



# Bridging the Gap: Aligning CHA/CHIP and PHAB Pathways Recognition to Advance Rural Health Equity

Colusa County Department of Health &  
Human Services, Public Health Division



# Welcome & Introductions



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# Goal & Purpose of this Workshop

- **Goal:** To equip rural health departments with practical strategies to implement CHA/CHIP processes that advance health equity and align with PHAB Pathways Recognition Standards & Measures.
- **Purpose:** To strengthen the foundation for a resilient public health workforce and sustainable public health systems in resource-limited communities.



# Rural Challenges and Overview of CHA/CHIP & PHAB Pathways Recognition

- Rural communities experience disproportionate gaps in healthcare access compared to urban communities.
- Community Health Assessment (CHA) vs. Community Health Improvement Plan (CHIP)
  - Colusa County contracted with a community partner and utilized the Mobilizing for Action through Planning and Partnerships (MAPP) 2.0 framework to guide the assessment and planning process.
- Public Health Accreditation Board (PHAB) Pathways Recognition Program
  - Track One - Services and Partnerships
    - CHA/CHIP
    - Health equity
  - Track Two - Health Department Systems



# Community Engagement & Partnership Building in Rural Settings



- Relationship-first approaches are the key to building and strengthening your community partnerships, especially with those who have decision-making capabilities.
  - Get to know partners through shared priorities.
  - Incentives don't always need to be financial.
  - Provide a space for partners to network and share resources.
  - Leverage existing partners to connect with new ones.
  - Outreach, outreach, and more outreach!
- Colusa County spotlight
  - Partners for Health
  - Building the Healthcare Workforce Coalition

# Completing a CHA/CHIP and the PHAB Readiness Assessment: Lessons & Strategies



- Lessons learned in Colusa County
  - We are fulfilling a lot more PHAB Standards & Measures than we originally thought.
  - It is okay to not have or know everything - the purpose of these projects is to explore and address those gaps.
  - Equity must be integrated everywhere to improve community health anywhere.
  - Slow and steady wins the race.
- There are several tools, resources, and strategies at your disposal for obtaining health department leadership buy-in for advancing rural health equity through these projects.
  - Premade PowerPoint slides
  - Fact sheets
  - Free virtual trainings
  - State-based convenings
  - PHAB Stories of Impact



# Activity



- Get into breakout groups of 4 people.
- There are 5 posters around the room with different questions regarding your/your department's experience with conducting this work.
- Please utilize the provided markers and colorful post it notes to answer each question.
- Discuss the questions as a group but write individual answers.
- Please add the county you represent on each post it note (you do not need to include your name).
- You will have 12 minutes to complete this activity.
- We will then review each poster's content and allow for an open-ended Q&A discussion.



# Q&A

## Q&A and Closing Remarks

