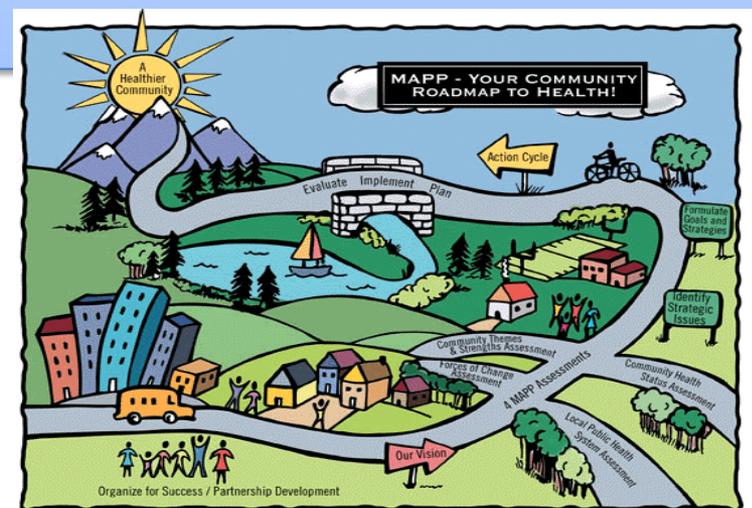


# Community Health Improvement Planning: County of San Diego



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**Public Health**  
Prevent. Promote. Protect.



COUNTY OF SAN DIEGO  
**HHS**A  
HEALTH AND HUMAN SERVICES AGENCY

# Objectives

- Review the San Diego setting: demographics and characteristics of local health department
- Discuss HHSA's *Live Well San Diego!* strategic initiative as the community planning framework
- Share San Diego's next steps in implementing MAPP as a community engagement tool for Community Health Improvement Planning

# San Diego County



**San Diego County:**  
**4,199.89**  
**square miles**

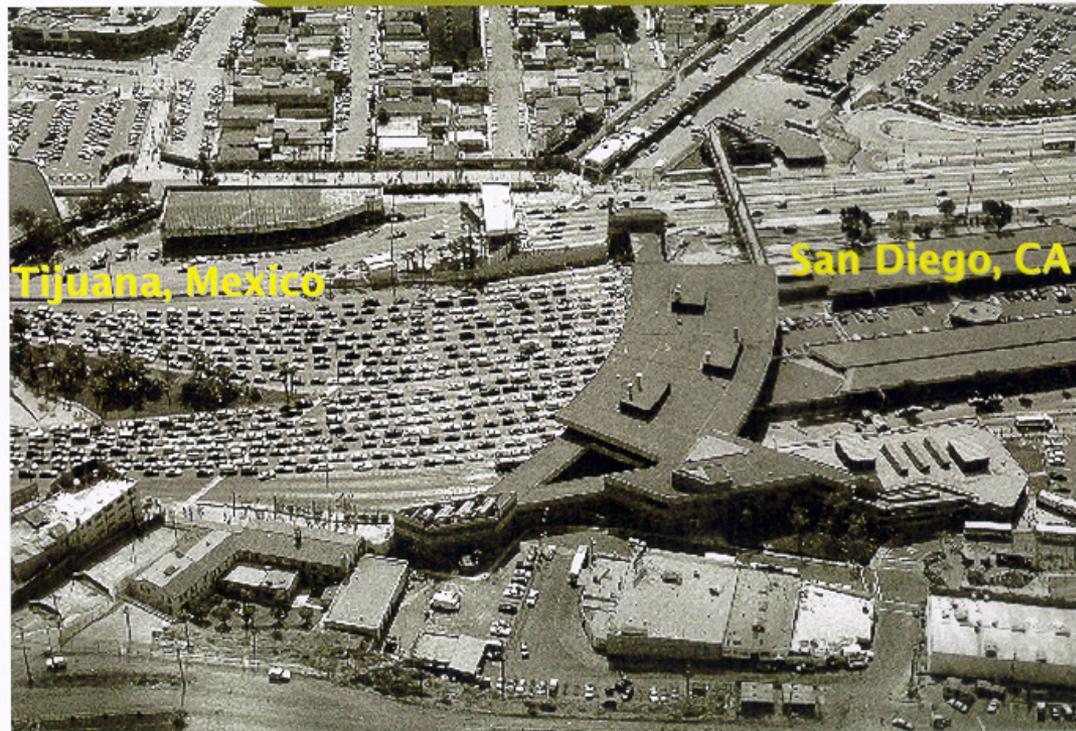
- 3.1 million people
- 2nd largest in California
- 5th largest in the U.S.
- 18 municipalities, with several other unincorporated cities
- 2010 Census (10% growth):
  - white – 48%; blacks – 5%
  - Hispanic – 32% (from 27%)
  - Asians – 11%
  - Pacific Islanders – 0.5%
  - Nat. Am. – 0.9%

# Diverse Region

- **Military** – Navy is largest employer (SD is 4<sup>th</sup>)
- **Tribal**
- Largest **refugee** resettlement site
- Geographically diverse, both **urban** and **rural** areas

# San Diego/Mexico Land Border Crossings – Daily

US Port of Entry - USA/Mexico Border



- >136,000 Cars
- >6,200 Trucks
- Nearly 340,000 people
- 79% vehicular
- 21% pedestrian

San Ysidro/Mexico port of entry is the busiest international border crossing in the world.

# Health and Human Services Agency

- Combined Health and Social Services Agency
  - Includes 5 Divisions:
    - Public Health, Services
    - Aging and Independence Services
    - Behavioral Health
    - Child Welfare Services
    - Social Services
  - Services provided through 6 HHSA regions
  - 5180 staff, \$1.8B budget



# *Live Well, San Diego!*

- 10-year strategy to achieve health, safe, and thriving communities
- A countywide plan with participation across County groups and with the community
- MAPP is a tool to engage the community in developing strategies that address *Live Well, San Diego!* goals



***That will lead to  
healthy San Diego  
communities***

# What is MAPP?

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- **A community-wide strategic planning process** for improving public health.
- **A method to help communities prioritize** public health issues, identify resources for addressing them, and take action.

# MAPP Overview



# How Do the MAPP Components Relate?



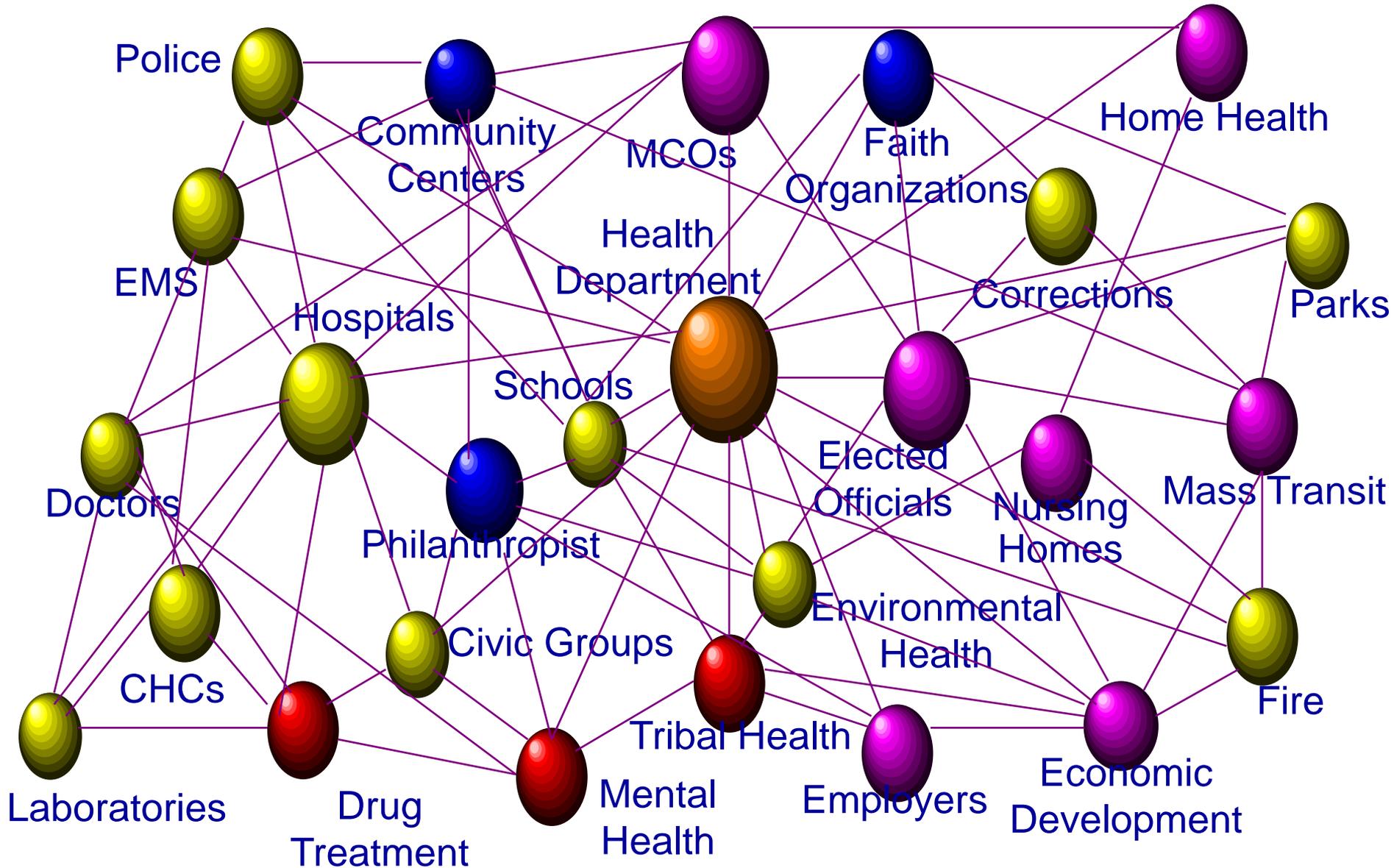
# Accreditation Readiness

- The MAPP process is used in developing Community Health Improvement Plans (CHIPs)
- CHIPs are one of three documents required to apply for national Public Health Accreditation



Public Health Accreditation Board

# Local Public Health System



# Benefits:

*A.K.A. What's in it for You?*

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- MAPP can incorporate **planning and assessment needs** of a variety of program areas.
- MAPP assessments provide **useful data** for your program.
- MAPP provides strategic direction to ensure that **programs and partners are aiming for shared goals.**
- MAPP helps create **better community oriented programs.**
- MAPP enables programs to develop **stronger project proposals.**



# Our Next Steps?



*Live Well, San Diego!*

# BUILDING BETTER HEALTH

