



Where Health Knows No Borders

Preparing for Accreditation

Soaring to New Heights!
Community Health
Education &
Communication Plan -
Together We Can Do It!

Today's Objectives

- Review PH core functions & essential Services
- Understand purpose and benefits of accreditation
- Describe the Department of Public Health's Plans for Accreditation
- Review NACCHO Accreditation Readiness Support Grant & SOW
- Discuss the role of the Health Education & Communications Workgroup
- Review and discuss PHAB's Domain 3, Standards and Measures
- Discuss & propose an action plan

Purpose of Public Health

- Prevent epidemics and the spread of disease
- Protect against environmental hazards
- Prevent injuries
- Promote and encourage healthy behaviors
- Respond to disasters and assisting communities in recovery
- Assure the quality and accessibility of health services

10 Essential Services

- Monitor health status – to identify community health problems
- Diagnose and investigate problems/hazards
- Inform, educate, and empower about health issues
- Mobilize community, partnerships to identify and solve health problems
- Develop policies and plans that support individual and community health efforts
- Enforce laws and regulations –that protect health and ensure safety
- Link people to needed services and assure the provision of health care when otherwise unavailable
- Assure a competent workforce
- Evaluate effectiveness, accessibility, and quality of personal and population-based health services
- Research- for new insights and innovative solutions to health problems

What is Accreditation ?

- Accreditation is a status that provides public notification that an institution, agency, or program meets standards of quality set forth by an accrediting agency.
 - *American Psychological Association definition*



Why Accredit?

Benefits and Impact of Accreditation

The goal of the national accreditation program is to improve and protect the health of the public by advancing the quality and performance of public health departments.

Accreditation Benefits

- Improving Public Health Departments and Public Health Infrastructure
- Strengthening Delivery of Public Health Services and Programs
- Increasing Accountability and Credibility
- *High Performance and Quality Improvement*
- *Recognition and Validation of the Public Health Department's Work*
- *Improved Access to Resources, including:*
 - Access to funding support for quality and performance improvement;
 - Access to funding to address gaps in infrastructure identified in the accreditation process;
 - Opportunities to pilot new programs and processes based on proven performance levels;
 - Streamlined application processes for grants and programs; and
 - Acceptance of accreditation in lieu of additional accountability processes

Public Health Accreditation Board (PHAB)

- 2003** - *Institute of Medicine (IOM) report, *The Future of the Public's Health* released*
- 2004** – *The CDC identifies accreditation as key strategy to strengthen PH infrastructure*
- 2004** – CDC and RWJF convene meeting to determine accreditation
- 2005** – Exploring Accreditation project launched & model developed
- 2007** – Public Health Accreditation Board (PHAB) formed – Standards and Measures developed
- 2009** -PHAB releases initial accreditation process and Beta test conducted
- 2011**- PHAB launches Version 1.0 accreditation for the PHAB accreditation Standards and Measures & Guide to National Health Department Accreditation

Public Health Accreditation

- **Goal:** to improve and protect the health of every community by advancing the quality and performance of public health departments (state, local, Tribal, territorial).



What is the accreditation process?

- 1. Pre-application
- 2. Application
- 3. Documentation selection and submission
- 4. Site Visit
- 5. Accreditation Decisions
- 6. Reports
- 7. Reaccreditation (5 years later)

Accreditation Framework

- **Domains** – *Group of standards that pertain to broad group of public health services*
- **Standards** – *Required level of achievement that health department is expected to meet*
- **Measures**- *Required documentation is “what” the health department provides in services and activities*

Ref: PHAB.Standards & Measures Vs 1.0

Overview of PHAB Accreditation Standards

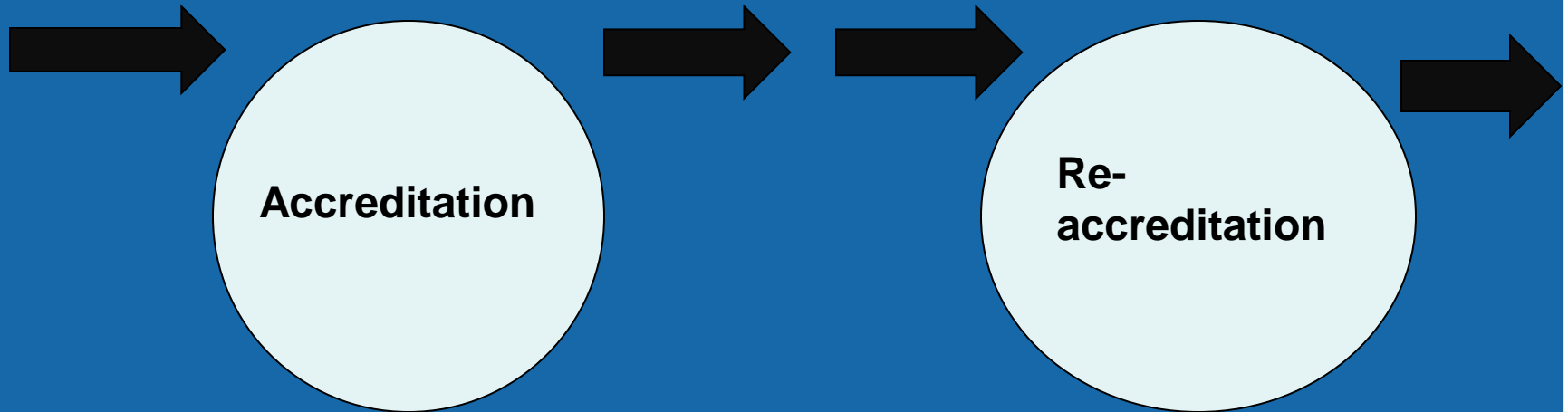
- **Domain 1**
 - Conduct Assessment Activities
- **Domain 2**
 - Investigate Health Problems
- **Domain 3**
 - Inform and Educate about Public Health
- **Domain 4**
 - Engage with the Public to Solve Public Health Problems
- **Domain 5**
 - Develop public health policies and plans
- **Domain 6**
 - Enforce public health laws and regulations

Overview of Standards (2)

- **Domain 7**
 - Promote strategies to improve access
- **Domain 8**
 - Maintain a competent workforce
- **Domain 9**
 - Evaluate and continuously improve
- **Domain 10**
 - Contribute to and apply the evidence base for public health
- **Domain 11**
 - Maintain administrative and management capacity
- **Domain 12**
 - Maintain capacity to engage the public health governing entity

Accreditation is the beginning

Improve



Improving the public's health through continuous quality improvement



Priority Tasks/Timeline

- Domain 3: Inform & educate about PH issues & functions – June 2013
 - Recruit mentor or consultant
 - Establish workgroup
(Develop meeting schedule_
 - Conduct Domain 3 needs assessment
 - Develop work plan
 - Develop protocols & policies
 - Develop staff training plan

Domain 3: Inform and educate about public health issues and functions

- Focuses on educating the public
- Assesses the health department's processes for continuing communication as standard operating procedures

Domain 3: Inform and educate about public health issues and functions (2)

Ensures our priority populations:

- Have timely, accurate health information;
- Have information about the value, role & responsibilities of the health department and importance of PH

Domain 3: Inform and educate about public health issues and functions (3)

2 Standards in Domain 3

3.1 - Provide health education and health promotion policies, programs, processes, and interventions to support prevention and wellness

3.2 - Provide information on public health issues and public health functions through multiple methods to a variety of audiences

Domain 3: Inform and educate...(4)

- **Standard 3.1 - Measure 3.1.1 A**
- Provide information to the public on protecting
- their health

Purpose:

- To assess the health department's (HD) dissemination of accurate information to the populations that it serves concerning health risks, healthy behaviors, disease prevention, & wellness approaches.

Domain 3: Inform and educate...(5)

Required documentation on:

- Provision of information on health risks, health behaviors, prevention, or wellness
- How information was gathered from intended audience during development of educational material/messages.
- Steps taken with community partners to promote coordinated health education messages.

Domain 3: Inform and educate...(6)

3.1.2 A -Measure 3.1.2 A

- Implement health promotion strategies to protect the population from preventable health conditions

Required documentation on:

- Implemented health promotion strategies
- How input was gathered from intended audience
- Implementation of strategies with community partners & stakeholders

Domain 3: Inform and educate...(7)

Standard 3.2 – Measure 3.2.1 A

- Provide information on PH mission, roles, processes, programs & interventions to improve the public's health

Required Documentation on:

- Providing information to the public about what PH is, its value, and/or on the HD's roles, processes, programs, & interventions
- Branding or communication of presence of the HD

Domain 3: Inform and educate...(8)

Measure 3.2.2 A

- Establish/maintain communication procedures to provide information outside the HD

Required documentation:

- Written procedures for communications (updated biennially) that include:
 - a. Accurate, timely, dissemination of information for different audiences
 - b. Informing and/or coordinating with community partners for unified public health messages

Domain 3: Inform and educate...(8)

- c. Maintaining current contact list of media & key stakeholders
- d. Designated staff position as the PIO
- e. Describing responsibilities & expectations for positions interacting with the news media and public, including, as appropriate, any governing entity members and any department staff member

Domain 3: Inform and educate...(9)

Measure 3.2.3 A

- Maintain written risk communication plan

Required documentation:

- Written risk-communication plan

Domain 3: Inform and educate...(9)

Measure -3.2.4 A

- Make information available through various methods

Required documentation:

- Web page with current information on:
 - a. 24/7 contact number for reporting health emergencies
 - b. Notifiable/reportable conditions line or contact number
 - c. Health data
 - d. Links to public health related laws
 - e. Information and materials from program activities
 - f. Links to CDC and other public health related federal, state, or local agencies, as appropriate....

Domain 3: Inform and educate...(9)

- Other communication strategies for informing the public about public health issues or functions
 - Tailored communication strategies for diverse audiences
 - Innovative communication channels

Domain 3: Inform and educate...(10)

Measure 3.2.5 A

- Provide accessible, accurate, actionable, & current information in culturally and linguistically appropriate formats for populations served by the LHD

Required documentation:

- 1. Demographic data regarding ethnicity and language use
 - El Paso in general and communities within EP in particular
- 2. List of staff or contractors providing interpretation, translation, or other specific communication services

Domain 3: Inform and educate...(11)

3. Availability of assistive staff or technology devices to meet ADA requirements
4. Culturally and linguistically appropriate materials
 - Tailored for people with low literacy/low health health literacy
 - Appropriate reading level
 - Reach populations that may have difficulty with the receipt or understanding of public health communications

Domain 3: Tasks

Task 1:

Develop Health Education Policies & Procedures Manual, including promotion strategies for working with Mexican/Mexican-American populations

Task 2:

Develop Health Communications Policies & Procedures

Task 3:

Develop Risk-Communication Plan

Action Plan

