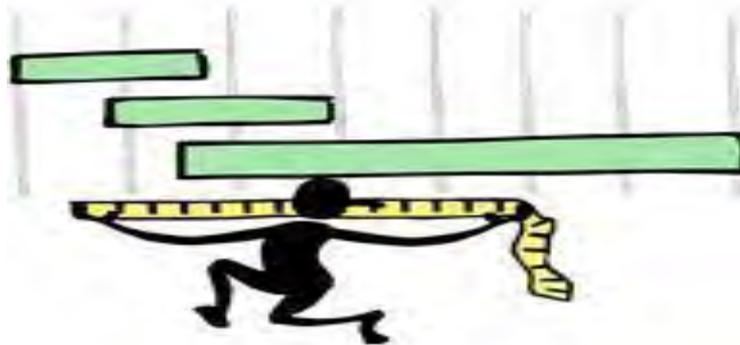


Lessons Learned

- Experienced challenges with the definition of goals, strategies, and objectives and performance measures
 - Not prepared for the diversity of all five draft CHIPs
- Identified skill needs for regional health promotion staff
- Hired another consultant to assist with packaging the documents to meet PHAB standards

Measuring Progress

Linking it together to measure collective impact



From Collective Effort to Collective Impact: Live Well San Diego! Indicators

10 leading indicators that:

- ✓ Capture “**what does live well mean?**” across the lifespan among all residents
- ✓ Point all of our activities in the direction of moving these 10 leading indicators
- ✓ Capture what, based on research and evidence-based practice, are the programs, services and interventions that will have the **greatest impact and return on investment**

Framework for Measuring Success

10 Leading
Indicators

5 Areas of
Influence

1 Vision for
Healthy, Safe
& Thriving
Communities



LIVE WELL
SAN DIEGO

Collective Action to Community Impact

***Actions We Take Collectively
Across Sectors***

County Government

Health Providers

Community & Faith-Based Organizations

Business

Schools

Law Enforcement and Courts

Military

Other Local Jurisdictions

***Results We Seek
or Community Impact***

**Behavior
Changes in
Population**

**Risk
Factor
Changes in
Population**

**Outcome
Changes in
Population**

Impact

Actions We Take

HHSA

Process CalFresh applications timely

CalFresh enrollment

Improved diet of participants

Land Use and Environment Group

Conduct Park Maintenance

Recreational activities

Increase Physical Activity

CBO

Conduct CalFresh outreach

Nutrition education training

Improved diets

Business

Initiate worksite wellness program

Employee participation

Increase Physical Activity

Schools

Initiate Farm-to-School Procurement

Student served fresh produce

Improved student diets

Other local jurisdictions

Add health element to general plan

Walking & biking safety

Increase Physical Activity

Results We Seek

Population Outcomes (3.1 million)

Short Term:
w/in 3 years

Mid-Term:
w/in 7 years

Long Term:
w/in 10 years

Improved Diet and Exercise

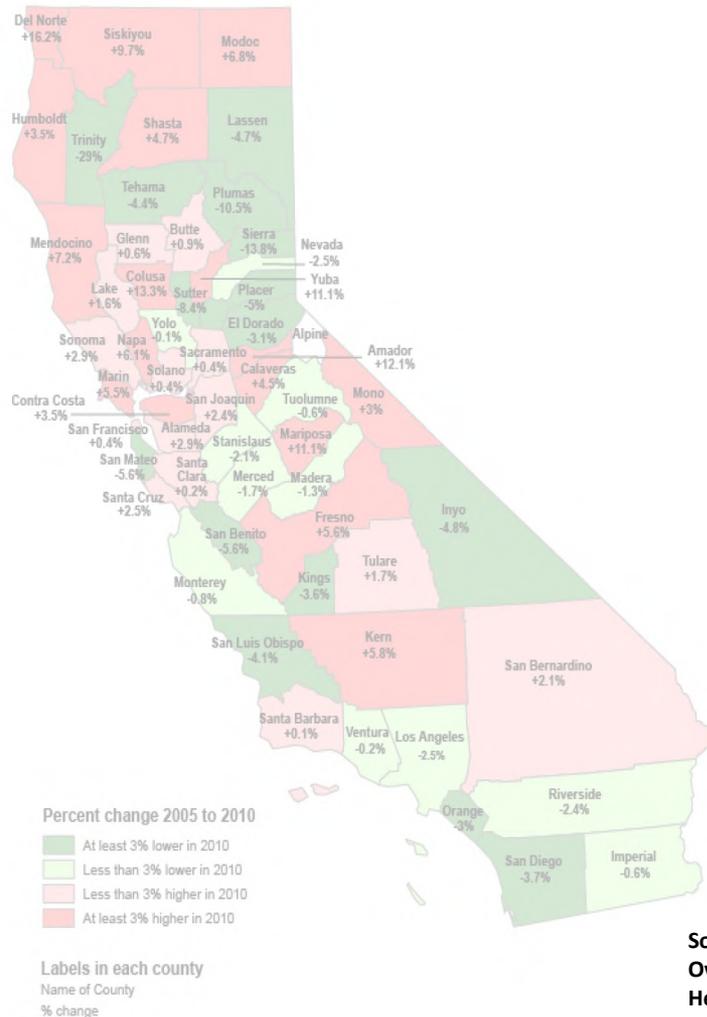
Decreased BMI

Decreased Deaths
3-4-50

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Encouraging Trends: 10 Years of Obesity Prevention Work



Between 2005 and 2010, the percentage of our children that are overweight or obese **decreased 3.7%** in San Diego County--the biggest decline out of all Southern California counties.

Source: Babey SH, Wolstein J, Diamant AL, Bloom A, Goldstein H. A Patchwork of Progress: Changes in Overweight and Obesity Among California 5th-, 7th-, and 9th-Graders, 2005-2010. UCLA Center for Health Policy Research and California Center for Public Health Advocacy, 2011.

Next Steps

- Work with consultant and community planning groups to finalize goals, objectives, and program performance measures
- Continue to improve partnerships and sector involvement in community health planning
- Develop a training plan to build health promotion staff competencies