



Community Stakeholder Services Map

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Description:

The Community Stakeholder Services Map assists a community health improvement team in identifying services affiliated with a community health issue, and develops a visual representation of where services are physically located in relation to each other. This visual makes the service network come to life, showing the variety of locations that a customer may need to visit to obtain those services. This tool was originally designed as a supplement to implementing the population health driver diagram² framework and process.

Individual service organizations may also use the Community Stakeholder Services Map to identify where their own services are physically located in a community, in order to see a visual of their reach in relation to their target population.

When to Use:

The Community Stakeholder Services Map is used when addressing a community health issue, to show the team addressing the issue a visual overview of where services are currently being offered by all community partners. This tool provides a visual representation of where the services are located in relation to the community they are serving. This can help the health improvement team broaden its view of potential improvements to include consideration of transportation, accessibility, and safety. An annual review of a Community Stakeholder Services Map assures that the improvement team is aware of shifts in community demographics, which can be used to determine where services should be located in future.

Construction Steps:

1. Create an inventory of services and service providers for the community health issue.
 - a. Identify and invite key community partners (e.g., those that provide the service) to participate in developing the inventory.
 - b. Facilitate a brainstorming session with partners to identify all of the community services and service providers that address the health issue being improved. This could also be done through interviews with the community partners.
 - c. Confirm the accuracy of the inventory with the service providers, assuring that it is not based on assumptions by those developing the inventory.
2. Obtain a large map of the community jurisdiction being discussed.

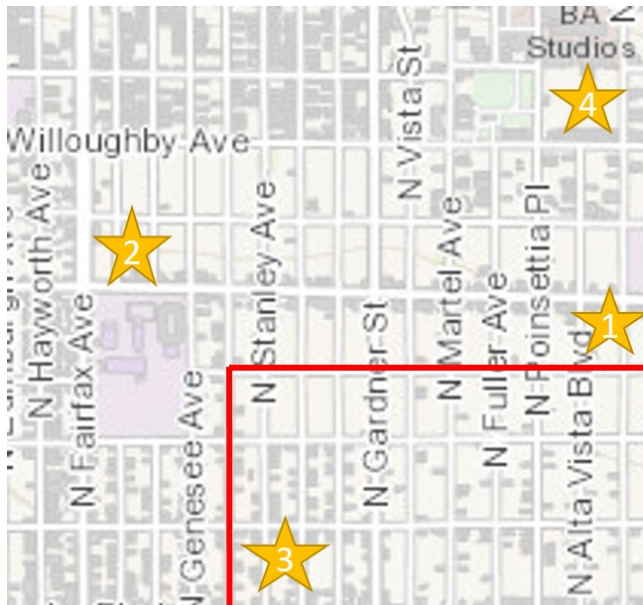
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²[Using a Population Health Driver Diagram to Support Health Care and Public Health Collaboration](#), Ron Bialek, Jack Moran, and Micaela Kirshy, Institute of Medicine, February 4, 2015.

3. On the community map, mark the location of each service provider, and identify service(s) that are provided there.
4. Indicate on the map any public transit available to customers (e.g., bus routes).
Note: Steps 2-4 may also be supported through the use of GIS mapping, where service provider addresses and public transit routes can be manually added or downloaded. This may be helpful in large metro areas.
5. Analyze the Community Stakeholder Services Map by asking the following questions:
 - a. Are services currently located and distributed within the community to reach the target population(s)?
 - b. Could any services be moved or co-located to improve ease of use?
 - c. What transportation issues exist in the community?
 - d. Where are there accessibility issues for the services?
 - e. Are the services in close proximity to those that need them? (This is based on the community's knowledge of the target population and where they live.)
 - f. Where are there safety issues?
 - g. Is there sufficient parking at each location?
6. Identify and address other questions the improvement team determines are important.
7. Use the completed Community Stakeholder Services Map to identify gaps and opportunities for improvement.
8. Annually, review the Community Stakeholder Services Map for accuracy and accounting for shifts in community demographics and needs.

Example: Community Stakeholder Services Map

This example Community Stakeholder Services Map demonstrates steps 1-4 as listed above. Based on the visual representation, the community can then begin to analyze the map, using the questions in step 5.



Orange Stars: Service Providers

1. YMCA Diabetes Program
2. Hospital Clinic
3. Church Weight Management Program
4. Farmer's Market

Red Line: Public Transit