

CHIP: Goal and Strategy Development

Development of a Pinellas County Community Health Improvement Plan (CHIP) is being led by the Community Health Action Team (CHAT). Formation of goals and strategies for the CHIP is influenced by the CHAT vision:

Vision: *Healthier People in a Healthier Pinellas*

Based on community feedback and available community level data from the Community Health Assessment (CHA), four Health Priority Areas were chosen:

- 1. Health Promotion and Disease Prevention**
- 2. Access to Care**
- 3. Behavioral Health**
- 4. Healthy Environments**

Goal formation using the MAPP framework may differ from the approaches of individual organizations. The MAPP process uses a framework that consists of health priority areas, goals, strategies, objectives, and an action plan.

- **Health Priority Areas**: An overarching categorization of the strategic issue we wish to address as a community.
- **Goals**: broad, long-term aims that define the desired result associated with identified strategic issues; i.e. where do we want our community to be within the defined strategic issue?
- **Strategies**: patterns, actions, decisions, and policies that guide a local public health system toward a vision or goal; i.e. by what method can we achieve this goal? Goals and strategies provide a connection between the current reality (what the public health system and community's health looks like now) and the vision (what the public health system and community's health will look like in the future).
- **Objectives**: A specific result aimed to be achieved within a timeframe and with available resources. Objectives should be measurable and realistic.

Steps of CHAT Goal and Strategy Formation:

1. Review and further define our Health Priority Areas
2. Brainstorm goal alternatives to address the strategic issue under each Health Priority Area
3. Select the goal alternatives that best address the strategic issue under each Health Priority Area
4. Develop goal statements
5. Brainstorm strategy alternatives for selected goals

In the upcoming meetings, we will further develop strategies and objectives with each area. **As we move forward in the development of strategies, objectives and action items, are we missing any persons or organizations necessary to continue the discussion?**

When choosing strategies, the PEARL test may be useful:

- *Propriety* – Is a strategy consistent with the essential services and public health principles?
- *Economics* – Is the strategy financially feasible? Does it make economic sense to apply this strategy?
- *Acceptability* – Will the stakeholders and community accept the strategy?
- *Resources* – Is funding likely to be available to apply this strategy? Are organizations able to offer personnel time and expertise or space needed to implement this strategy?
- *Legality* – Do current laws allow the strategy to be implemented?

Prioritizing strategy alternatives could be based upon criteria such as:

- *Impact* – What is the potential impact on the strategic goal?
- *Cost* – What is the cost of this strategy in terms of dollars, people, or time?
- *Probability of Success* – How likely is it that the strategy can be successfully implemented?