GOAL AND STRATEGY DEVELOPMENT

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

Healthier People in a Healthier Pinellas

Based on community feedback and community level data from the Community Health Assessment (CHA), CHAT chose four Health Priority Areas for the Pinellas CHIP:

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

The CHA and CHIP are being developed using the Mobilizing for Action through Planning and Partnerships (MAPP) framework. Using the MAPP framework, the CHIP is structured by health priority areas, goals, strategies, objectives, and an action plan as defined below:

- *Health Priority Area*- An overarching strategic issue we wish to address as a community.
- *Goal*- broad, long-term aim that defines the desired result associated with identified strategic issues.
- *Strategy*- pattern, action, decision, and/or policy that guides a local public health system toward a vision or goal; i.e. by what method can we achieve the goal?
- *Objective*- A specific result aimed to be achieved within a timeframe and with available resources. Objectives should be measurable and realistic.

When choosing strategies, the *PEARL* test may be useful:
- *Propriety* – Is a strategy consistent with the essential public health services?
- *Economics* – Is the strategy financially feasible?
- *Acceptability* – Will the stakeholders and community accept the strategy?
- *Resources* –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?