About SHIP

The goal of Delaware’s first State Health Improvement Plan was to provide an ongoing, systematic, coordinated, quality improvement process in the state. To accomplish this goal, the DE SHIP utilizes a collaborative planning process bolstered by a strategic planning framework that incorporated the perspectives, resources, accountability, structure and direction to the process.

A framework was needed to move efficiently through the state health improvement initiative. The nationally recognized Mobilizing for Action through Planning and Partnership, or MAPP, process developed by the National Association of County and City Health Officials was selected to facilitate the initiative.

The MAPP framework divides the health improvement process into six phases (Figure 1) which align with deliverables for the Delaware SHIP (Table 1). Each phase builds on the information gathered in the previous phases. The three steps of Plan, Implement, and Evaluate can be performed repeatedly in a continuous quality improvement model.

Table 1. SHIP Deliverables and Corresponding MAPP Phases.

<table>
<thead>
<tr>
<th>SHIP Deliverables</th>
<th>MAPP Phases</th>
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<tbody>
<tr>
<td>Community Health Assessment Report</td>
<td>1. Organizing</td>
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<td>Community Health Improvement Process</td>
<td>2. Visioning</td>
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<td>Profile</td>
<td>3. MAPP Assessments</td>
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<tr>
<td>Community Health Improvement Plan</td>
<td>4. Strategic Issues</td>
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<td>5. Goals/Strategies</td>
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<td>6. Action Cycle</td>
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</table>
History of SHIP

- The process began in 2011-2012

- Assess health status of Delawareans in a systematic, organized, and collaborative manner
  - Increase coordination and communication across silos
  - Address core issues for action
TOP 5 PUBLIC HEALTH ISSUES:
1) Access to clinical services;
2) Chronic disease prevention and control;
3) Health education/Health promotion;
4) Mental health; and
5) Community health

TOP 3 CATEGORIES OF FORCES OF CHANGE
1) Social forces
2) Economic forces
3) Legal/Political forces

- Community Themes and Strengths Assessment
  - Organizing
  - Visioning
  - MAPP Assessments
  - Identify Strategic Issues
  - Formulate Goals and Strategies

- Local Public Health Systems Assessment

- Community Health Status Assessment

- Forces of Change Assessment
  - Physical locations;
  - Community resources;
  - Institutions/Businesses; and
  - People

- ACTION
- PLAN
- EVALUATE
- IMPLEMENT
PRIORITIZED GOALS:

1. Reduce obesity by promoting health diet and exercise;
2. Increase access to healthy foods;
3. Reduce tobacco and tobacco substitute use;
4. Reduce substance misuse;
5. Improve the built environment to promote walking, biking, etc.;
6. Increase transportation to healthcare and behavioral health services; and
7. Improve access to behavioral/mental health services.
The Action Cycle
Work Groups

Goal 1: Healthy Lifestyles

Assure an Infrastructure Necessary to Increase the Adoption of Healthy Eating and Active Living

1. Maximize and develop resources
2. Build support for change
3. Optimize alignment and coordination efforts

Goal 2: Access to Mental Health

Improve Access to Mental Health and Substance Abuse Services and Supports, Including Prevention, Early Intervention, and Treatment for all Delawareans

1. Integrate care through the lifetime
2. Enhance the mental/behavioral health workforce
3. Improved early detection, screening, and early intervention, prevention
4. Increase awareness of mental health issues
Accomplishments

- Developed “Motivate the First State” pilot physical activity initiative
- Identified an incentive based fundraising tool to track participation and move contributions and began development
Accomplishments

- Identified key stakeholders and decision makers within priority settings
- Created a strategy for stakeholder advocacy
- Mobilized a network of stakeholders to advocate

GOAL 1

Strategy 2
Accomplishments

• Identified efforts involving healthy eating and active living in DE

• Analyzed data to identify gaps and made recommendations

• Selected strategies for each behavior based on recommendations

• Selected recommendations and provided them to DPHI
Accomplishments

- Actively engaged in the implementation of Delaware’s State Health Care Innovation Plan
Accomplishments

• Conducted a needs assessment of current behavioral health/mental health and substance abuse providers in DE

• Increased access to training resources related to behavioral healthcare
Accomplishments

• Implemented well-researched screening instruments and integrated systemic processes that assist in detection, management and prevention

• Trained first-level interventionists, community members and providers to recognize, assist, and link individuals to services and resources
Accomplishments

• Utilize CORE program to raise awareness among providers and community

• Position trained first level interventionists to raise awareness of psychotic illnesses and resources

• Utilize HelpIsHereDE.org to raise awareness of substance use and addictive disorders

• Develop marketing resources and social media to raise awareness of CORE and HelpIsHereDE.org
Infrastructure Accomplishments

Establish and maintain SHIP coalition
- Newsletter
- Mission and vision
- Bylaws
- Semi-Annual Meetings

State Health Assessment
- Assessment plan
- 3-year process finalized

Revised SHIP
- Revision process plan
- 3-year process finalized

Tracking and Implementation
- Communication
- Webpage
- Quarterly updates
Updating Delaware’s State Health Improvement Plan

1. Establish an assessment work group/committee
   1. Co-manage and monitor deliverables
2. Develop a timeline for the update process
3. Evaluate the current SHIP
   1. Trends in benchmark health data from 2012
   2. Survey steering committee
      1. Infrastructure
   3. Survey strategy leaders
      1. Process evaluation
   4. Coalition-wide questionnaire
      1. Quality improvement
      2. Perceptions
4. Conduct a State Health Assessment (SHA)
   1. Build on previous assessments
   2. Identify indicators for assessment
   3. Identify resources for data
   4. Expand stakeholder engagement
   5. Identify special populations
   6. Interpret findings and draft a revised DE SHIP

Community Themes and Strengths Assessment
Collect information that will provide a deep understanding of the issues residents feel are important.

Local Public Health System Assessment
Collect information to identify capacity and capability of local public health system.

Community Health Status Assessment
Collect information to answer the questions “How healthy are our residents?” and “What does our health status look like?”

Forces of Change Assessment
Focuses on the identification of forces such as legislation, technology, and other impending changes that affect the health of our community.
Kick-off Meeting

- **Strengths and weaknesses of current SHIP**
  - Benefits
  - Needs improvement
  - Are these goals addressing the top needs?

- **Objectives**

- **Resources for Assessment content**
  - Topic areas of assessment
  - Available data sources
  - Target communities
  - Stakeholder contacts/agencies (worksheet)

- **Management Plan/Next Steps**
  - Draft timeline
  - Assessment workgroup

- **Benefits**
- **Needs improvement**
- **Are these goals addressing the top needs?**
Additional Information

SHIP resources:
SHIP webpage: www.delawarephi.org

Questions/comments:
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Email: francine@phmc.org
Laurel Jones, Project Assistant, DPHI
Email: ljones@phmc.org
<table>
<thead>
<tr>
<th>MAPP Phase / Description of Activity</th>
<th>Month (using a 1 ½ year timeline)</th>
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<tbody>
<tr>
<td></td>
<td>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18</td>
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<tr>
<td>Organize for Success / Partnership Development</td>
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<tr>
<td>- Determine why the MAPP process is needed</td>
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<td>- Identify, organize, and recruit participants</td>
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<td>- Design the planning process</td>
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<td>- Assess resource needs</td>
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<td>- Conduct a readiness assessment</td>
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<td>- Develop a workplan, timeline, and other tools</td>
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<tr>
<td>Visioning</td>
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<tr>
<td>- Prepare for and design the visioning process</td>
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<td>- Hold visioning sessions</td>
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<tr>
<td>4 MAPP Assessments</td>
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<tr>
<td>Community Themes and Strengths Assessment</td>
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<tr>
<td>- Identify subcommittee, approaches, and resources</td>
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<td>- Hold community dialogues and focus groups</td>
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<td>- Develop/disseminate/collct a community survey</td>
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<td>- Conduct interviews with residents / key leaders</td>
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<td>- Compile results/identify challenges and opportunities</td>
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<tr>
<td>Local Public Health System Assessment</td>
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<tr>
<td>- Prepare for the LPHSA/ establish subcommittee</td>
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<td>- Discuss the Essential Services/identify org. activities</td>
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<td>- Respond to the performance measures instrument</td>
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<td>- Discuss results/identify challenges and opportunities</td>
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<tr>
<td>Community Health Status Assessment</td>
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<tr>
<td>- Conduct data collection of core indicators</td>
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<td>- Select and collect additional indicators</td>
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<tr>
<td>- Analyze the data / create a health profile</td>
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<td>- Disseminate health profile</td>
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<td>- Establish a system to monitor data over time</td>
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<td>- Identify CHSA challenges and opportunities</td>
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<td>Forces of Change Assessment</td>
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<tr>
<td>- Prepare for the Forces of Change Assessment</td>
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<td>- Hold brainstorming session with committee</td>
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<td>- Simplify list / identify threats and opportunities</td>
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<tr>
<td>Identify Strategic Issues</td>
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<td>- Identify potential strategic issues</td>
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<td>- Discuss issues-why they are strategic and urgency</td>
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<td>- Consolidate strategic issues</td>
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<td>- Arrange issues in priority order</td>
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<td>Formulate Goals and Strategies</td>
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<tr>
<td>- Develop goal statements</td>
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<td>- Develop strategy alternatives and barriers</td>
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<td>- Explore implementation details</td>
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<td>- Select and adopt strategies</td>
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<td>- Draft the planning report</td>
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<td>The Action Cycle*</td>
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