

Engaging Governing Boards in Strengthening Local Public Health Infrastructure

Part 1: Public Health Accreditation

National Association of County and City Health Officials

June 2, 2016



Part I: Public Health Accreditation

- Why engage local governing boards in PHAB accreditation
- Key messages around accreditation
- Tips for communicating

Today's Speakers

- Tiffany J. Huang, MPH
Program Analyst, Performance Improvement
- Vicky Bass, MPH
Government Affairs Specialist



Part I: Public Health Accreditation

Engaging Local Governing Entities in Public Health Accreditation



Tiffany J. Huang, Program Analyst

June 2, 2016

PHAB Domain 12

- **Standard 12.1:** Maintain current operational definitions and statements of the public health roles, responsibilities, and authorities
- **Standard 12.2:** Provide information to the governing entity regarding public health and the official responsibilities of the health department and of the governing entity
- **Standard 12.3:** Encourage the governing entity's engagement in the public health department's overall obligations and responsibilities

Governing entity

The board, commission, council, individual, or other body legally accountable for ensuring the Six Functions of Public Health Governance in a jurisdiction:

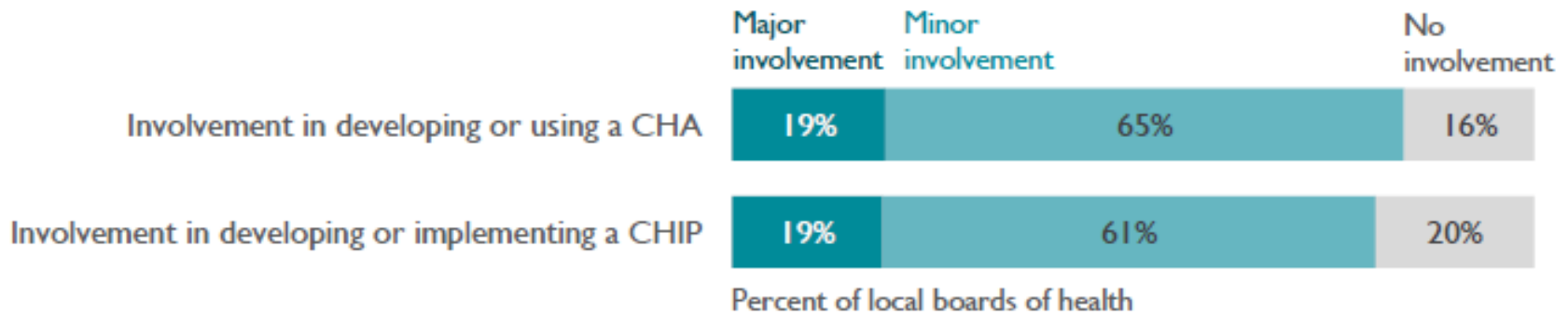
- Policy development
- Resource stewardship
- Legal authority
- Partner engagement
- Continuous improvement
- Oversight

Source:

NALBOH
National Association of Local Boards of Health

Preview from the 2015 Profile of Local Boards of Health:

Most local boards of health have some involvement in community health assessments (CHA) or community health improvement plans (CHIP)

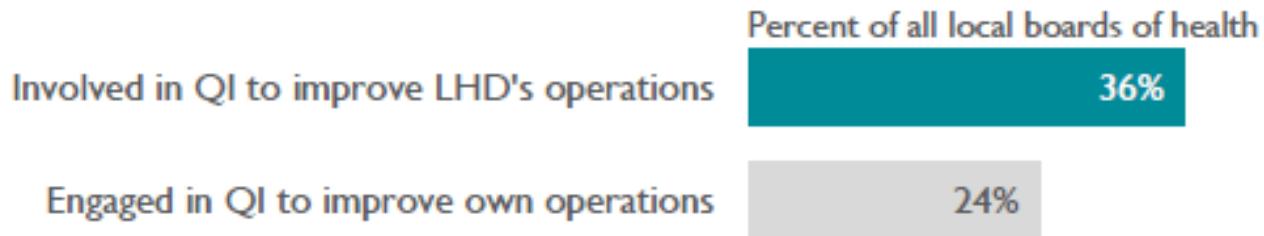


Note: The percentage of local boards of health are among those boards whose LHD has completed a CHA (68% of LHDs) or CHIP (52% of LHDs) within the past five years.

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Preview from the 2015 Profile of Local Boards of Health:

Involvement in Quality Improvement activities:



Involvement in LHD Strategic Planning



Key Messages

1. What is accreditation?
2. What are the benefits?
3. How does it help our community?
4. What is the role of the governing body?

Key message 1: What is accreditation?

Accreditation provides public notification that an institution, agency, or program meets standards of quality set forth by an accrediting agency



NACCHO Resources:

- Public Health 101 presentation for LGEs
- Public Health Accreditation 101 presentation for LGEs (updated June 2016)

Key message 2: What are the benefits?

The accreditation process can **stimulate quality improvement** for local health departments.

A national study of recently-accredited health departments found that the accreditation process:

- Stimulated **quality improvement**
- **Improved management** processes
- Stimulated **greater accountability** and transparency
- Helped health departments **identify strengths** and weaknesses
- **Improved competitiveness** for funding

NORC (September 2015): Initial Evaluation of the Public Health Accreditation Program

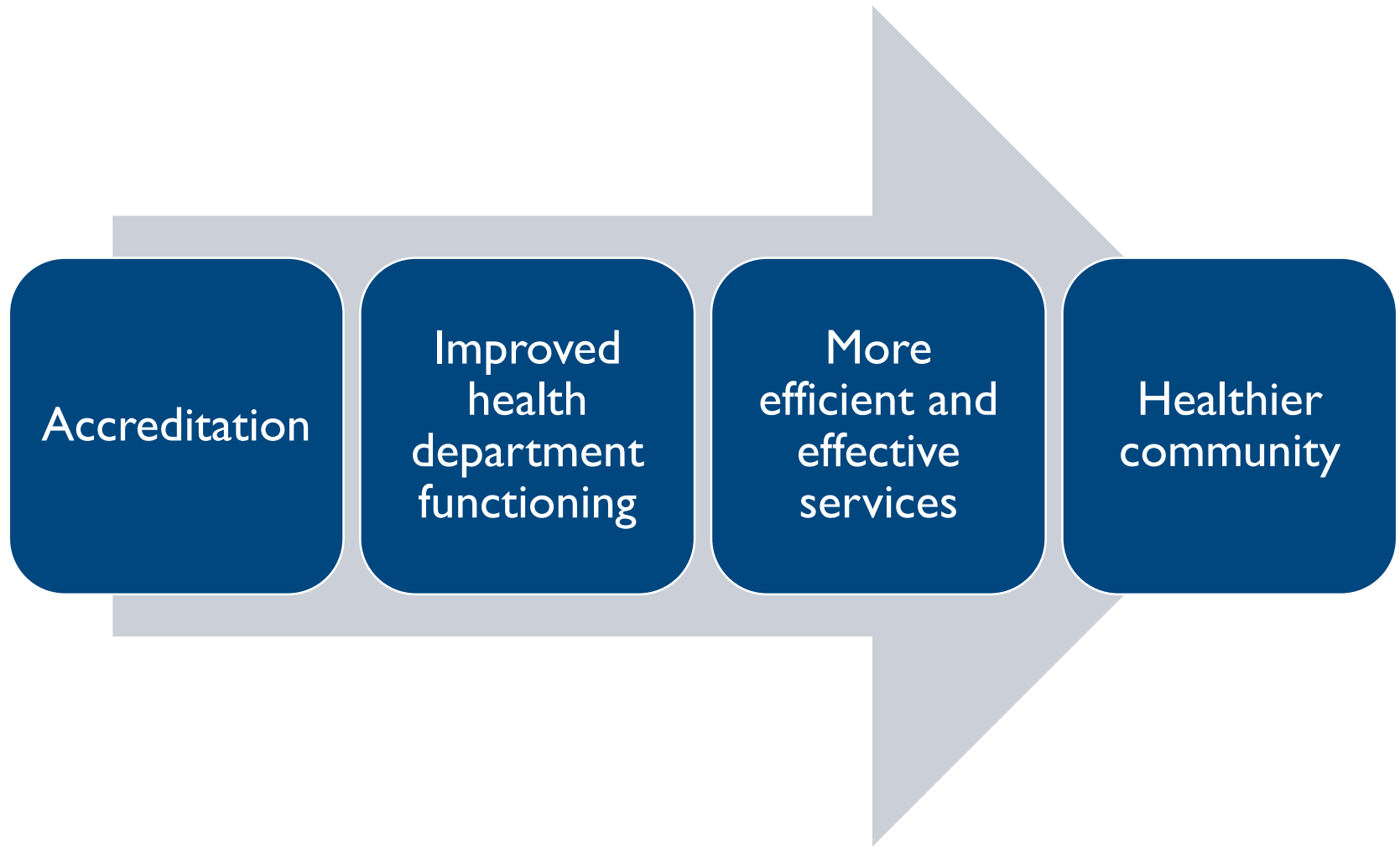
Key message 3: How does it help our community?

Accreditation and quality improvement can improve **efficiency** and **effectiveness of public health services**

Achievements by accredited health departments include:

- **increased** community engagement
- **reduced** length of time for a septic and well inspection
- **reduced** client wait time in Family Planning clinic
- **decreased** no-show rates in HIV clinic
- **increase** in department policies and procedures reviewed and updated in last 3 years
- **100%** of rabies reports completed within 3 days
- **greater** preparedness and response capabilities

Key messages 2 and 3:



Key message 4: What's your role?

Participate:

- Sign a letter of support
- Participate in your LHD's on-site review visit
- Read the on-site review report describing the results of the accreditation process

Champion:

- Prioritize public health programs and services
- Allocate resources to support your LHD's accreditation efforts
- Celebrate success

Part I: Public Health Accreditation

Communicating with Local Governing Boards



Vicky Bass, MPH
Government Affairs Specialist
June 2, 2016

Communicating 101

No matter who the audience is, you should always:

1. Relationships – know your relationships
2. Frame the message – “So what?”
3. Plan message
4. Avoid technical jargon
5. Make story come alive



Relationships

Know your audience



Framing the Message



So
What?

Avoid Technical Jargon

Example 1

Access to healthy eating



- *More fresh fruit in schools*
- *Less junk food for our kids*
- *More farmers markets*
- *Healthy choice the easy choice*



Avoid Technical Jargon - Continued

Example 2

- Community



- Neighborhoods
- People
- Where we live



Avoid Technical Jargon - Continued

Example 3

- We need to change policy to ensure access to healthy eating options among low-income communities
- Too many families live in areas where they have no grocery stores. You can't make healthy choices where there are no choices. Local governments should provide incentives to bring grocery stores to every neighborhood.



Planning your Message – Make it Resonate

- Tailored to target audience
- Dynamic, memorable, and local
- Less is more
- Convey a complete idea



Making your story come alive



Which message is more memorable?

1) “It is imperative that innovative and effective injury and violence prevention programs work to prevent premature deaths, particularly among vulnerable populations of children, young families, and older adults.”

2) “Individuals can live healthier, safer, and more fulfilling lives by taking steps to protect themselves from injuries and prevent violence from occurring.”

Accreditation in the News



Tacoma-Pierce County Health Department receives national accreditation



Accreditation could 'compromise' health department services

The Daily Courier

Trusted local news leader for Prescott, Arizona and surrounding communities since 1882

Yavapai County first in state to earn public health accreditation

THE BALTIMORE SUN

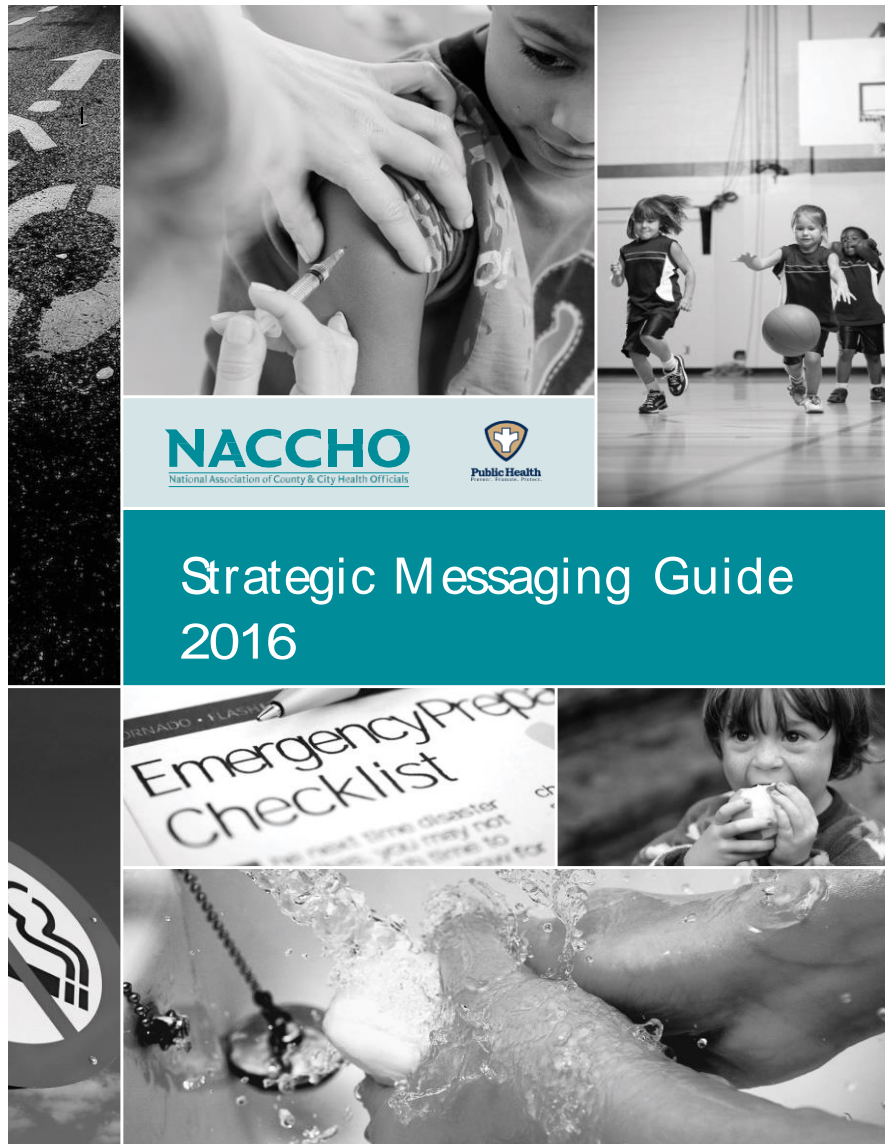
Why the Harford Health Department's national accreditation matters [Opinion]

NACCHO's Message

- 1) Local health departments keep people in their communities healthy and safe.
- 2) The federal government can help support community efforts.
- 3) CDC (and other) funding supports health at the community level.



NACCHO's Messaging Guide



Building Your Message

- 1) Define your goal and audience
- 2) Develop lead message
- 3) Develop supporting messages
- 4) Share story or example that highlights message
- 5) Call to action





Contact Us

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Resources:

- ASTHO Estimating Return on Investment for Quality Improvement <http://www.astho.org/Accreditation-and-Performance/Estimating-Return-on-Investment-for-Public-Health-Improvements/>
- NACCHO Engaging Local Governing Entities <http://www.naccho.org/programs/public-health-infrastructure/accreditation-preparation/local-government>
- NACCHO Stories from the Field <http://archived.naccho.org/topics/infrastructure/accreditation/stories.cfm>

Q&A

- Please type your questions in the Q&A box
- Contact Andrew Lahn (alahn@naccho.org) with questions after the webinar.

Next webinar

Part 2: Working with Local Governing Boards

Wednesday, June 15, 2016

2-2:45 pm ET

- Sarah Newman, MPH
Senior Research and Evaluation Analyst,
NACCHO
- Sandy Tubbs, PHN
Administrator, Horizon Public Health

Register:

<http://tinyurl.com/NACCHOgovernance2>

