

Does PHAB Accreditation
feel daunting?

Move from
Dread to Confidence
with Three Small Counties
Who Lived to Tell

CHEAC Annual Conference

October 2023



PHAB

Advancing
Public Health
Performance



QUESTION #1

Practical Benefits



Lara Weiss, MPH, Deputy Branch Director, Public Health

Practical Benefits Framework & Credibility



From Reaccreditation Basics: *The development of the Standards & Measures was guided by the idea that they should advance the practice of public health, reflect emerging public health issues, promote collaborative partnerships, demonstrate accountability, encourage quality improvement, and that they apply to health departments of all sizes and all forms of governance.*

- Accountability to specific, defined standards
- Reinforces why the standards are important
- Helps us set and implement priorities
- PHAB provides resources and structure for mutual support

Practical Benefits Continuity



- Maintenance of current P&Ps
- Tending your processes
- Plans that guide work over time
 - Strategic Plan
 - Workforce Development Plan
 - PMQI Plan
 - Community Health Improvement Plan
- Helped our organization survive through a pandemic and through staff turnover

QUESTION #1

Practical Benefits Equity



- Equity itself is process improvement
- Facilitates Equity considerations through out
- Humboldt example – Health Equity Checklist
 - Section 1: Using Public Health Data
 - Section 2: Community Involvement and Engagement
 - Section 3: Communication
 - Section 4: Partnerships
 - Section 5: Program Design, Monitoring and Evaluation

Practical Benefits Funding

- Emerging now: Reciprocity for certain federal funding to reduce application requirements (PHEP)



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**GENE AZPARREN, MA
QUALITY & COMPLIANCE MANAGER**

BUTTE COUNTY DEPARTMENT OF PUBLIC HEALTH



www.ButteCounty.net/PublicHealth

Accreditation- **Now is the Time!**

- Initial lack of funding and support for accreditation.
 - Significant barriers for smaller and/or rural local health departments.
 - Grant resources now exist, examples include.



Accreditation- **Now is the Time!**

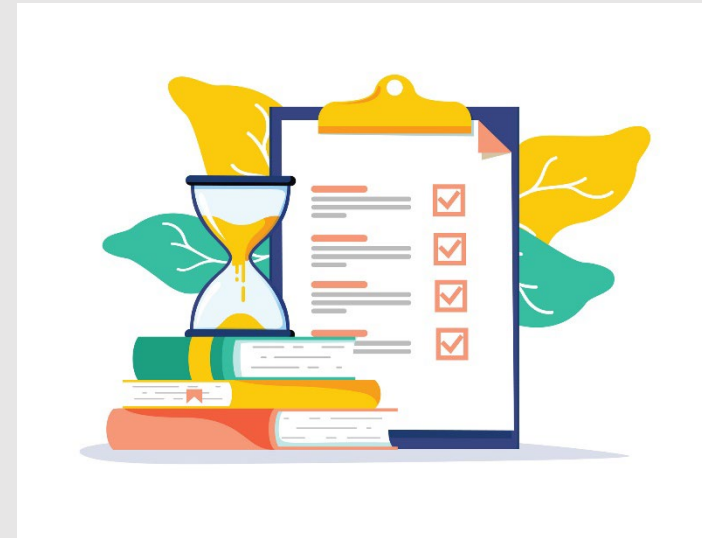
- Future of Public Health (FoPH)
 - Completion and alignment with CHA, CHIP & Strategic Plan.
 - Prioritizes performance improvement.
 - Flexible deliverables, built for LHD customization.
 - Annual updates to the BOS.
 - 70% of budget dedicated to staff.
 - 30% of budget dedicated to equipment/supplies.



Accreditation- **Now is the Time!**



- California Strengthening Public Health Infrastructure (CASPHI)
 - Requires minimum of one FTE position dedicated to health equity and/or eliminating disparities.
 - ✦ If equity position is covered – funding for accreditation, CHA, CHIP, Strategic Plan, P&Ps, etc.
 - Butte County using CASPHI funds to hire “Staff Development Officer” = WFD, PM, and QI.



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Stephanie Nathan, MPH, Assistant Public Health Director
Madera County Department of Public Health



Key Factors for Success

• CHA/CHIP

- Maintain and engage an active and diverse coalition
- Maximize use of CBOs/partners for data collection
- Consolidate primary data collection
- Leverage secondary data from local partners
- Customize the MAPP process to meet your local needs
- Establish decision making criteria

• Strategic Plan

- Consider an all-inclusive plan that includes workforce development plan, branding plan, performance management, and quality improvement plans
- Use seasoned contractor when able

- For all plans: consider design as well as content and make available in multiple formats

LIVE WELL MADERA COUNTY

DECISION-MAKING CRITERIA CHIP Goals, Objectives, and Activities

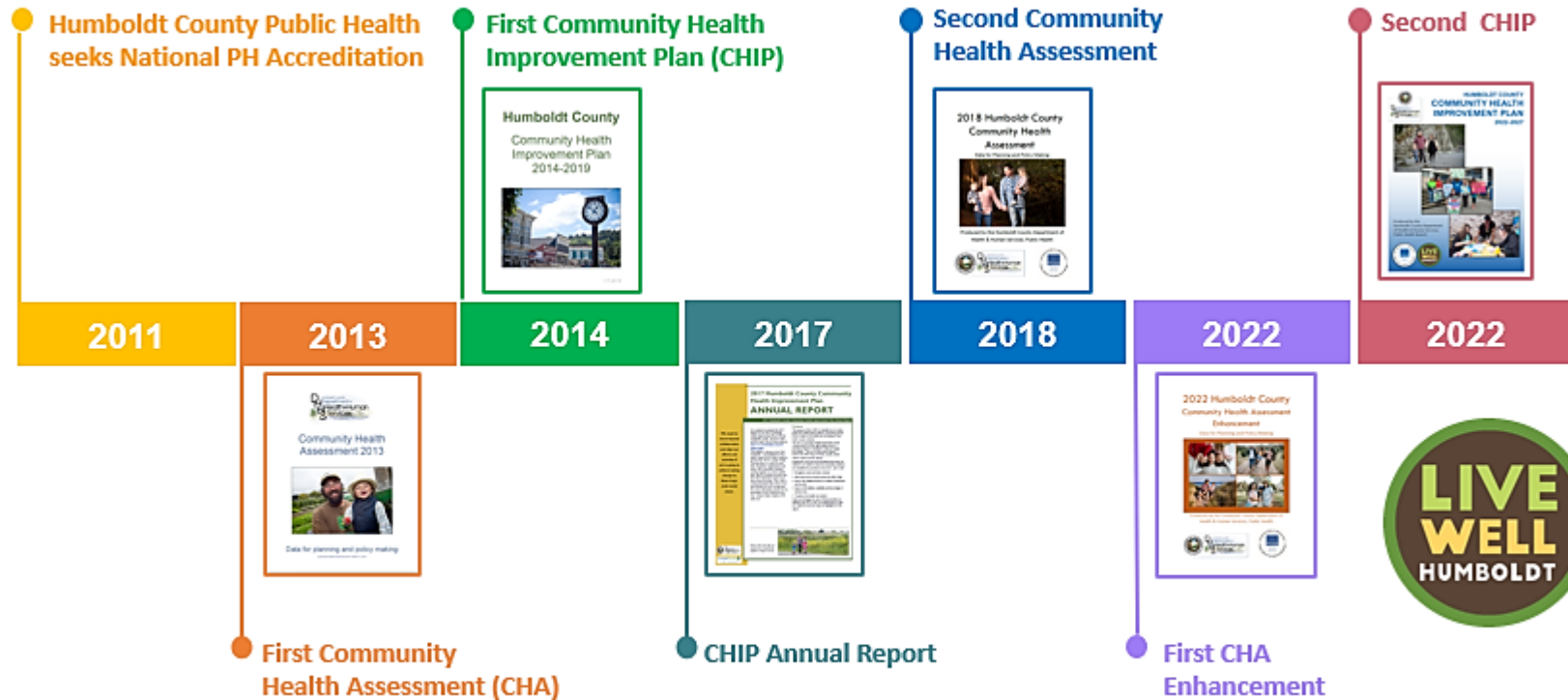
1	Prioritize UPSTREAM 
2	S • Specific: State exactly what you want to accomplish (Who, What, Where, Why)
	M • Measurable: How will you demonstrate and evaluate the extent to which the goal has been met?
	A • Achievable: stretch and challenging goals within ability to achieve outcome. What is the action-oriented verb?
	R • Relevant: How does the goal tie into your key responsibilities? How is it aligned to objectives?
T • Time-bound: Set 1 or more target dates, the "by when" to guide your goal to successful and timely completion (include deadlines, dates and frequency)	
3	High Return on Investment
4	Promote HEALTH EQUITY
5	Use DATA effectively



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CHA / CHIP Strategic Plan



CHA / CHIP Strategic Plan



5

Live Well Humboldt Data
Workgroup **meetings held**
since Dec. 2021

140

Community partners
attended Live Well
Humboldt Data
Workgroup meetings

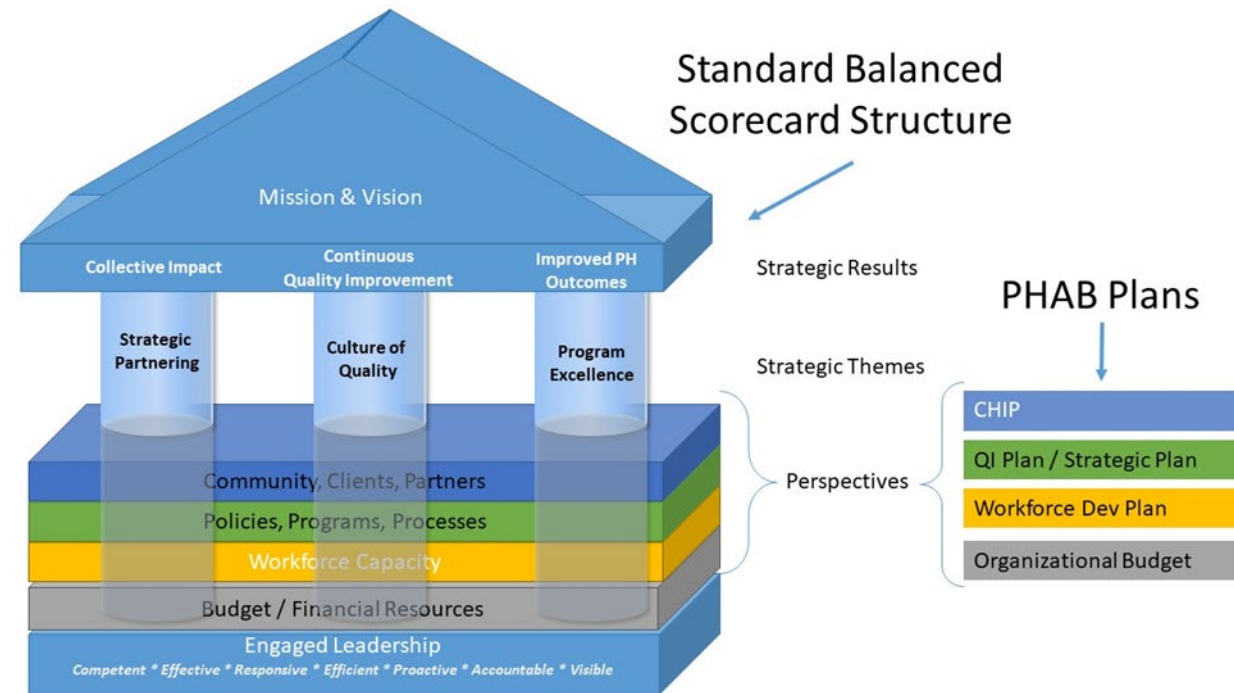
44

Partner organizations
engaged in Live Well
Humboldt

CHA / CHIP Strategic Plan



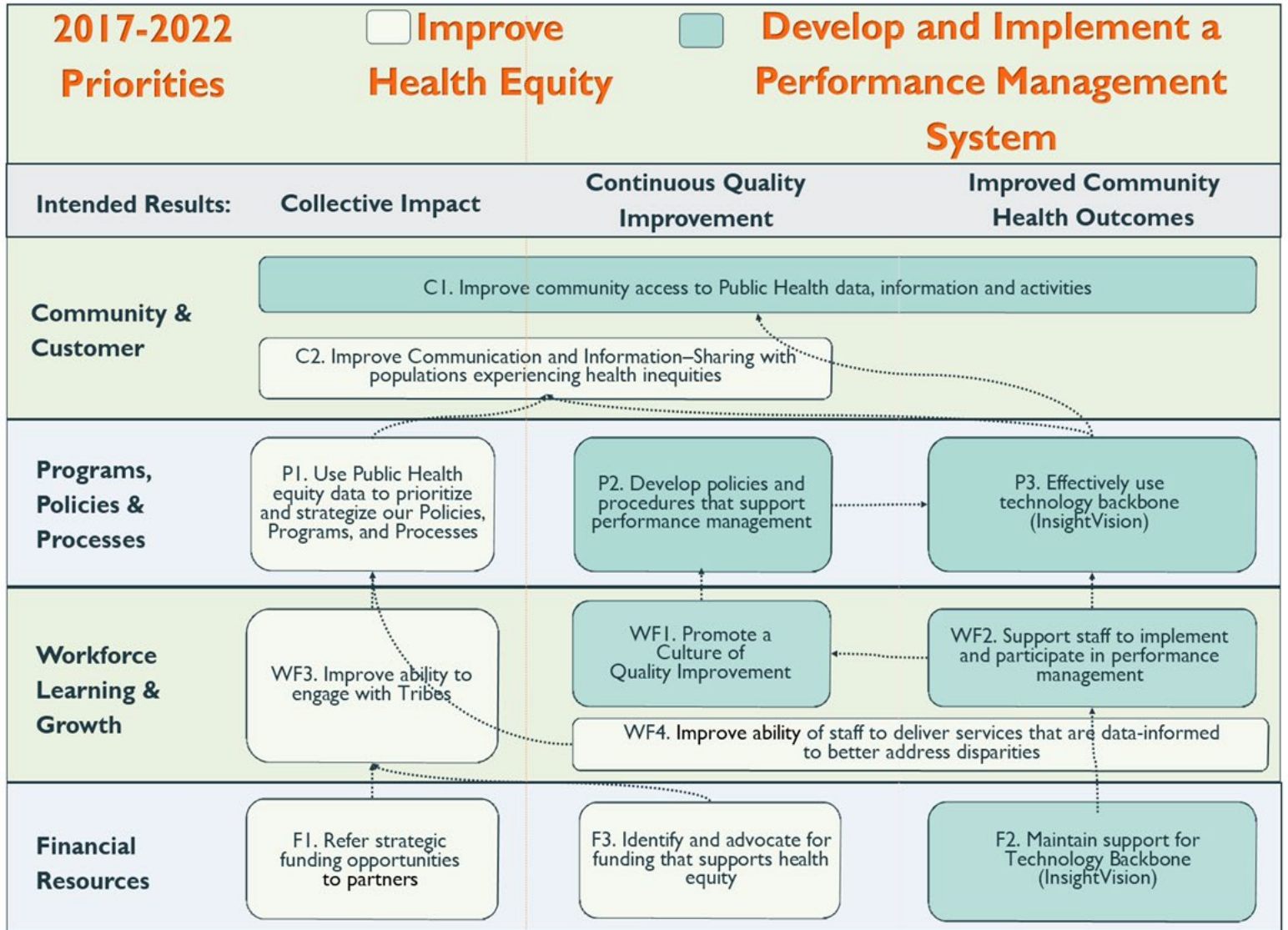
Strategic Theme	Strategic Result
Strategic Partnering	Humboldt County Public Health is a leader and champion of Collective Impact.
Culture of Quality	We have a culture of continuous quality improvement.
Program Excellence	Our community benefits from improved health outcomes.



CHA / CHIP Strategic Plan



DHHS Public Health Branch-Wide Strategy Map 2017-2022



Key Lessons Learned – Initial Accreditation

- Leadership commitment is vital.
- Plan for long-term sustainability.
- Expect barriers and challenges.
 - Competing priorities
 - Staff Turnover
 - Momentum
- Embed into standard operations & processes.
- Celebrate wins & accomplishments.



Lessons learned

PHAB Resources



Monthly Accreditation Coordinator Meeting

- California specific
- Reaccreditation subgroup
- Emailing on specific topics.
- Can ask question about current project or challenge
- ROAD to success: Rip. Off. And. Duplicate.

BRIDGE Learning Center

- Resource portal
- Training modules

E-PHAB site

- Guidance
- Structure for documentation



Lessons Learned: What Did NOT Work

- Randomly assigning staff to domains.
- Combined role for accreditation coordinator.
- Not identifying and writing policies and procedures you will need early in the process.



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Mistakes along the way



Phase 1:
No
Knowledge
of QI

Phase 2:
Not
Involved
with QI

Phase 3:
Informal or
Ad Hoc QI

Phase 4:
Formal QI
in Specific
Areas

Phase 5:
Formal
Agency-
Wide QI

Phase 6:
Quality
Culture

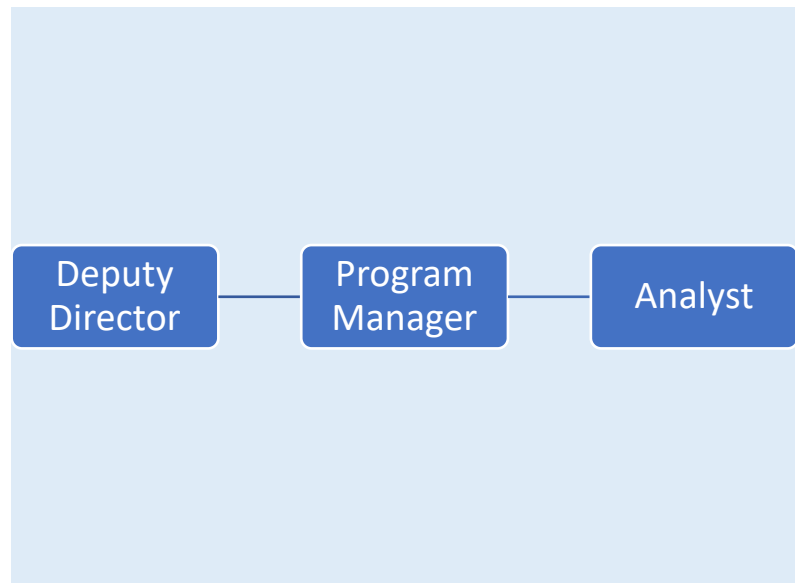
Accreditation **Staffing Models & Roles**



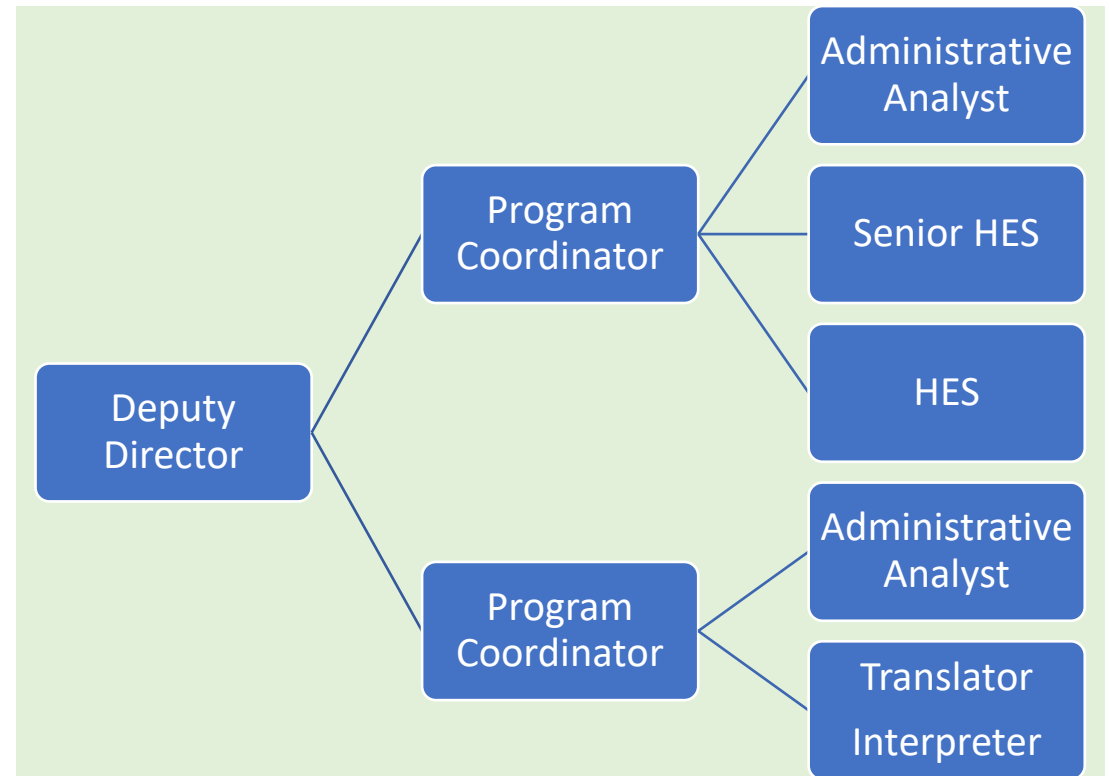
- Important skills for Accreditation Coordinator:
 - PHAB Standards and Measures “Subject Matter Expert”.
 - Accurately accesses the documentation you have.
 - Understands the “big picture”. Fills the right buckets.
 - Communicates what is needed and “why”.
 - Effectively develops (and revises) cover sheets and narratives.
 - Advances measures from “slightly” to “largely” demonstrated.

OPIA Staffing

Before 2021



Now





Getting Started: Taking the First Steps

- Emphasize Quality Improvement.
- Obtain leadership support and commitment.
- Make it a priority!
- Embed accreditation into every aspect of the department including new employee orientation.
- Start with the basics.
- Talk to other counties who are accredited. Don't reinvent the wheel!
- Have fun!



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