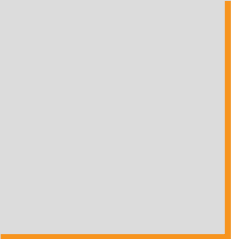




MHOA Lunch & Learn: Accreditation Overview



June 21, 2023



Cambridge
Public Health
Department

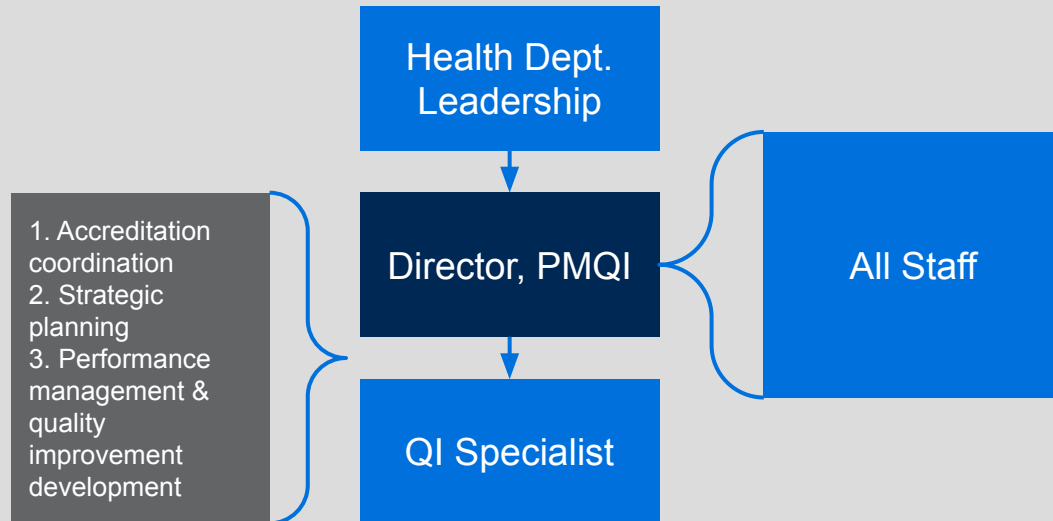


Hello!

August 2018
Initial Accreditation

5-Year Cycle

March 2024
Reaccreditation Submission



Cambridge
Public Health
Department

Today's Objectives

By the end of today's webinar, attendees will:

- Understand the basics of PHAB accreditation
- Be able to articulate the big picture accreditation requirements
- Know the benefits of becoming accredited
- Know how to conduct an audit of their accreditation readiness

Stay Tuned!

- July 12: Grants and Other Sources of Funding
- August 1: Collaboration



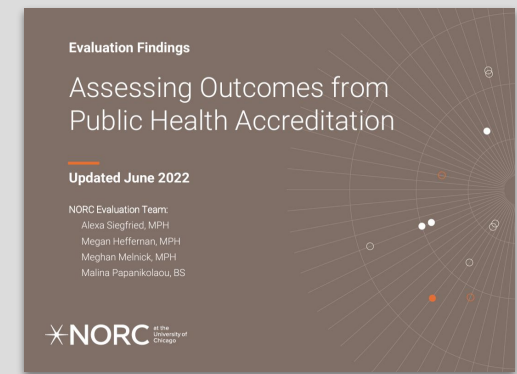
The Public Health Accreditation Board (PHAB)

- PHAB is a nonprofit established in 2007 to advance and transform public health practice by championing *performance improvement, strong infrastructure, and innovation*
- Developed the *Accreditation Standards*, the set of measures that indicate a health department is performing at the highest possible level of quality
- State, regional, local, and Tribal health departments can all be accredited
 - As of June 2023, *90% of the U.S. population* lives within an accredited jurisdiction
 - In Massachusetts, *the state, Boston, Cambridge, and Worcester* (as a regional collaborative)



Benefits of Accreditation

- 95% of accredited health departments reported *they made the correct decision to apply* for accreditation
- Accreditation has:
 - *Stimulated quality* and performance improvement (95%)
 - Helped *identify strengths and weaknesses* (94%)
 - Stimulated greater *transparency and accountability* (89%)
 - Stimulated *greater collaboration* within the health department (88%)
 - Improved capacity to provide *high-quality programs and services* (82%)
 - Improved health department's *management process* (86%)
 - Increase capacity to identify and *address health priorities* (75%)



Source: [NORC Report Slides](#)

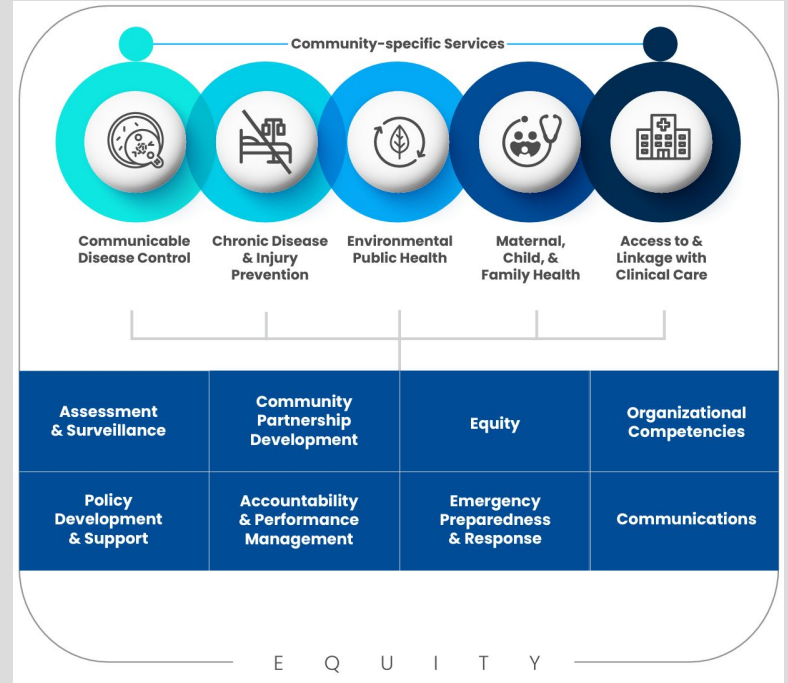


Cambridge
Public Health
Department

The Standards

Initial Accreditation Version 2022

- Based on the *10 Essential Public Health Services* and the *Foundational Public Health Services*



Cambridge
Public Health
Department

The Domains



- 1. Assess and monitor population health status, factors that influence health, and community needs and assets**
Community Health Assessment; collecting, analyzing, and sharing data; using data to improve population health
- 2. Investigate, diagnose, and address health problems and hazards affecting the population**
Emergency Operations Plan; Risk Communications Plan; using surveillance systems; investigating public health and environmental hazards; preparing for and responding to emergencies
- 3. Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it**
Brand Strategy; providing information on public health issues; using communication to support prevention, health, and well-being; maintaining a website; using social media



The Domains



4. **Strengthen, support, and mobilize communities and partnerships to improve health**

Collaborating with partners; participating in coalitions

5. **Create, champion, and implement policies, plans, and laws that impact health**

Community Health Improvement Plan; *remaining informed about public health policies; reviewing policies; addressing equity through policy work*

6. **Utilize legal and regulatory actions designed to improve and protect the public's health**

Training staff on regulatory requirements; investigating complaints; addressing violations; inspecting regulated entities; assessing enforcement programs



Cambridge
Public Health
Department

The Domains



- 7. Contribute to an effective system that enables equitable access to the individual services and care needed to be healthy**
Assessing access to health care; assisting the population in obtaining health care and social services ; ensuring continuity of care during emergencies

- 8. Build and support a diverse and skilled public health workforce**
***Workforce Development Plan**; promoting public health careers; recruiting and hiring a qualified workforce; creating professional development plans; offering and participating in training; building a supportive work environment*

- 9. Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement**
***Quality Improvement Plan**; maintaining a performance management system; developing a culture of quality improvement; fostering innovation; evaluating programs; engaging with public health research*



The Domains



10. Build and maintain a strong organizational infrastructure for public health

Strategic Plan; managing financial, information management, and human resources information; fostering accountability and transparency; evaluating ethics; engaging with a governing entity



Cambridge
Public Health
Department

Pathways Recognition Program

- A program designed to support performance improvement efforts, strengthen infrastructure, and facilitate public health system transformation for health departments *not yet ready for accreditation*
- Can *facilitate accreditation readiness* for eligible health departments intending to use the program as a step toward accreditation
- *34 measures* based on the Foundational Capability measures in the PHAB Initial Accreditation Standards



Getting Started

- **Determine Eligibility:** Local health department = governmental body authorized by constitution, statute, or other regulation to promote and protect the public health of its jurisdiction.
 - Cross-jurisdictional sharing among local health departments **IS** permitted!
- **Understand the Fee Structure:** Training fee of \$1,299 and *annual* accreditation services fee of \$5,600–\$22,400 based on population size (Cambridge is \$8,400). Room for negotiation!
- **Appoint Accreditation Coordinator:** One person responsible for coordinating the accreditation process internally and serving as point person in communication with PHAB. Cannot be the health department director unless written request approved by PHAB. Must complete readiness training.
- **Submit Readiness Assessment:** A checklist of logistical items (preparedness of the director, accreditation coordinator, and governing entity) and big-ticket measures (major plans, capacity, etc.)



Getting Started

- **Apply:** Formal commitment to initiate the public health department's accreditation process. Agree to terms and conditions, submit information about the health department, include letter of support from governing entity, etc.
- **Gather & Submit Documentation:** Based on the 10 EPHS. Documentation is reviewed by your site visit team.
- **Host a Site Visit:** Usually in-person for ~two days. Purpose to validate documentation, understand additional context, gather additional documentation if needed. Includes sessions with the director, domain teams, community partners, and governing entity reps.
- **Decision:** Accredited for five years, additional documentation required, or not accredited.
- **Annual Reports & Reaccreditation:** Different forms each year, different reaccreditation requirements vs. initial accreditation.



Building an Accreditation Team

- An accreditation team is a group of people internal and/or external to the department responsible for *facilitating accreditation readiness* and *documentation development*
- Key Players
 - Look at the **10 EPHS**—Who is responsible for them, broadly, at your health department?
 - Potential *areas of overlap*: 1 and 9; 2, 5, and 6; 4 and 7; 8 and 10
- Benefits of accreditation *to partners*
 - Community Health Assessment data sharing
 - Community Health Improvement Plan coalitions
 - Inspection and enforcement requirements
 - Advancements through quality improvement, innovation, and research



Accreditation Readiness Audit

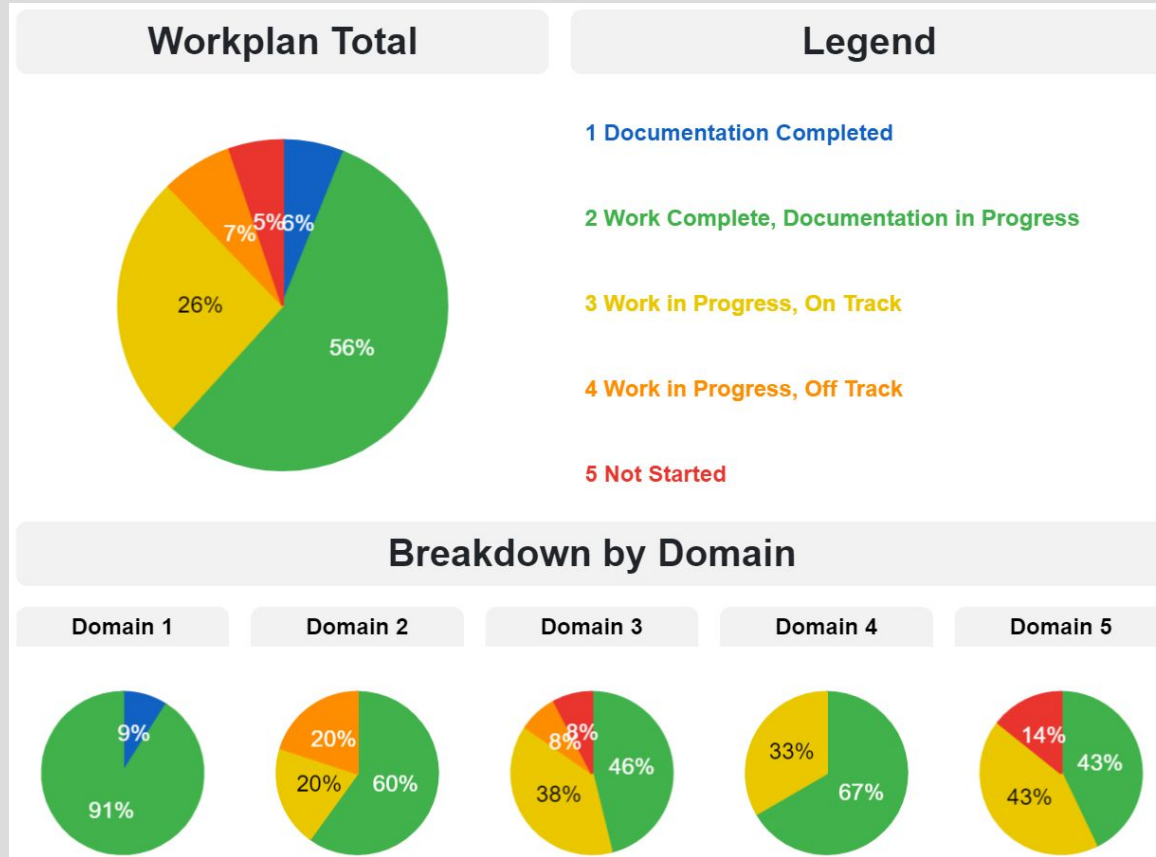
- 1. Establish an Accreditation Team**
- 2. Build (or Borrow) a Tracking Tool**
- 3. Interview**
- 4. Rate: For each requirement:**
 - We could submit documentation today
 - We have work that could be used if expanded, improved, or adjusted
 - We do not do this
- 5. Prioritize**
- 6. Develop Accreditation Work Plan**



Accreditation Work Plan

Domain	Requirement	Document/Example	Lead	Additional Supports	Status	Next Step(s)
Domain 03	3.1.3.2a Enhanced web and social media strategies	Social Media Analytics	rheafield@challianc		3 Work in Progress, On Track	Send Kristin supporting documentation and complete the attached cover sheet regarding social media analytics.
Domain 03	3.1.3.2b Enhanced web and social media strategies	Updated Website	rheafield@challianc		2 Work Complete, Documentation in Progress	Complete the attached cover sheet using our updated website as an example.
Domain 03	3.2.1.1 Approach for developing communication strategies	Health Promotion Policy	Josefine Wendel	Anna Kaplan Dawn Baxter Emma Tzioumis	3 Work in Progress, On Track	Finalize the Health Promotion Procedure.
Domain 03	3.2.2.1a Communications campaigns	COVID Vaccine Formative Research	Kristin Ward	Dawn Baxter Suzy Feinberg	3 Work in Progress, On Track	Review documentation from Dawn B to ensure it meets the PHAB standards.
Domain 03	3.2.2.1b Communications campaigns	TBD	Dawn Baxter	rheafield@challianc Suzy Feinberg	4 Work in Progress, Off Track	Identify the strongest second example for this requirement. Potential options: Brad's biking for older residents OR work Tali did soliciting feedback from the needle exchange/providers.
Domain 03	3.2.2.2 Evaluation of communications strategies	TBD	Dawn Baxter	rheafield@challianc Suzy Feinberg	5 Not Started	Gather documentation showing that the COVID Vaccine Formative Research example from 3.2.2.1a included an evaluation that could be submitted for this requirement.

Accreditation Work Plan



Resources

- [PHAB!](#) Capacity assessments, Center for Sharing Public Health Services, free QI training, etc.
- [Massachusetts Department of Public Health](#)
- [MHOA's Academic Public Health Corps](#)
- [Public Health Foundation](#)
- [Public Health Improvement Training](#)
- [phPIN](#)
- [TRAIN](#)



Questions?

*Contact: Kristin Ward, Director of
Performance & Quality Improvement*
kward@challiance.org



Cambridge
Public Health
Department

