

**National Public Health Leadership Development Network
Balderson Leadership Project Award
RUNNER-UP**

Kentucky Public Health Leadership Institute

Team Members:

Name	Grad. Year	Credentials	Job Title	Place of Employment
Sheila Andersen	2005	JD, MA, BSN	Dir, Office of Policy Planning & Evaluation	LMHD *
Janice Cunningham	2005	MA, CADC	Supervisor of MORE Center	LMHD
Dave Langdon	2005	BS	Dir, Comm. & Public Affairs	LMHD
James McCammon	2005	PhD	Dir, Laboratory	LMHD
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Implementing the MAPP Process in Louisville, Kentucky

In Louisville Metro there exists a lack of awareness of health status and health disparities and a lack of collaboration for improving the health of Louisville Metro residents. For many indicators, Louisville Metro rates are poorer than national rates.

The project team examined the possibility of initiating Mobilizing for Action through Planning and Partnerships (MAPP) in response to this lack of awareness and coordination. MAPP is a process developed by the National Association of County and City Health Officials and the Centers for Disease Control and Prevention to assist communities in improving the health and quality of life for residents through community-driven strategic planning. The process includes six phases: Organize for Success; Visioning; Four MAPP Assessments; Identify Strategic Issues; Formulate Goals and Strategies; and the Action Cycle.^{1,2}

The project team consulted with officials from the Northern Kentucky, Nashville, and San Antonio Health Departments to determine the feasibility of initiating MAPP in Louisville. As a result of these consultations, the project team decided to first begin a media campaign to raise awareness of the health issues in Louisville and then

to complete phases one and two of the MAPP process during the 2005 term of the Kentucky Public Health Leadership Institute. The project team also created a budget and identified agency funds to complete the other four phases of the MAPP process in the months following the 2005 KPHLI term.

The media campaign consisted of:

- A regular Health Department spot on the WHAS-TV News at 11:00 PM.
- The publication of the Health Department newsletter *Health Matters*.
- The creation of a Health Department television show, also called *Health Matters*.

To further raise awareness of health issues in Louisville, the project team released the *Health Status Assessment Report, 2004* and secured front-page newspaper coverage for the report as well as coverage on three television stations.

To implement the Organize for Success phase of MAPP, the project team worked with the Louisville Coalition of Neighborhoods and the Louisville Department of Neighborhoods. The team compiled an extensive list of all agencies and groups partnering with the Louisville Metro Health Department. The project team sought and gathered applications from community leaders wishing to serve on the Community Health Council to oversee MAPP. The project team also sent out letters to leaders from the health, education, business, and law enforcement communities inviting them to serve on the Council.

To implement the Visioning phase of MAPP, the project team held a meeting on February 28, 2005 at the University of Louisville with the Community Health Council. The meeting formulated a vision statement of what a healthy Louisville might look like as well as a list of values to be considered in implementing that vision. On March 29, 2005 the project team held a follow-up meeting with the Council to finalize the vision statement and values and to seek volunteers for the Four MAPP Assessments.