

eLearning Courses and Programs to Build Financial Knowledge and Skills to Support Public Health

Overview	The courses below strengthen financial and resource management skills that recognize the importance of innovation, systems thinking, and problem-solving to best meet public health needs. Local health department (LHD) leadership and senior staff, including those in both finance and non-finance positions, should be able to apply financial skills and knowledge to identify opportunities to leverage new and existing funding mechanisms and create opportunities to discover innovative ways to address upstream community health needs. Several courses are listed in each of three different categories: community stakeholders, organizational capacity, and certificate programs. Because this is a fast-growing field, this list will be periodically updated with new courses as they become available. Last updated: July 2020
Target audience	Local health officers, program directors, budget and financial staff, and other staff in leadership positions in local public health department settings

Course	Organization	Link	Description	Notes
Community stakeholders – financing strategies. These courses focus on financing models, activities, and approaches that can be undertaken by community partners and members.				
Growing and Sustaining: A Discussion About Healthcare Coalition Financial Models (2017)	HHS Assistant Secretary for Preparedness and Response (ASPR)'s Technical Resources, Assistance	https://www.train.org/main/course/1072756/	Healthcare Coalitions (HCCs) across the country have been tasked with supporting disaster operations in their communities during and after events. For many HCCs, the transition from serving as a planning	Content focuses on healthcare and emergency preparedness and response but provides great examples of different types of fiscal models that community

	Center, and Information Exchange (TRACIE)		<p>entity to an operational entity is challenging.</p> <p>The fourth webinar in this series focuses on financial models for HCCs and how each are unique. Participants will hear from a variety of speakers about different financial models, lessons learned, benefits, and challenges.</p>	<p>healthcare coalitions can adopt. Although the application has a narrow focus, there are some strategies and lessons learned that may be applicable in other areas.</p>
Achieving Health Equity through Community Control of Budgets (2017)	Region 2 Public Health Training Center	https://www.train.org/main/course/1072886/	<p>Participatory budgeting includes community members in deciding what to do with a given budget. It is a powerful tool used globally to increase community engagement and shift from “indirect” to “direct” democracy. Jennifer Godenzo discusses how it applies to the “ladder of participation” by giving citizens control</p>	<p>This course provides a great overview on how to conduct participatory budgeting activities and how doing so is also a strategy in building a culture of health in communities that address health equity.</p>

			and is thus equitable, empowering, and focuses on the social determinants of health.	
Innovation and Quality in Public Health (2018)	Public Health Foundation	https://www.train.org/main/course/1076152/	This archived webinar explores how one local health department, the Oklahoma City-County Health Department (OCCHD), is moving its community forward to improve population health. Grounded in a culture of continuous quality improvement, OCCHD has embraced the community health strategist concept, embodying performance improvement in public health.	The course offers a broad focus on community planning through partnerships and the role of LHDs. Provides examples of innovative strategies in reducing healthcare costs and leveraging partnerships to support program funding.
Supportive Housing to Address Social Determinants : Cross-sector Collaboration	Region 2 Public Health Training Center	https://www.train.org/main/course/1066828/	In this webinar, Kristen Miller, Director of the Corporation for Supportive Housing, discusses housing as a social determinant of health, describes the	This course is programmatically focused, and discusses how addressing housing can reduce healthcare costs. At

<p>s and Funding Possibilities (2016)</p>			<p>supportive housing model, and provides examples of how to use data to identify and target individuals in need of supportive housing.</p>	<p>the 30-minute mark, approaches to funding the program are presented, including the role of Medicaid to support services.</p>
<p>CT Healthy Homes: Health Impact Assessment and Weatherization Plus Health (2013)</p>	<p>CTRI Public Health Training Center</p>	<p>https://www.train.org/main/course/1045765/?activeTab=contacts</p>	<p>Our webinar considers two HIAs conducted around residential energy efficiency and health, including a rapid HIA of DOE and utility ratepayer-funded programs in Connecticut and a desktop HIA that considers how neighborhood air quality and noise level influence the effect of weatherization on client health in San Francisco. How can HIA help tap new funds and partnerships? What steps are involved and what data are needed? Can HIA be a useful</p>	<p>There's a lot of information on Health Impact Assessment (HIA) and how it can be used for program planning. There is also a section on how HIA can help to facilitate new partnerships and funding opportunities.</p>

			new tool for your program?	
Community stakeholders – partnership building. These courses focus on strategies to build and formalize partnerships across various organizations to share and leverage resources.				
Improving Preparedness and Resilience through Public-Private Partnerships (2013)	FEMA	https://www.train.org/main/course/1033251/	Public-private partnerships enhance all aspects of emergency management: preparedness, protection, response, recovery, and mitigation. They do so by engaging in activities such as information sharing, emergency planning, emergency communications, and resource sharing. This course describes how to establish and sustain public-private partnerships, as well as how to communicate and share resources in a partnership.	The course is focused on partnership building with the private sector and provides a lot of good content around building and sustaining those partnerships. Lesson 3 focuses on resource sharing and creating a formal plan to identify and request resources. All content is presented within the emergency disaster response lens.
Healthy Communities: Exploring the	Connecting Communities , by the	https://www.train.org/main/course/1073319/	The Robert Wood Johnson Foundation’s Commission to Build a	Overall, the content presents a call for

<p>Intersection of Community Development and Health (2013)</p>	<p>Reserve Bank of St Louis</p>		<p>Healthier America successfully brought to the attention of the nation a startling fact: your zip code is more important than your genetic code in determining your health. Fortunately, there is an entire industry—community development—with annual resources in the tens of billions of dollars, that is in the zip code-improving business. This session will explore this idea and offer several examples of successful partnerships between the community development and health sectors.</p>	<p>partnerships between health and CBO's, especially when addressing SDOH. Content focuses more on the partnership-building piece and mentions healthcare more than public health, but discusses financial resource availability as an incentive for the partnership, as well as strategies for partnership building that may be used by LHDs.</p>
<p>AHD Webinar Series: Building Academic Health Department</p>	<p>Public Health Foundation</p>	<p>https://www.train.org/main/course/1078464/</p>	<p>This archived webinar explores building academic health department (AHD) partnerships—formal partnerships between health</p>	<p>Content does not provide strategies for funding community health projects but provides a rationale for partnerships</p>

Partnerships in Rural Areas (2018)			<p>departments and academic institutions—in rural areas. During this webinar, Lisa Macon Harrison, MPH, Health Director for Granville Vance Public Health in North Carolina, shared her health department’s experiences developing an AHD partnership in a rural area with the University of North Carolina Gillings School of Global Public Health and the impact this partnership is having for her organization.</p>	<p>with universities to offset resource gaps in pursuing programmatic goals.</p>
Principles and Practices of Asset- Based Community Development (2019)	Tamarack Institute	<p>https://www.train.org/main/course/1088517/</p>	<p>In this webinar, Howard Lawrence joined John McKnight and Cormac Russell in a discussion about their newest publication, <i>The Four Essential Elements of Asset-Based Community Development</i>. In their discussion, they</p>	<p>The content is not focused on LHDs or public health and doesn’t provide specific financing strategies. It does, however, provide a framework for community development to think about assets</p>

			explored the significance of the four elements— Resources, Methods, Functions, and Evaluation— to determine what is distinctive about Asset-Based Community Development.	in a broader way that can help LHDs think about new approaches to addressing community health.
Organizational capacity – Internal operations and structures. These courses provide information on how to apply financial strategies to build and sustain internal structures and processes that support community priorities.				
Building Internal Infrastructure to Advance Health Equity (2017)	Human Impact Partners	https://www.train.org/main/course/1074003/	<p>In the first of its 4-part webinar series, HIP discusses:</p> <p>Why building internal infrastructure is key to advancing health equity;</p> <p>How New York City is changing internal policies to address racism and structural oppression</p> <p>How Rhode Island is braiding together various sources of funding and mobilizing data to build capacity;</p> <p>How the National Collaborative for</p>	This webinar presents dynamic speakers from the health equity space who share strategies for making health equity an organizational priority, including braiding funding from various sources to support activities.

			Health Equity is helping health departments prioritize upstream policy change; and Resources to help your health department build internal infrastructure to advance health equity.	
Organizational Capacity - Financial Management Skills. These courses focus on building financial management and literacy skills of LHD staff.				
Planning and Budgeting for Public Health: The Business Plan (2019)	University of Minnesota	https://www.train.org/main/course/1046512/	Practitioners in the field of public health find themselves in serious competition for funding. How do we make sure that the activities we advance to protect, maintain and promote the health of the public are a priority for funders? One of the ways is to make a strong business case for our work. This brief overview will give you a simple outline to assist you in building a business plan for public health activities.	A good course on developing a business plan. Built as a traditional eLearning course, so there is a pre/post-test and other supplemental materials.

<p>Key Aspects of Financial Management (2020)</p>	<p>Region V Public Health Training Center</p>	<p>https://www.mittrainingcenter.org/courses/certkafms0620</p>	<p>This course covers budgeting and some of the sources of revenue and expenditures associated with health services organizations, including those that provide clinical services. It provides a high-level introduction to Financial Management concepts and skills, including managing a budget, and features financial performance improvement tools in more depth.</p>	<p>This course provides an overview of organizational financial management. There is a section on cost analysis, which describes how to assess the overall financial health of the agency by determining costs associated in providing services.</p>
<p>Utilizing Financial Health Indicators for Informed Decision-Making (2020)</p>	<p>Region V Public Health Training Center</p>	<p>https://www.mittrainingcenter.org/courses/certufhis0620</p>	<p>This course covers many ratios that can be used for benchmarking, analysis, and decision-making in financial management and budgeting. It provides many tools and resources that can assist new and seasoned managers in assuring the financial health of their</p>	<p>This is a great course on financial decision-making, although the focus is on the health of the organization as opposed to leveraging funding to support health priorities. However, the content provided may help to develop the skills</p>

			department and organization.	needed to identify areas of opportunity when looking across the organization's financial standing.
Certificate programs in financial management and administration				
Building Expertise in Administration and Management (BEAM)	De Beaumont Foundation	https://www.beamskills.com/	<p>With a curriculum based on real-world public health scenarios, the BEAM Certificate Program closes the financial and managerial skills gap that public health professionals have identified as their top training need.</p> <p>BEAM was developed by nationally recognized public health thought leaders and practitioners at the University of Miami's public health and business programs, the de Beaumont Foundation, and other leading organizations.</p>	<p>Offered as a cohort program during set times per year. There is a cost to take the course, which is determined by how many people you register with (as an individual vs. a group). Content leans more towards administrative management but may be helpful to build a foundation for further skills.</p>

<p>Public Health Management Certificate Program</p>	<p>Northwest Center for Public Health Practice</p>	<p>http://www.nwcphp.org/training/public-health-management-certificate</p>	<p>The year-long Public Health Management Certificate helps public health professionals develop core management skills.</p> <p>The program's focus is on increasing workplace efficiency, effectiveness, and accountability by developing core management functions: planning, organizing, budgeting, and analyzing performance.</p>	<p>This is an extremely comprehensive 12-month cohort program that trains and prepares staff for management. Pricing is tiered, with the max set for \$4,500 and does require a regular time commitment. Compared with BEAM, this may be suitable for staff who want a more in-depth experience on administrative management topics.</p>
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