



CHEAC Public Health Fiscal Training Series

Strategic Financial Leadership for Emerging Public Health Leaders

Instructor: Mimi Khin Hall, MPH

Training Dates:

- Session 1, June 5, 2024
- Session 2, September 4-5, 2024
- Session 3, December 4, 2024
- Session 4, March 5-6, 2025

SESSION 1 (JUNE 5, 2024)

Key Concept Area: Introduction to Public Health Financing

Topics/Learning Objectives

- Understand Public Health 101 – the framework and evolution of the public health system at the federal, state/tribal/territorial and local levels
- Describe the structure, delivery and funding of public health services and how they are funded by federal, state, and local governments.
- Grasp foundational concepts and gain knowledge on sources of revenue for local health departments and related mandates, requirements or restrictions.
- Understand strategic leadership, what it is and its importance for achieving organizational excellence.
- Gain an appreciation of how the policy environment of HHS ecosystem can present strategic opportunities for public health performance, partnerships and funding.
- Increase familiarity with public health and government finance terminology and acronyms through access to and review of rolling glossary

SESSION 2 (SEPTEMBER 4 AND 5, 2024)

Key Concept Area: Financial Planning and Budgeting

Topics/Learning Objectives

- Understand the timeline, process and key features of a local government budget development
- Grasp basic concepts and processes of planning annual and multi-year budgets to support county/department strategic plan goals and objectives and CHA/CHIPS
- Understand financing topics unique to California local health jurisdictions such as Realignment, State General Fund Support for Vital Public Health Activities (Public HERO Initiative) funds, concepts to plan for use of funds to meet ongoing, multi-year projections and needs
- Alignment of grant timelines and midyear budget adjustments
- Understand supplantation and why it is important

- Become skilled in basic methods of departmental and programmatic budget advocacy
- Understand methods of monitoring, tracking and reporting costs and expenditures
- Explain the importance of assessing financial performance and how to conduct a basic financial performance analysis of your organization
- Increase familiarity with public health and government finance terminology and acronyms through access to and review of rolling glossary

SESSION 3 (DECEMBER 4, 2024)

Key Concept Area: Blending, Leveraging, and Optimizing Funds

Topics/Learning Objectives

- Explore methods to blend, leverage and optimize funding streams to effectively meet local public health priorities.
- Understand methods and programs to leverage federal funds to maximize resources and key concepts and definitions, such as Certified Public Expenditures, and how to prioritize these funds for Federal Financial Participation
- Better understand the California Budget Act and its relationship to the local government and local health jurisdiction budgeting processes
- Learn methods of collaborative year-round budget development and management
- Increase familiarity with public health and government finance terminology and acronyms through access to and review of rolling glossary

SESSION 4 (MARCH 5 AND 6, 2025)

Key Concept Area: Strategic Financial Leadership

Topics/Learning Objectives

- Understand how to utilize finance and health data to inform stakeholders and decision makers on the impact of budget decisions on public health delivery system capacity.
- Grasp the importance of collaboration across local government, community and health sectors to augment and amplify local health jurisdiction investments in community public health priorities.
- Understand methods of monitoring, tracking and reporting costs and expenditures
- Understand methods of budget advocacy at the state legislative, departmental and program levels as well as the county level.
- Learn how to use budget presentations as a budget advocacy tool for communicating to the governing entity public health goals, priorities and educating decision-makers and the public on the intent of and proper use of public health funds.
- Understand practices for cultivating stakeholder partnerships in key strategic activities to optimize funding for shared goals
- Learn how to increase effectiveness during local budget development process and leveraging county and state budget act requirements and timeline for financial education and decision-making
- Budget advocacy at all levels and how it can influence LHD financing
- Increase familiarity with public health and government finance terminology and acronyms through access to and review of rolling glossary

- Review of key concepts of strategic financial leadership, methods to put concepts into practice and modeling them for each local health jurisdiction to strengthen organizational financing that is stable, responsive to change and supports organizational growth and innovation