



COBB & DOUGLAS PUBLIC HEALTH

For Immediate Release

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Douglas Public Health launches community health initiative

MARIETTA, Ga., Oct. 12, 2011 – When it comes to the health and safety of Douglas County, there is both good and bad news. While the county looks pretty good in some areas, health status reports also identify many other areas that need improvement. In Douglas County, cardiovascular disease, cancer and accidents are the leading causes of mortality and according to recent statistics, the age adjusted mortality rate in Douglas County is higher than it is for Georgia.

These factors clearly indicate that there is work to be done when it comes to community health. Douglas 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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2-2-2 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 Douglas MAPP steering committee was launched in early spring and has been hard at work since then. Chaired by Tim Williams, Vice President Corporate and External Affairs, Greystone Power, the team is charged with navigating Douglas County through a process that will lead to a healthier and safer community. “This initiative will employ a three pronged approach: education, action and change,” he said. “As a result of the ground work that has already been laid, I believe we are well on our way to improving the overall quality of life for this community,” said Williams. Other representation on the committee includes, hospital systems, physicians, other health care providers, local government, schools, businesses, churches, civic organizations, and non-profits,

The Douglas MAPP Steering Committee declared their collaborative Vision, Mission and Values Statement to be:

Vision: Healthy People, Safe Environment, Engaged Community

Mission: To Create an Environment of Wellness

Values: Comprehensiveness, Accessibility, Sustainability & Empowerment - “CASE”

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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 70 community partners turned out to participate in the first of four assessments on October 5. Douglas 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.

"I consider it a privilege to be part of such an important and essential collaborative effort dedicated to making our community better, I'm excited about where we are going," said Williams. "This is truly an opportunity for everyone in the community to come together and make a difference for future generations."

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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