



COBB & DOUGLAS PUBLIC HEALTH

For Immediate Release

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Cobb Public Health launches community health initiative

MARIETTA, Ga., Oct. 12, 2011 – Nationwide, recent reports are suggesting that for the first time ever, as a result of rising obesity rates, children may not outlive their parents. Closer to home and specifically in Cobb County, cardiovascular disease and cancer are the leading causes of mortality; preventable injuries including motor vehicle crashes, homicide, and suicide are among the leading causes of early death and behavioral survey data indicates that too few are receiving preventable medical screenings while many are practicing behaviors that put them at higher risk for chronic illnesses.

These factors clearly indicate that there is work to be done when it comes to community health. Cobb County community leaders clearly understand that improving the overall health of the county requires commitment and support from everyone. In fact, that concept has been put into action and has resulted in a community-wide strategic planning process for improving health.

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MAPP INITIATIVE

The initiative, which is designed to improve overall community health and safety, is being implemented and facilitated by Cobb & Douglas Public Health. “I believe that having healthy people in healthy communities, is not a goal that can be accomplished by one agency or health district alone — or even by a few large organizations working together,” said Dr. Jack Kennedy, District Health Director. “The ownership, collaboration and level of commitment that we have gotten from our community partners clearly indicate that they are dedicated to doing whatever it takes to make our community healthier,” he said.

The Cobb MAPP steering committee was launched in early spring and has been hard at work since then. Chaired by Jay Dillon, Director of Communications for Cobb County School District, the team is charged with navigating Cobb County through a process that will lead to a healthier and safer community. “It is amazing to be a part of such an important and essential collaborative effort dedicated to making our community better, I’m excited about where we are going,” said Dillon. Other representation on the committee includes , hospital systems, physicians, other health care providers, local government, schools, chambers of commerce, businesses, churches, civic organizations, and non-profits,.

The Cobb MAPP Steering Committee declared their collaborative Vision and Values Statement to be:

Cobb 2020: Community Voices Improving Healthy Choices

Innovative and Integrated Partnerships that Promote Health and Improve Quality of Life

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3-3-3 MAPP INITIATIVE

In addition to working to create a vision for the future of health, MAPP is also responsible for overseeing four assessments and developing a plan that will help to achieve the vision. Nearly 80 community partners turned out to participate in the first of four assessments on October 4, 2011. Cobb County served as one of the first locations to participate in the CDC's Local Public Health Systems Assessment. Results are expected in a few weeks.

Even those who are not on the MAPP Steering Committee can contribute to the success of this community-wide initiative. "There are lots of ways for both partners and residents to be involved from as little as taking part in a survey to volunteering on a workgroup.

"This is truly an effort that could change Cobb County forever," said Dillon. "This is an opportunity to develop a legacy of good health that could potentially impact generations to come."

If you'd like to learn more about MAPP please visit our website at www.CobbandDouglasPublicHealth.org.

About Cobb & Douglas Public Health

Cobb & Douglas Public Health serves children, adolescents, and adults of Cobb and Douglas Counties in metropolitan Atlanta with personal health services, a pharmacy, prevention and health promotion programs, epidemiological investigations and health assessment, environmental health inspections and investigations, and emergency preparedness planning and response for natural and man-made disasters including bioterrorism. For information, visit www.CobbAndDouglasPublicHealth.org.

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