

QUICK GUIDE TO HOW COMMUNITY BALANCED SCORECARDS RELATE TO MAPP (10/29/09)

The MAPP Process



How Elements of the Community Balanced Scorecard Relate to Each Phase of MAPP:

MAPP Phase 1: Organize for Success/Partnership Development

- Identify and begin developing “Community Assets” for the Community Balanced Scorecard (CBSC).

MAPP Phase 2: Visioning

- The same community health vision focuses both MAPP and CBSC processes.
- A more specific vision, for a CBSC targeting a specific issue, will be consistent with the MAPP community health vision.

MAPP Phase 3: Four MAPP Assessments

- The four CBSC measurement perspectives can help provide structure to the four MAPP assessments.
- The four MAPP assessments create raw material for CBSCs.
- Experience of the MAPP assessments provides knowledge of data sources and measurement issues that will be important for developing and using CBSCs.

MAPP Phase 4: Identify Strategic Issues

- Select one or more MAPP strategic issues as large-scale “themes” of a Community Balanced Scorecard; each selected MAPP strategic issue can become the focus of a CBSC strategy map in the next phase.

MAPP Phase 5: Formulate Goals and Strategies

- Group MAPP strategies identified into “strategic objectives” of the CBSC.
- Organize the objectives into CBSC “strategy maps” and identify performance measures for objectives.
- Use CBSC strategy maps to recruit more partners and help them identify their specific roles, actions, performance measures, and targets.

MAPP Phase 6: ACTION Cycle: Plan, Implement, Evaluate

- CBSC strategy maps help determine the “most strategic” actions to include in the MAPP action plan.
- Implement actions and capture CBSC performance data, which will add rigor to evaluation, create accountability for results by all partners, and ensure that measurable results are achieved.
- Use CBSC performance data to evaluate progress and determine changes needed in the MAPP action plan and the CBSC strategy map.

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CBSC Components (Outer circle has the 4 perspectives for public health)



How Elements of MAPP Relate to Each Component of a Community Balanced Scorecard (CBSC):

A. CBSC Vision

- Could be the same as the MAPP vision, or more narrowly focused on one issue but still consistent with the MAPP vision; a narrower CBSC vision could be derived from the MAPP vision.

B. CBSC Perspectives

- Design, structure, and planning of the four MAPP assessments can be guided by the CBSC perspectives.
- MAPP processes, goals, and strategies can be reviewed to be sure they relate to all CBSC perspectives, to help create a “balanced” CBSC strategy that builds upward across the perspectives.

C. CBSC Strategic Objectives

- MAPP strategies can be grouped to form larger scope CBSC strategic objectives.
- New MAPP strategies can be devised to help implement CBSC strategic objectives.

D. CBSC Strategy Maps

- CBSC strategy maps have the same large-scale focus of MAPP strategic issues; a strategy map can be developed for each strategic issue and used to help identify the highest priority MAPP strategies.
- A MAPP team can use CBSC strategy maps to recruit more partners and help them find their roles and actions to address strategic issues.

E. CBSC Performance Measures & Targets

- MAPP assessments will provide knowledge of data sources and measurement issues that can be used in developing and implementing CBSC performance measures.
- MAPP assessments can provide baseline data for targeting CBSC performance measures.
- CBSC performance data will make MAPP evaluation more rigorous, make partners accountable for results, and provide data for reviewing actions and improving plans as the action cycle unfolds.

F. CBSC Initiatives

- Priority MAPP strategies can be translated into CBSC initiatives to implement strategic objectives.
- Action steps to implement initiatives can become part of the MAPP action plan.