

Accreditation Communication Tracking Form

When the health department decides to seek national accreditation from the Public Health Accreditation Board (PHAB), it is important to ensure that everyone involved in the process understands what national public health accreditation is and why the department is seeking it. Presentations should be delivered to stakeholder groups to obtain their support and participation in the process.

The purpose of this tool is to aid the health department in identifying key stakeholders in the accreditation process and determining what information needs to be communicated to the various groups. This is not an exhaustive list, but rather it is a list that will start the process of engaging stakeholders. Stakeholder group names have been left generic. It is recommended that the department enter the specific names of its groups if they choose to use this form. Having a communication strategy is not a PHAB requirement, but it is something that that accreditation coordinator should consider when undertaking the process.

Stakeholder Group	Description of Target Audience	Key Concepts to Convey	Presentation Date	Presenter Name/Status
Executive Team or Leadership	Leadership support is vital in successfully accomplishing public health accreditation. They need to understand what public health accreditation is and determine whether or not the organization should seek it. They are instrumental in obtaining support from the governing body as well as directing staff across the organization to support it.	<p>What is public health (PH) accreditation?</p> <p>Who is PHAB?</p> <p>Why is it important?</p> <p>What does the organization need to do?</p> <p>Should our organization pursue it?</p> <p>What's in it for us/me?</p> <p>Do we want to explore it with the governing entity?</p>		

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Governing entity	<p>Elected official support is vital in successfully accomplishing public health accreditation. They need to understand what public health accreditation is, why the organization is seeking it, and how staff across the organization, including other departments, can support it.</p> <p>Note: The process of engaging the governing entity will vary among jurisdictions. Refer to PHAB’s Readiness Checklist and Domain 12 for accreditation-specific requirements from the governing body.</p>	<p>What is PH accreditation? Who is PHAB? Why is it important? Will we go on record in support of it?</p>		
All Staff	<p>Public Health Department staff will play a key role in identifying most of the documents. They will comprise a majority of the accreditation team and domain leads positions. They need to have an understanding of the overall process and timeline in order to understand the importance of an accreditation-related tasks that they are requested to complete.</p> <p>Note: If the organization is large and does not normally conduct all staff meetings, this option may not be</p>	<p>What is PH accreditation? Who is PHAB? Why is it important? What does the organization need to do?</p>		

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	<p>possible. However, if there is an all staff meeting or it is feasible to conduct one, this is an option to provide an overview and orientation.</p>			
<p>Targeted programmatic areas such as divisions, branches, or departments within the organization</p>	<p>Public Health Department staff will play a key role in identifying many of the documents. They will comprise a majority of the accreditation team and domain leads positions. They need to have an understanding of the overall process and timeline in order to understand the importance of an accreditation-related tasks that they are requested to complete.</p> <p>Note: If an all staff meeting is not conducted, this presentation would provide an overview and orientation about the process in addition to specific requirements from the organization’s subgroups (names of such groups might be divisions, branches, departments, etc.).</p>	<p>What is PH accreditation? Who is PHAB? Why is it important? What does the organization need to do? What do I as an employee need to do? What’s in it for me?</p>		
<p>Department of Environmental Health (DEH) – If separate from the health department</p>	<p>Domains 2 and 6 have many standards and measures that require the public health department to partner with DEH in maintaining the public’s health.</p>	<p>What is PH accreditation? Who is PHAB? Why is it important? Why involve DEH?</p>		

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	DEH has a key role in enforcing public health laws and working with Community Epidemiology and EMS to mitigate outbreaks and protect against public health threats.	What do I as an employee need to do? What's in it for me?		
Accreditation Team	This is the key group of staff that will be performing the majority of tasks related to public health accreditation. They need in depth knowledge about the process as well as the details within each domain's standards and measures. Communication of the timeline is critical, and any changes to it need to be communicated clearly and in multiple formats.	Do we know the accreditation steps and the organization's timeline for each? Do we have the tools needed to do the job? What resources are available? Where do we store the documents?		
Advisory groups	If the organization uses advisory groups to advise the governing entity on public health, their support may be critical in obtaining support from the governing entity. As an official advisory group, they can go on public record to support the organization's effort.	What is PH accreditation? Who is PHAB? Why is it important? What does the organization need to do? Will we go on record to support it?		
Community groups	Community partners are a critical component to national public health accreditation. The organization must have a community planning	What is PH accreditation? Who is PHAB? Why is it important?		

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	<p>group to develop a community health assessment and community health improvement plan. Community partners may not be aware of every function of the health department. Communicating public health accreditation will aid in obtaining their support and potential participation in the site visit phase.</p>	<p>What does the organization need to do?</p> <p>Will we go on record to support it?</p> <p>What can we do to support it?</p>		
Others				