

## Accreditation and Healthy People 2020

NACCHO's Accreditation Preparation & Performance Improvement Webinar Series  
Wednesday, August 29, 2012 3:30PM ET

*In August 2012, NACCHO hosted a webinar where presenters discussed the connections between local health department accreditation preparation and Healthy People 2020 (HP2020). The webinar provided an overview of HP2020 from CDC staff, and featured representatives from local health departments with experience preparing for PHAB accreditation and incorporating Healthy People 2020 activities into their work. Click [here](#) to download the slides and [here](#) to watch the free archived recording.*

*The questions below were posed during the webinar.*

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### Staffing

**How many Public Health staff does Gallatin City-County Health Department have? Did you hire additional staff for the assessment? If yes, what type of position?**

There are 30 staff members in health and human services. A VISTA volunteer was hired as a full time employee to serve as a grant writer and the accreditation coordinator. Another VISTA volunteer was hired to support the process. Gallatin also contracted with a consultant (a university employee) to facilitate the CHA and CHIP meetings.

### Resources

**Can we get a copy of the Public Health System diagram (jelly bean diagram) that we can modify for our use?**

Agencies can create their own diagram online at <http://www.partnertool.net/>. They can also download a PowerPoint slide containing the diagram (which is easy to edit) [here](#).

**Where can the Study Circles process be found?**

The resources are from the Study Circles Resource Center, a Connecticut-based organization that helps agencies doing work with study circles. The resources on their website, [www.studycircles.org](http://www.studycircles.org), are free and available for download.

**Are the CHIPP Pilot Tools available and if so, how can we access them?**

Wisconsin's CHIPP resources are available at <http://www.walhdab.org/NewCHIPPResources.htm>.

**Where on the HP2020 website is the "why this matters" material?**

You can find "why this matters" material on each topic area page. On the [Healthy People website](#), click on the "Topics and Objectives" tab and then click on one of the topic areas.

### CHIP Process and Healthy People

**What was the cost of the phone survey done by Gallatin City-County Health Department?**

The phone survey cost \$35,000.

**Did the Gallatin City-County Health Department base survey questions on the Centers for Disease Control's Behavioral Risk Factor Surveillance System (BRFSS)?**

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Yes, most of the questions were based on the BRFSS. Other questions were added to address specific areas of interest for the community. More information is available at <http://www.cdc.gov/brfss/faqs.htm>

**Did the hospital remain engaged in the implementation phase?**

Gallatin City-County Health Department expects the local hospital to stay engaged during the implementation phase of the CHIP process because they have been working closely with the staff at the health department throughout the process. This relationship has allowed the hospital to maintain ownership over the parts of the CHIP that align with the hospital's goals.

**Do you anticipate that the hospital will want to do their own community health improvement plan?**

The local hospital does plan to conduct its own community health needs assessment and improvement plan for its community benefit requirements. This assessment will use data from the work with the LHD and will also seek to align goals and strategies.

**How do you decide between recruiting "grassroots" versus "professionals" as partners in community planning?**

Both groups can be valuable partners in community health improvement planning. Ensuring that your partners are comprised of both "grassroots" individuals and "professionals" is important. NACCHO's Mobilizing for Action through Planning and Partnerships (MAPP) [website](#) includes many resources for selecting partners during the "organizing for success" phase of the CHIP process.

**How do you deal with HP2020 objectives where there is no local data?**

This can be a problem for many small or rural jurisdictions. It is important to choose targets and indicators that work for your community. For instance, if your community is concerned with infant health but the number of births is low, infant mortality rates will be unstable, or vary a lot, from year to year. A potential work-around for this item would be to select low birth weight, or prematurity, as the measure.

[Accreditation-Specific Questions](#)

**PHAB domain 5.2.2 states that plans should identify individuals and organizations that have accepted responsibility for implementing strategies. How have communities met this requirement?**

Most health departments incorporate this requirement into the action plans they generate based on their CHIP. On this webinar, Julie Hladky mentions ways in which Wisconsin LHDs have done this. A CHIP Implementation template is available online at <http://www.walhdab.org/NewCHIPResources.htm>.

**In our VERY small county (3,500 total pop.), I am wondering what the benefits of accreditation and going through this process would be?**

Several small agencies have spoken to the value of accreditation. The Norton County Health Department in rural Kansas serves 5,600 people and has eight staff. They served as a beta test site while PHAB was developing its standards and measures. Information about their process and insights is available [here](#).