

Improving Our Community



IMPROVING OUR COMMUNITY

MAPP

We hope the information in this report provided you with valuable knowledge regarding the health of Cobb County – the community in which we live, work and play. We all have a responsibility and must work together to make ourselves, our families, our neighborhoods, and our county healthy.

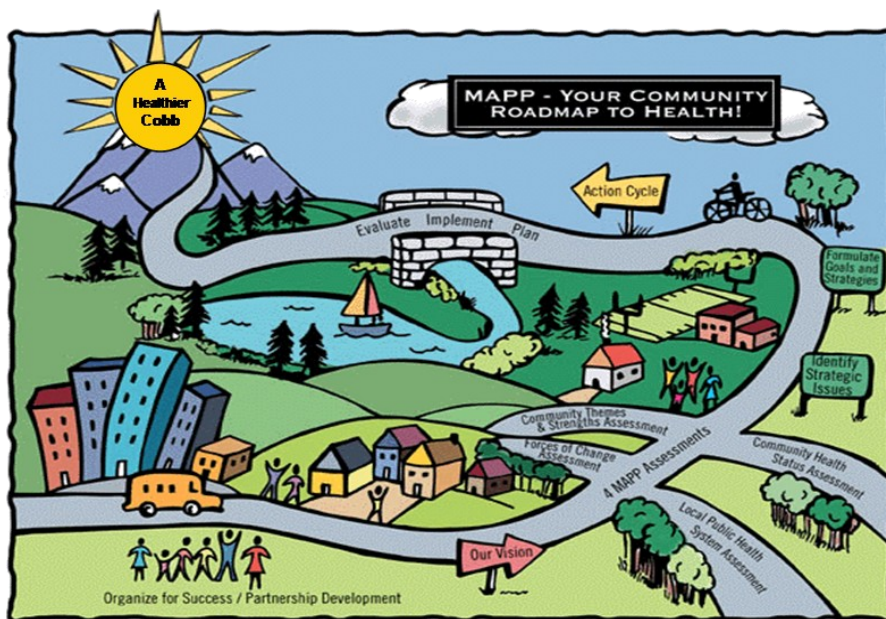
In 2011, Cobb County will begin a very important initiative called **MAPP (Mobilizing for Action through Planning and Partnerships)**. MAPP is a *community-wide* strategic planning process for improving our community's health. **In this context, we broadly think of "health" as a dynamic state of complete physical, mental, spiritual and social well-being and not merely the absence of disease or infirmity** (World Health Organization, 1998).

Although Cobb & Douglas Public Health leadership will facilitate the MAPP process, participation and ownership will be spread throughout the community. **It is a community-driven process** that will engage and seek active participation from schools, faith-based organizations, local business, local government, hospitals, physicians, behavioral health services, philanthropists, foundations, parks & recreation services, mass transit, police, fire, EMS, employers, and civic groups...just to name a few! Broad community participation is essential because a wide range of organizations and individuals contribute to our community's health.

Through MAPP, a broad collection of system partners and community residents will come together to:

Prioritize public health issues
Identify resources for addressing them, and
Take action!

The model below shows how the MAPP process works – the phases of MAPP are shown along a road that leads to "A Healthier Cobb."



Model provided by NACCHO (National Association of County and City Health Officials)

IMPROVING OUR COMMUNITY

MAPP FACTS

- MAPP is a community-wide strategic planning tool for improving public health.



- MAPP provides a method to help communities prioritize public health issues, identify resources for addressing them, and take action.
- When people with different points of view come together they develop better, more comprehensive and more creative solutions to problems.

- MAPP serves as a tool for bringing together diverse segments of the community.
- When ownership of the problems and solutions includes a broad base of the community, the effort is sustainable, actions build on collective wisdom, and resources from throughout the community contribute to health improvement.

To learn more about the upcoming MAPP process and/or to express an interest in participating, please visit our website:
www.cobbanddouglaspublichealth.org