



Alexandria Health Department



Lisa G. Kaplowitz, MD, MSHA
Health Director

DATE: February 12, 2009
 TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
 THRU: JAMES K. HARTMANN, CITY MANAGER *J*
 FROM: LISA G. KAPLOWITZ, MD, MSHA, HEALTH DIRECTOR, ALEXANDRIA HEALTH DEPT. *LAK VM*
 SUBJ: HEALTH VISIONING PROCESS: PARTNERSHIP FOR A HEALTHIER ALEXANDRIA

On behalf of the Alexandria Health Department and the *Partnership for a Healthier Alexandria*, I am asking for your support of a community-wide planning effort to promote and improve health. *Partnership for a Healthier Alexandria* is leading this initiative and using a nationally recognized strategic planning tool called **MAPP** -- Mobilizing for Action through Planning and Partnerships. MAPP applies strategic thinking, community input, and data analysis to prioritize public health issues and identify resources to address them. www.alexhealth.org/partnership/mapp.html

What We Gain from Using MAPP

There are multiple benefits to the *Partnership for a Healthier Alexandria* using the MAPP tool in Alexandria including:

- **Increased community input.** Engaging community partners and Alexandria citizens is a central tenet of the *Partnership's* mission. MAPP offers us an opportunity to reach out to everyone, particularly those who have been less involved with the *Partnership* in the past, including: representatives from the faith community, clubs and civic associations, businesses, and minority populations.
- **Long term planning and strategic direction.** The *Partnership* already has four work groups who are increasingly more active in the community. MAPP will help to identify and target other areas where coalition building, collaborative planning and community action would improve health. It will also draw increased community attention to and engagement around the initiatives already underway. Our intent is to continue identifying how public health partners can support each other to accomplish shared goals.
- **An opportunity to update data.** The last expansive community data collection effort for health was through the 2002 community health assessment (published in 2004). This effort provided health information that initially launched the *Partnership*, led to the formation of our current work groups, and drove initiatives underway now. MAPP will allow us to build upon and update the data gathered over six years ago.
- **Funding.** MAPP will help create stronger community-oriented programs that are data supported. This will place Alexandria in a better position to apply for grants to support prioritized health areas. For instance, the Substance Abuse Prevention Coalition of Alexandria recently won a 5-year, Drug Free Communities grant for \$600,000 after going through an intense data collection and community input effort.

KING STREET
4480 King Street
Alexandria, VA 22302
(703) 838-4400

CASEY HEALTH CENTER
1200 N. Howard Street
Alexandria, VA 22304
(703) 519-5979

ADOLESCENT CLINIC
3701 W. Braddock Road
Alexandria, VA 22302
(703) 519-6006

ARLANDRIA (WIC)
3802 Executive Ave. #D-2
Alexandria, VA 22305
(703) 519-1957

Our First Steps in the MAPP Process

We are beginning the MAPP process with Alexandria's first health visioning effort. The *Partnership* wants everyone who lives, works, learns, and plays in Alexandria to have a say in shaping a healthier Alexandria. The visioning process involves three key steps:

- 4) Carrying out a community survey to gather residents' and others' views for a healthier Alexandria (deadline: February 25th). This survey is currently posted on the *Partnership's* website and is available in both English and Spanish: <http://www.alexhealth.org/partnership/mapp.html>.
- 5) Posting a similar online survey targeted at youth;
- 6) Hosting a community meeting on Saturday, March 21, from 8:30 am to noon at First Baptist Church located at 2932 King Street.

We Ask for Your Support

Your support in the MAPP process is critical to its success. We ask that you publicly support the MAPP process and help us spread the message to community members to encourage as many people and organizations to participate as possible. Any advice that you could offer us in further reaching out to the community would be most welcome.

Once we develop a vision to guide the MAPP process, we would like to publicly celebrate this vision as well as Alexandria's commitment to health.

Additional Information on MAPP

Marian Van Landingham, Chair of the *Partnership*, and I will be at the next Council meeting to share information about MAPP, our upcoming visioning process, get your input on MAPP, and answer any questions that you might have. I look forward to working with you on this effort.

In the meantime, if you have any questions, please contact Carrie Fesperman, Health Planner for the *Partnership for a Healthier Alexandria* at (703) 838-4400 ext. 263 or carrie.fesperman@vdh.Virginia.gov.

- cc: Michele Evans, Deputy City Manager
Marian Van Landingham, Chair, *Partnership for a Healthier Alexandria*
Chairs of *Partnership* Work Groups
- Allen Lomax, Chair, Substance Abuse Prevention Coalition of Alexandria
 - Mary Riley, Chair, Mental Health Anti-Stigma HOPE Campaign
 - Lisa Baker, Co-Chair, Healthy Lifestyles Work Group
 - Christina Johnston, Co-Chair, Healthy Lifestyles Work Group
 - Richard Merritt, Chair, Environmental Health Work Group

Attachments: visioning survey, save the date for community meeting on visioning

PARTNERSHIP FOR A HEALTHIER ALEXANDRIA



Share Your Vision for Health

Saturday, March 21, 8:30-noon
First Baptist Church, 2932 King St
breakfast snacks provided

We are leading an Alexandria-wide effort to improve health

As the first step, we invite you to share your ideas and experiences that can help make Alexandria a healthier place to live. We need your help to identify issues that are important to you, your family and neighbors.

It's important for everyone who lives, learns, works, or plays in Alexandria to get involved and VOICE what's important to them - YOUR health YOUR community. Learn what others have said too.

Help us create a vision for a healthy Alexandria!

Interpretation services available. If you are interested in coming, please contact Carrie Fesperman at 703.838.4400 x263 or carrie.fesperman@vdh.Virginia.gov. www.alexhealth.org/partnership





The Partnership for a Healthier Alexandria is a community coalition of non-profit organizations, schools, municipal agencies, local businesses, government and community leaders, and concerned citizens joined together to promote and preserve a healthy Alexandria community.

We are leading a community-wide effort called **MAPP** -- *Mobilizing for Action through Planning and Partnerships*. Through this process, we hope to strategically identify, analyze and prioritize health needs in Alexandria. And THEN identify ways and resources to address those needs. We are already working on several priority health issues based on a 2004 community survey. Through the MAPP process, we will broaden our scope and possibly identify other priorities.

As we begin this process, it's important for everyone who lives, learns, works, or plays in Alexandria to get involved and VOICE what's important to them - YOUR health YOUR community.



1. What does health mean to you?

2. What are characteristics of a healthy community?

3. If you were to create a vision for a healthy Alexandria, what critical issues would you include?

Feel free to continue your answers on the back!
Please get this back to us by FEBRUARY 25, 2009

Let us keep you updated about MAPP as we move forward. (This information will not be shared)

Your email address:

How did you find out about this survey?

Get involved! Please mail surveys to Carrie Fesperman at Carrie.Fesperman@vdh.Virginia.gov or 4480 King Street, Alexandria, VA 22302. Ask her how you can get more involved.

This is just the first step! Mark your calendars for a community wide discussion about our health on March 21, 8:30am-noon at First Baptist Church, 2932 King Street. www.alexhealth.org/partnership

H

18
2-24-09



Partnership for a **Healthier** Alexandria

Lisa Kaplowitz
Alexandria Health Department

Marian Van Landingham
Chair, Partnership for a
Healthier Alexandria



Mobilizing for Action through Planning and Partnerships (MAPP)



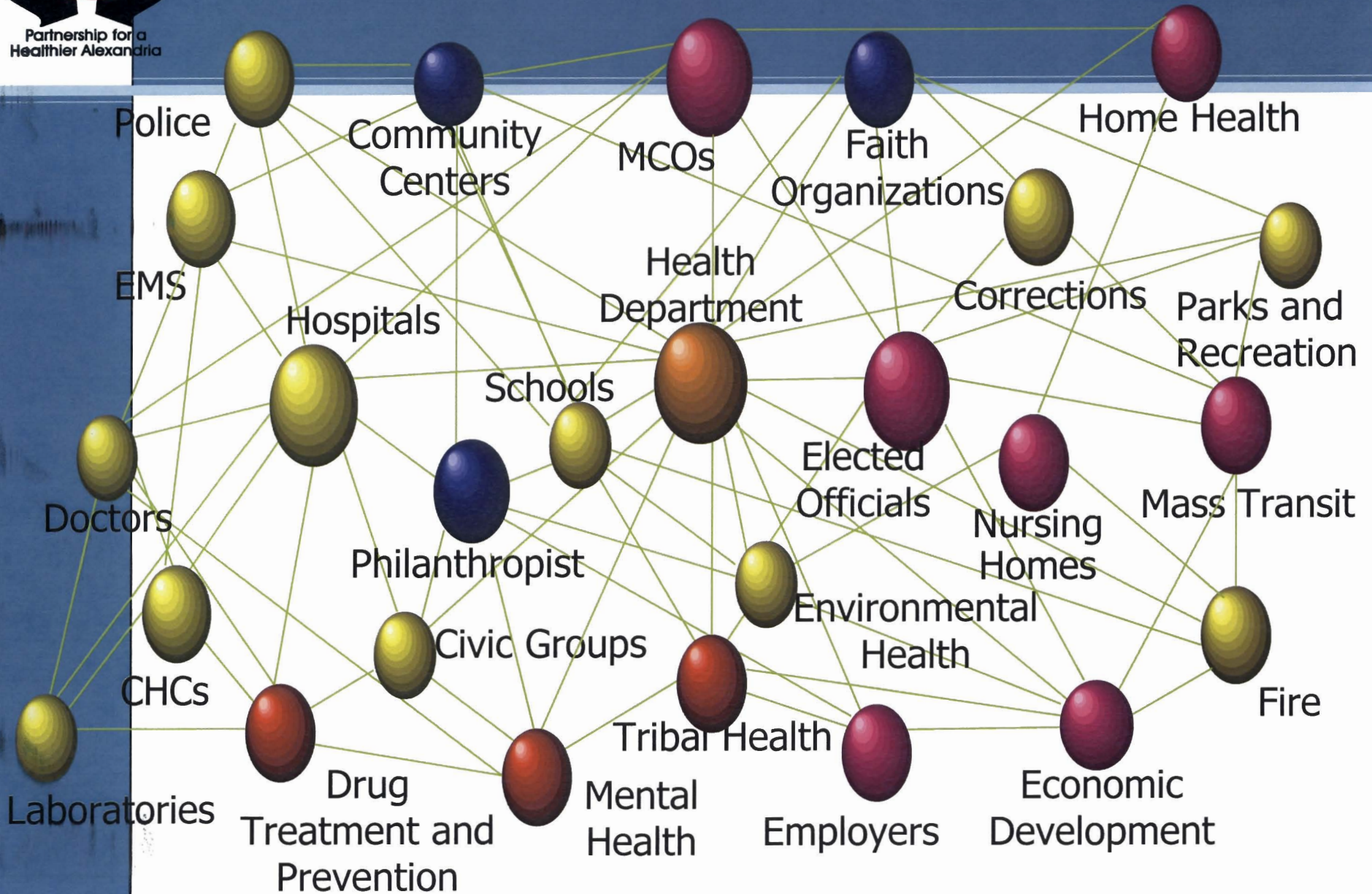
MAPP is:

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





Local Public Health System





What would **MAPP** bring to the Partnership for a Healthier Alexandria?

- **Reaching out to the community:** MAPP will increase community engagement and involve more partners.
- **Long term planning and strategic direction:** MAPP will help support current work groups' initiatives and target other key health areas.
- **Updating data:** MAPP assessments build upon and refresh data collected six years ago.
- **Funding:** MAPP enables programs to develop stronger, community-oriented project proposals.



Share your Vision for Health

- Launching Alexandria's first health visioning effort
- Asking everyone who lives, works, learns, and plays in Alexandria to help us **create a vision for a healthy Alexandria**

Involves **3** steps:

- 1) Community survey (in English and Spanish): So far received 150 responses (20+ in Spanish)
- 2) Posting a similar online survey targeted at youth (TENTATIVE);
- 3) Community meeting on Saturday, March 21, from 8:30 am to noon at First Baptist Church

<http://www.alexhealth.org/partnership/mapp.html>



Share Your Vision for Health

Saturday, March 21, 8:30-noon
First Baptist Church, 2932 King St
breakfast snacks provided