



# Tracking Success Stories



## Mobilizing for Action Through Planning and Partnerships (MAPP)

Marshall County utilized the MAPP theoretical framework to address their community's potential needs. This framework is a community-driven strategic planning process that helps leaders apply strategic thinking to prioritize public health issues and identify resources to address them.

Marshall County worked with a number of community stakeholders, including local politicians, healthcare workers and community health workers to address health disparities in the community.

## Real-Time Data for Community Health Assessment

Marshall County Health Department, with the assistance of Dr. Miranda Terry, an associate professor at Tennessee State University, recently used KY Tracking's Social Vulnerability Index (SVI) in conjunction with current real-time data as part of their Community Health Assessment (CHA) process in 2022.

Community Health Assessments are part of the public health accreditation process and provide the foundational data for community health programming.

Marshall County used the SVI as a starting point to develop the CHA steering committee, while also creating opportunities for community engagement. Through this effort, Marshall County identified stakeholders across the county that could help assist in providing targeted outreach for tracts with higher social vulnerability.

In addition to utilizing the Kentucky Tracking SVI data tool, Marshall County obtained data from County Health Rankings, the Centers for Disease Control and Prevention (CDC), the Center for Medicare and Medicaid, as well as the Kentucky Incentives for Prevention (KIP) survey.

Information gathered from the SVI and other resources laid the framework for Marshall County to obtain relevant real-time data from community stakeholders. This real-time data approach included information from hospitals, county government, the circuit clerk, the local court system and the Marshall County Community Survey. After reviewing the data with the steering committee, Marshall County staff identified three major health concerns: mental health, obesity & diabetes and substance misuse.

Collected data is going to be used to recommend future community interventions such as a syringe exchange programming, which studies have shown to reduce the transmission of HIV, HCV, and other infectious diseases as well as increasing access to treatment for drug addiction. Requests with health specialists, dentists and substance use treatment facilities to accept Medicare and Medicaid are also going to be made in the future as that is a key barrier to care access in the region.

