

Douglas County MAPP

Local Public Health Systems Assessment Summary



Introduction

Mobilizing for Action through Planning and Partnerships (MAPP) is a method of conducting a comprehensive community health assessment. It was developed from 1997-2000 by the National Association of County and City Health Officials (NACCHO) in cooperation with the federal Centers for Disease Control and Prevention (CDC). Four assessments comprise MAPP. The Forces of Change Assessment is one of the four MAPP assessments and seeks to identify factors that can affect health in a community. Areas to consider include political, economic, social, technological, environmental, scientific, legal, and ethical. This assessment seeks to answer these two main questions:

- What is occurring or might occur that affects the health of our community or the local public health system?
- What specific threats or opportunities are generated by these occurrences?

The results can be used to assist the community in preparing how to respond to or capitalize on these factors and events.

Method

On January 11, 2012 the Douglas County MAPP Steering Committee conducted a Forces of Change assessment during its monthly meeting. A few additional organizations/individuals outside the MAPP Steering Committee were invited to participate; twenty-seven attendees participated in the assessment which was facilitated by a neutral party contracted through Cobb and Douglas Public Health. A list of all the represented organizations is in Appendix C.

Prior to the meeting, the facilitators provided participants with a brief overview of MAPP and the Forces of Change Assessment. Participants were requested to complete a brainstorming worksheet in advance to help stimulate and focus discussion. The meeting consisted of nearly four hours of open discussion that was documented on large sheets of paper that were displayed throughout the room during the entire meeting. The activity yielded nine forces of change and each participant got to contribute to identifying opportunities and threats related to each force. Lastly, participants work together to complete a Threats and Opportunities worksheet and were asked to determine the top three opportunities, top three threats and community assets which could be leveraged for the force.

Results

A total of ten forces with the greatest opportunity and threat for the community were identified at the assessment. The results are listed in Table 1 and are listed in no particular order. Each force is listed with the top opportunities and threats. Also included is a community

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resource which could be leveraged to address the identified force. These issues should be addressed in the strategic planning process.

Conclusions

Overall, several themes emerged from the assessment which included the need for:

- Increased community involvement and citizen engagement
- Education and outreach regarding community services
- Increased collaboration and partnerships

Douglas County is has many community assets several which were identified at the Forces of Change Assessment; the strong faith based community was mentioned several times during the assessment and could be a great opportunity to support the identified themes. The list of Community Assets will also be incorporated into the Community Themes and Strengths Assessment and begins building a foundation for the next stages of strategic planning which include partner alignment and identification of community resources.

These results will be used in conjunction with three other robust community assessments in order to establish strategic issues - critical challenges which are keeping the community from achieving its vision. The Vision Statement is the driving tool of the leaders of the MAPP Steering Community, ""Healthy People, Safe Environment, Engaged Community". The strategic issues will become a part of the Community Health Improvement Plan.

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Table 1: Forces Identified with Greatest Opportunities, Threats and Community Assets

Forces	Opportunities	Threats	Assets
Family Stability (Accountability, Values, Responsibilities)	<ul style="list-style-type: none"> • Improve education outcomes • Utilize effective wrap around services • Increase support for faith based initiative. 	<ul style="list-style-type: none"> • Policies and cultural issues that do not encourage strong family units. • No sense of community. 	<ul style="list-style-type: none"> • Over 300 faith based organizations/churches • Strong educational system. • Strong criminal deterrent; four story jail.
Economics/Economy (shrinking resources) Revenue Reduction	<ul style="list-style-type: none"> • Increase and improve entrepreneur and small business opportunities 	<ul style="list-style-type: none"> • Lack of commitment to providing adequate resources may result in too much government legislation, reduction in government funding and may result in reduced community services. 	<ul style="list-style-type: none"> • Strong Chamber of Commerce • Good churches • Good schools • Economic Development Authority
Community (Citizen Engagement)	<ul style="list-style-type: none"> • Diverse organizations improve communication and breed engagement. We need faith, community (all of them). • Multiple communication methods needed to engage citizens in community. 	<ul style="list-style-type: none"> • No sense of community breeds disrespect, apathy and little or no communication. 	<ul style="list-style-type: none"> • Established organizations • MAPP • SACA • Strong faith based organizations/churches
Lack of Aging/Mental/Substance Abuse/Health Services	<ul style="list-style-type: none"> • Outreach/awareness to educate about existing services. • Bringing faith based partnerships/non profit organizations. 	<ul style="list-style-type: none"> • Funding • An increase in a dependent population. • Increase in crime and homelessness. 	<ul style="list-style-type: none"> • Resources are available • Geographic location.

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	<ul style="list-style-type: none"> • Create a directory of resources. 		
Economics/Economy	<ul style="list-style-type: none"> • Local and state incentives and opportunities to recruit and retain large industries • Creation of entrepreneur or small business incubators/networks • Workforce development 	<ul style="list-style-type: none"> • No dependable, low cost public transportation within Douglas County • Lack of highly trained workforce • Burden on government and local services 	<ul style="list-style-type: none"> • Douglas County Chamber of Commerce • Geographic location
Population – Growths/Shifts	<ul style="list-style-type: none"> • Include cultural awareness/understanding. • Promote “English as a second language” classes embedded in an overall “American Assimilation” lesson plan-local • Attract and retain companies 	<ul style="list-style-type: none"> • Necessary services and infrastructure • Lack of culture, language and “sense of community” • Graduation and education level 	<ul style="list-style-type: none"> • Economic development • Churches and other faith based organizations • Proximity to major infrastructure (I-20, airport, express bus)
Housing	<ul style="list-style-type: none"> • Affordable housing • Home ownership education • Affordable business real estate 	<ul style="list-style-type: none"> • Neighborhood destabilization • Increase in crime • Homelessness 	<ul style="list-style-type: none"> • Piece by piece initiative (LOCA) • Neighborhoods Stability Program (NSP) • Churches • Credibility, share house, men’s shelter
Crime	<ul style="list-style-type: none"> • Alternative to incarceration (Sentencing-technology) • Increase community involvement • Early family engagement/involvement 	<ul style="list-style-type: none"> • Diminished standard of living • Negative perception of community (or business recruit and tourism) and family moves • Cost of crime 	<ul style="list-style-type: none"> • Bring Life Skills Together (BLAST) • Strong partnerships between city police and sheriff’s dept • Gang and Meth task force • Youth Against Violence • Character Coalition.

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<p>Unforeseen Acts/Events & Response</p>	<ul style="list-style-type: none"> • Create partnerships between public and private centers • Collaboration for inter-agency preparedness • Identify, train and communicate resources 	<ul style="list-style-type: none"> • Turf wars, territorialism • Budget of resources • Unpreparedness 	<ul style="list-style-type: none"> • New 911 center • faith community resources • civic organizations • public safety • warning sirens • increase of use of technology • local office of EMA, NIMS (Communication protocol)
<p>Legislation</p>	<ul style="list-style-type: none"> • Proactive community involvement • Accountability • Opportunity for more local control 	<ul style="list-style-type: none"> • Political self interest • Too many mandates, especially under un-funded mandates • Citizen complacency 	<ul style="list-style-type: none"> • CITI TIV • DCTV 23 • Town Hall • Active Chamber of Commerce • Accessibility to Community Elected Officials. • Additional House Seats • Representation at state level.

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Appendix A: All Identified Opportunities and Threats by Force

1. Family Stability (Accountability, Values, Responsibilities)

Opportunities:

- Education
- Education mandatory for assistance
- After school programs, faith based organizations, school partnerships
- Community wide resource list
- Mentor programs
- Collaboration and corporation among organizations
- Less stress on criminal justice system
- To re introduce policies that encourage family unit
- Faith based communities
- Outreach
- United faith based commitment
- Accepting responsibility for ones actions
- Increase God, increase faith, increase morals
- Inter generational connectivity

Threats:

- Disconnected from community
- Break down of community
- Lack of engagement
- Crime i.e. drugs
- Crime
- Drug abuse
- Teen pregnancy
- Aging victimization
- Lack of family (parent involvement)
- Transit population
- Transiency- difficult to improve when families are in a community only a short time
- Domestic violence decreases family stability
- Cultural issues
- Policy setting that encourage family separation
- Dependency on government assistance
- Lack of commitment to marriage
- Lack of inter generational care

2. Economics/ Economy (Shrinking Resources Revenue Reduction)

Opportunities:

- Judicial Council recommendations for drug abuse
- Increased revenue
- Other entity (ie Faith) community to volunteer these programs

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- Entrepreneurial opportunities for faith community
- Government has to be more creative
- Grow small business
- Local chamber of commerce
- Bringing new business to the county

Threats:

- Lack of necessary services
- Loss of city and county services
- Loss of education funding
- Decreased in faith based services
- Lack of skilled work force
- Too much government legislation

3. Community (citizen) Engagement

Opportunities:

- Respect others by involvement
- Opportunity
- More events
- Communication
- Candidate training encouragement
- Make sure representative know your needs
- Involving communication technologies
- Awareness
- Continue to explore new technology
- Leadership
- CORE
- Citizens police academy
- Sheriff academy
- Alignment of public, private and non profit resources.
- Diverse organization= engagement
- Multiple comm. modems needed.

Threats:

- Fragmented services.
- No direction
- Lack of events
- Loss of respect with others
- Listening to the few and not majority
- Population shift
- Apathy- just don't care about this community
- Let someone else do it- apathy
- Complacency
- Entitlement

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- Lack of interest due to transient housing

4. Lack of Aging/ Mental/ Substance Abuse Health Services.

Opportunities:

- Community services board
- Intentional engagement by existing service and new services
- Community outreach and engagement ie; enticement
- Occurring diagnoses (Substance abuse/mental health)
- Keeping families intact avoiding foster care/ government intervention.
- Outreach to inactive seniors
- Partnering youth and aging.
- Bring in faith community for partnership
- Faith based programs
- More revenue to provide more health services
- Create directory of available resources.

Threats:

- Lack of funding
- Increase in cost of health services
- Lack of resources to deal with a larger aging population and not planning for the future.
- Education
- Crime due to mental health
- Homelessness
- Burden on government and current services
- Lack of alignment/fragmented services.
- Breakdown of family unit
- Creating a person/ community that is not of sound mind.
- Decreased life span and ability to remain in own home.
- Availability of prescription drugs.

5. Economics/Economy (Jobs/Income)

Opportunities:

- Local legislation entice employers
- Willing local government to innovate
- Reduction in taxes will create job growth
- Aggressive employer recruitment and retention
- Offer more incentive to large companies
- Networking
- Entrepreneur opportunities
- Increase in small businesses
- Delayed drawing social security benefits- impacts solvency of SS trust fund in positive way.
- West GA Technical College
- Improve access to skill training.

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- Having more higher education opportunities

Threats:

- Lack of high income jobs in county
- Burden on local government and resources.
- Too much government.
- Poor financial management skills in families
- Lack of desire to work/government to provide.
- Lack of job skills
- What you would not do based on your skill set.
- Social services stressed
- Lack of basic necessities
- Lack of public transportation

6. Population Growth and Shifts

Opportunities:

- Good public education
- E.S.L
- Things the community offers to its citizens
 - Parks and schools
- True melting pot
- Expand cultural opportunities
- Diverse sharing of ideas
- Willingness to accept any job
- Increase in tax base and revenue
- Recruit/ target growth
- Improve quality of citizens moving to Douglas
- Economic growth

Threats:

- Poor economy
- Lack of jobs
- You get the unknown
- Lack of understanding culture/ language
- Cultural differences and language
- Low educational level of new citizens
- Low graduation rate of current citizens
- Demand on infrastructure.
- Costs of necessary resources
- Lack of public services and possible increase in crime

7. Housing (Affordability, Foreclosures, Industry)

Opportunities:

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- Housing becomes more affordable
- Habitat for humanity
 - Affordable.
 - Personal investment
- Douglas County homeless shelter
- Foreclosures.
- Rehabbed-affordable
- Rebuilding America
- More mortgage and rental opportunities
- Responsible home ownership
- Reduces mortgage loan rates
- Bargain potentials

Threats:

- No skin in the game. No personal investment.
- More true oversight of lending institutions
- Homelessness
- Lack of controlling growth
- Lower income demographic
- Section 8
 - Increased crime
 - Lack of local transportation
 - Increased homelessness
- Burden
- Further home devaluation
- Neighborhood destabilization
- Blight of neighborhoods

8. Crime

- Tough on crime
- Judicial council recommendations for drug abuse
- Add additional mental health services
- Mentoring at risk
- Early intervention family
- Proactive law enforcement instead of re-active
- Communication between law enforcement and the public
- Re building public trust and building lasting partnerships
- Parental involvement
- Faith based programs
- Enlarge public safety
- Technology alternatives to incarceration

Threats

- Retards growth
- Outside criminal element (Douglasville on a major interstate)
- Location I-20, Highway 92

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- Standard of living
- Denial
- The increase of head in beds
- Increase in crime
- Discourages business start ups and relocation
- Tourism
- External perception

9. Unforeseen Acts/ Events and Response

Opportunities:

- Create partnerships within the community (public and private sector)
 - Pre planning and training
 - Bring community together
- Collaboration for inter agency preparedness
 - More frequent planning for impact
- Identify, train and communicate resources.
 - Understanding what resources are available during the situations
 - Create a plan of volunteerism
 - 911 technology/ facility upgrade
 - Communication

Additional Info: Need better awareness within community; cross training and better communications between agencies.

Threats:

- Turf wars, territorialism
- Budgets and resources
 - Lack of awareness re: resources
 - Fund balance
 - Awareness of resources
 - Limited resources
 - Social services
 - Public safety
 - Medical services
 - Cost (on already limited budgets)
 - Increase impact on services
- Unpreparedness
 - Inability to respond by lack of preparation
 - Loss of life
 - Unpreparedness for forces such as pandemics
 - Not having prepared for everything

10. Legislation (Local, State, Federal) (Reactive to...)

Opportunities

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- Judicial council recommendations
- To voice and be heard
- More and better representation
- Get out and vote
- Participate in politics
- More local control
- Proactive community involvement
- Accountability

Threats

- Political self interests
- Defensive instead of offensive decisions
- Lack of big picture knowledge and impact
- Interests not represented
- Poor leadership
- Too many mandates
- State redefining some regulations
- Unfunded mandates
- Loss of involvement in policy setting

Legislation: Additional Info: Community involvement.

Appendix B: Forces Identified by Each Small Group

- Population Growth:
 - New highway project.
 - Growth in population
 - Impact of its redistricting on real estate
 - K-12 improvement addressing specific needs of the three main GRPS top-middle-challenging
 - Communication vs plans
 - Loss of homes-moving out of county or to apartments
 - How we should/can grow as a community
 - Changing racial make up

 - Economy revenue reduction:
 - Economic down turn
 - Increase in poverty
 - Passage of health care reform
 - Increase in health care costs
 - Aging of the population
 - Reduction in tax base
 - Budget cuts- less help to those in need
 - Loss of jobs and insurances
 - Recession, high unemployment
 - Income loss per family
 - Jobs

 - Family Values:
 - Homelessness
 - Loss of family values
 - Single parent homes
 - Childhood and adult obesity

 - Economy:
 - Local economic factors
 - External economic factors
 - Decrease jobs, increase unemployment.
 - Housing market, foreclosures, afford.
 - Technological changes future.

 - Population/Diversity:
 - Changing demographics creating a less educated, less affluent, less aware set of citizens in Douglas County.
 - Community resources, citizen engage.
 - No access to free clinics
 - Single parent homes, age, languages.
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- Public Safety:
 - Terrorist Acts
 - Crime
 - Gangs
 - Natural catastrophe ie: flood, tornado, snow storm

- Family Stability:
 - Environment
 - Community perception
 - Government
 - Education
 - Economy/jobs
 - Prenatal care

- Unemployment/underemployment:
 - Housing
 - High cost insurance/underinsured
 - Trend: increase in over crowding of emergency room visits due to inability to obtain insurance.
 - Homelessness
 - Economy unemployment
 - Interest rate
 - Transportation
 - Motor vehicle accidents.
 - Lack of personal (health) responsibility
 - Jobs
 - Economic issues

- Lack of Aging/ Mental Health Services:
 - Mental health services.
 - Senior services
 - Community health or lack of

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