



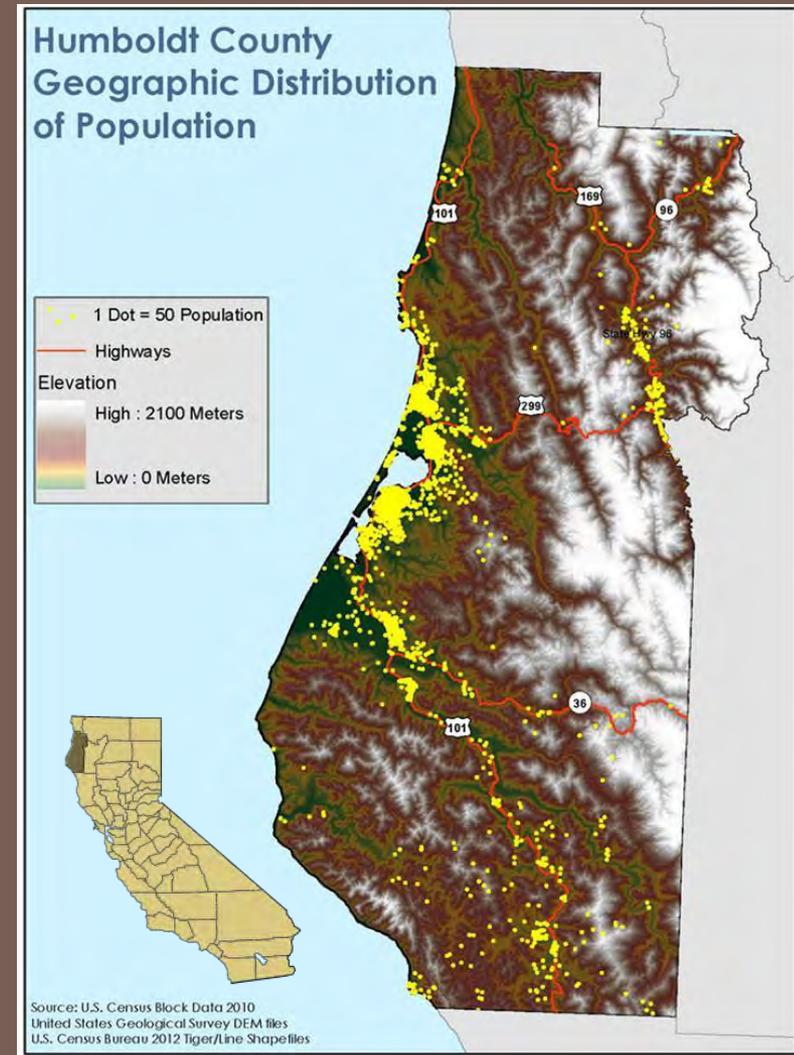
HUMBOLDT COUNTY'S CHA JOURNEY



The Journey *is* the Destination

Humboldt County

- 136,000 people
- DHHS Public Health staff – 160



Humboldt County

- 7 incorporated cities with populations ranging from 400 – 27,000



Ferndale



Eureka Boardwalk



Trinidad Lighthouse

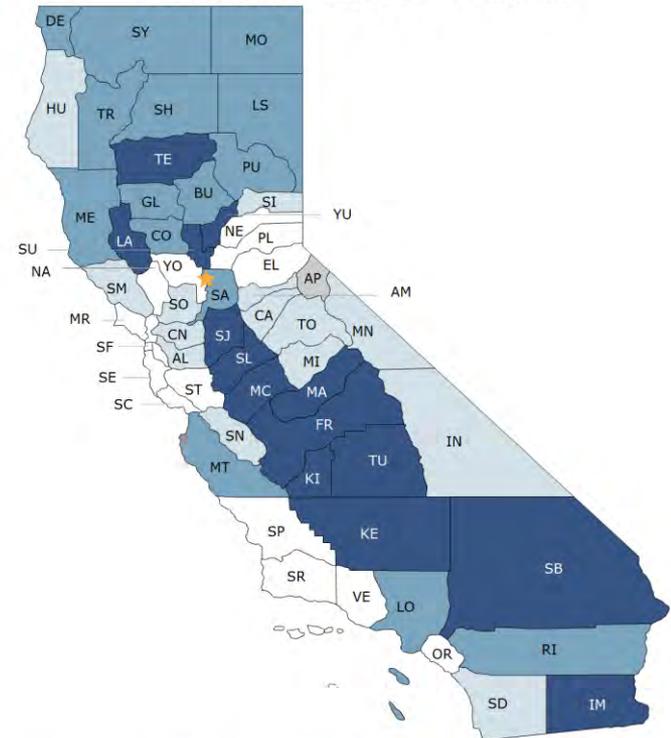
Humboldt County

2013 Health Outcomes - California

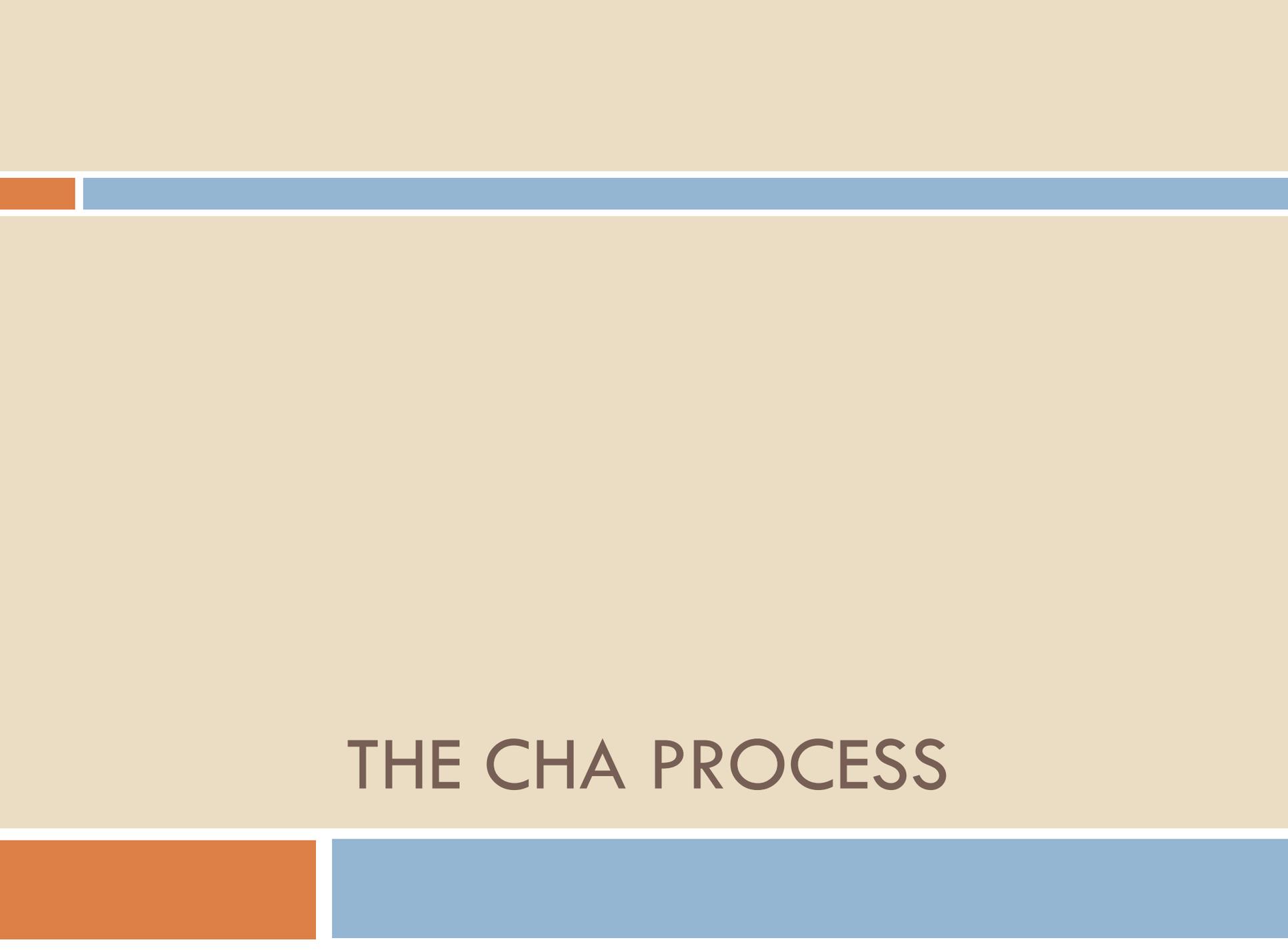


Rank 1-14 Rank 15-28 Rank 29-43 Rank 44-57 Not Ranked

2013 Health Factors - California



Rank 1-14 Rank 15-28 Rank 29-43 Rank 44-57 Not Ranked



THE CHA PROCESS

The Process

Keep your
eyes on the
Standards

Standard 1.1.1

1. “...process included participation of partners outside of the health department...”
2. “...the partnership meets or communicates on a regular basis to consider new data sources ...”
3. Document the collaborative process used.

The Process

Using a robust MAPP process will address about 30 measures.



The Process

Integrating Performance Improvement Processes: MAPP, National Public Health Performance Standards, and Accreditation



Using a robust MAPP process will address about 30 measures.

Introduction

As the roll-out date for voluntary national accreditation approaches, many local jurisdictions are deciding which standards and improvement processes they should implement in their efforts to advance public health capacity and performance. This document explores the connections among several performance improvement processes and standards, including Mobilizing for Action through Planning and Partnerships (MAPP), the National Public Health Performance Standards Program (NPHPSP), and the Public Health Accreditation Board's (PHAB's) draft accreditation standards, in the context of accreditation preparation. While the ultimate goal of accreditation, MAPP, and NPHPSP is to improve public health practice, the focus, immediate outcomes, and processes of these initiatives differ. Throughout this document, readers will note four primary relationships among MAPP, NPHPSP, and specific draft accreditation standards:

- Direct relationship (MAPP): By implementing a robust MAPP process that includes completion of the NPHPSP local instrument, users will fulfill the accreditation measure
- Direct relationship (NPHPSP only): By implementing the NPHPSP local instrument, users will fulfill the accreditation measure
- Indirect relationship (MAPP): MAPP provides the foundation and framework for users to fulfill the accreditation measure; however, using MAPP to fulfill the measure may require users to conduct additional accreditation preparation activities
- Indirect relationship (NPHPSP only): The NPHPSP assessment process allows users to learn important information about how well agencies in their community are performing as part of the local public health system (LPHS).¹ To fulfill the accreditation measure, users will need to implement performance improvement activities that address the information gathered during the assessment process

What is voluntary national accreditation of local health departments?

The goal of voluntary national accreditation is to improve and protect the health of every community by advancing the quality and performance of public health departments.² Accreditation has been defined as the following:

1. The development of a set of standards, a process to measure health department performance against those standards, and some form of reward or recognition for those agencies meeting the standards;
2. The periodic issuance of endorsements to organizations that meet a specified set of performance standards; and
3. A voluntary assessment process where an organization or agency uses experts in a particular field of interest or discipline to define standards of acceptable operation/performance for organizations and measure compliance with them. This recognition is time-limited and usually granted by nongovernmental organizations.³

What is MAPP and how does it relate to accreditation?



MAPP is a community-wide strategic planning process for improving community health and strengthening LPHSs. Facilitated by public health leadership, MAPP provides a framework that helps communities prioritize public health issues; identify resources for addressing them; and develop, implement, and evaluate health improvement plans. The MAPP process does not create a strategic plan for the local health department (LHD); rather, MAPP results in a strategic plan for the entire community.⁴ The outcomes MAPP

The Process

We are already involved in many collaboratives

- Dental Advisory Group
- Humboldt Health Services Advisory Committee
- Hospital Preparedness Program
- CUPA Forum Board
- Family Resource Centers
- Hazardous Materials Resource Agency
- HumCAN
- CalFresh Task Force
- Healthy Humboldt Coalition
- Alcohol and Drug Awareness Program
- Humboldt Bike Month Coalition
- LatinoNet
- Communities of Excellence (Cx3)
- County Nutrition Action Plan
- Network for a Healthy California
- Child Abuse Prevention Coordinating Council
- Seeds of Understanding Speakers Council
- Humboldt Housing and Homelessness Coalition
- System of Care Planning Group
- Humboldt Allies for Substance Abuse Prevention (ASAP)
- Domestic Violence Coordinating Committee
- Southern Humboldt Working Together
- Youth Suicide Prevention
- United Indian Health Services
- Safe Routes to School Task Force
- Healthy Kids Humboldt

The Process

The CHA process can catalyze the formation of partnerships



The Process

Solicit input
and feedback
from our
partners

- What else should be included?
- Does the data appear accurate from your experience?
- Do you have data to add?
- Who else should we engage with this?

The Process

Solicit input
from the
community

- Posted Draft CHA on the website
- Storied the CHA in the local paper
- Emailed liberally
- Survey Monkey

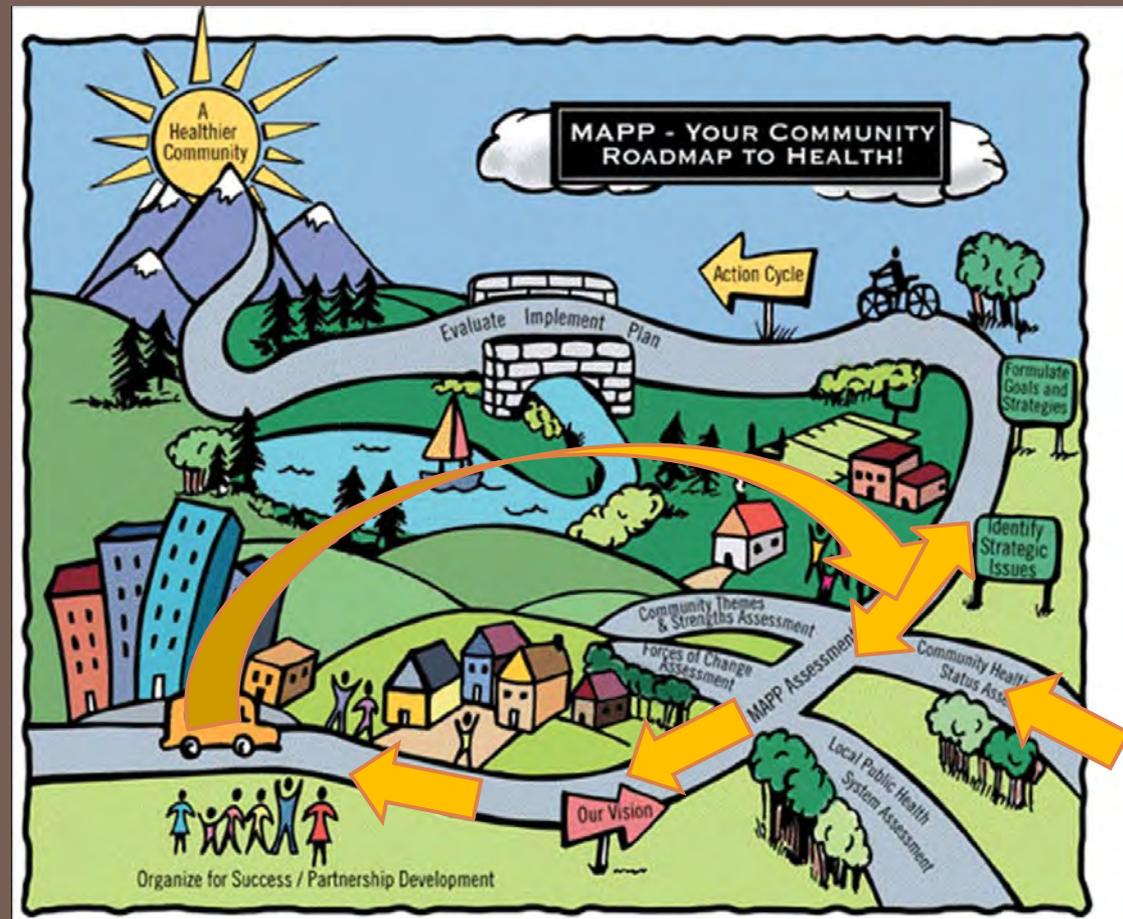
The Process

Collaborative
Process

- Over 300 individuals participated in the review and input process
- The final draft includes many of the suggestions from the community and our partners

The Process

The CHA process can catalyze the formation of partnerships



The Process

Prerequisites
can continue
to evolve
after
applying for
Accreditation

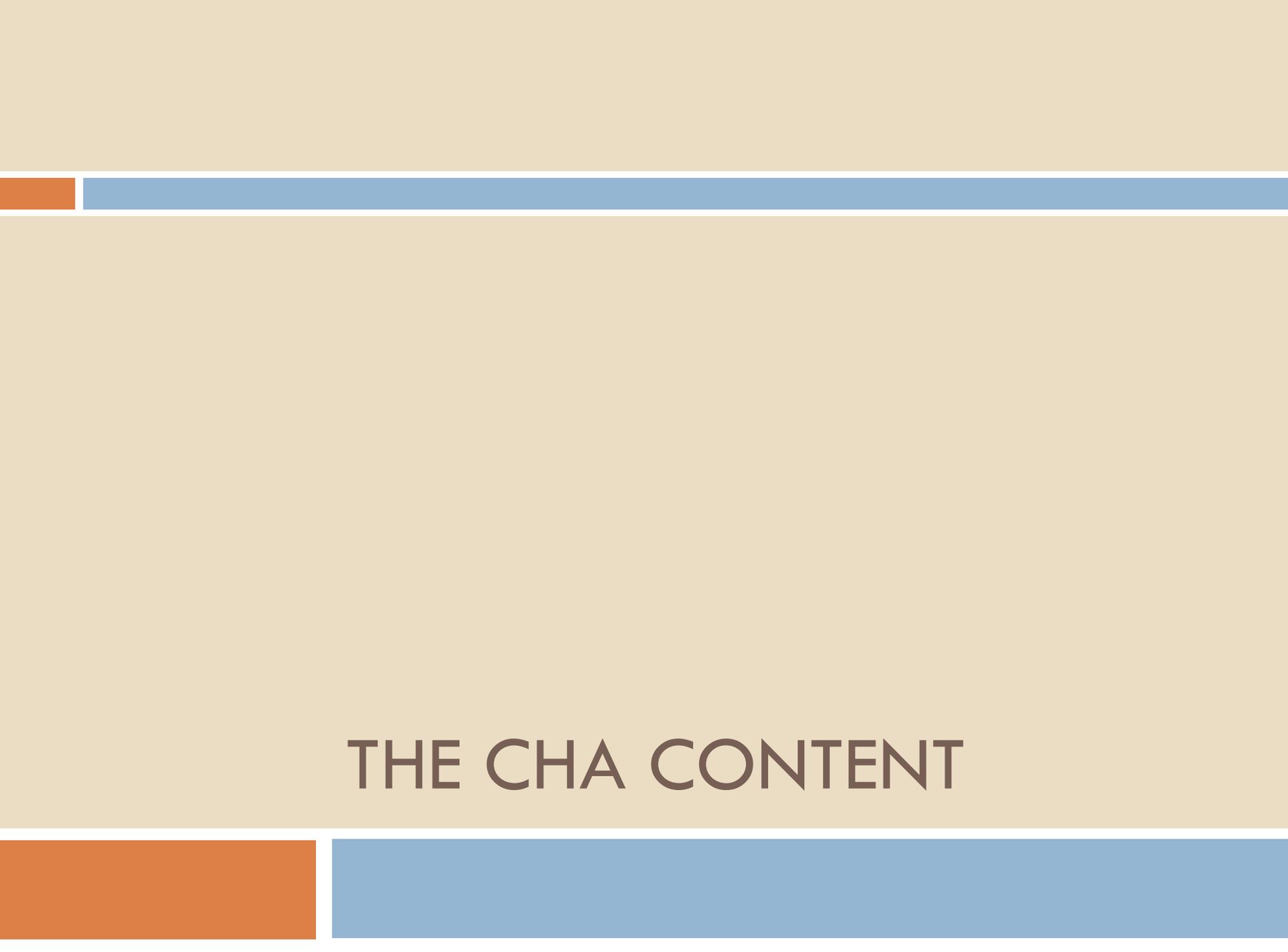
- CHA, CHIP and Strategic Plan submitted with your application will be reviewed for completeness, not conformity to PHAB Standards and Measures
- You will have a year from the time you apply to continue to evolve your documents, if necessary, to conform completely.

The Process

Use the CHA
process to
fulfill other
PHAB
Standards

□ EXAMPLE : Standard 4.1

“Engage with the public health system and the community in identifying and addressing health problems through collaborative processes.”



THE CHA CONTENT

The Content

Keep your
eyes on the
Standards

Standard 1.1.2

1.a “...data from various sources...”

1.b “...description of demographics...”

1.c “...description of health issues...”

1.d “...description of contributing
causes...”

1.e. “...description of existing assets...”

The Content

Data Sources

- CA Health Interview Survey (CHIS)
- CA Cancer Registry
- CA Dept. of Finance
- CA Dept. of Justice
- CA Dept. of Public Health & divisions
- CA Employment Development Department
- CA Healthy Kids
- CA Office of Statewide Planning and Development
- Centers for Disease Control & Prevention (CDC)
- County Health Rankings
- Our county's vital statistics
- Our county's planning department
- Healthy People 2020
- US Geological Survey
- What Works for Health

The Content

Choosing Data

- Emphasis was given to measures that had relatively reliable data for our county, plus corresponding national and state data for comparison.

The Content

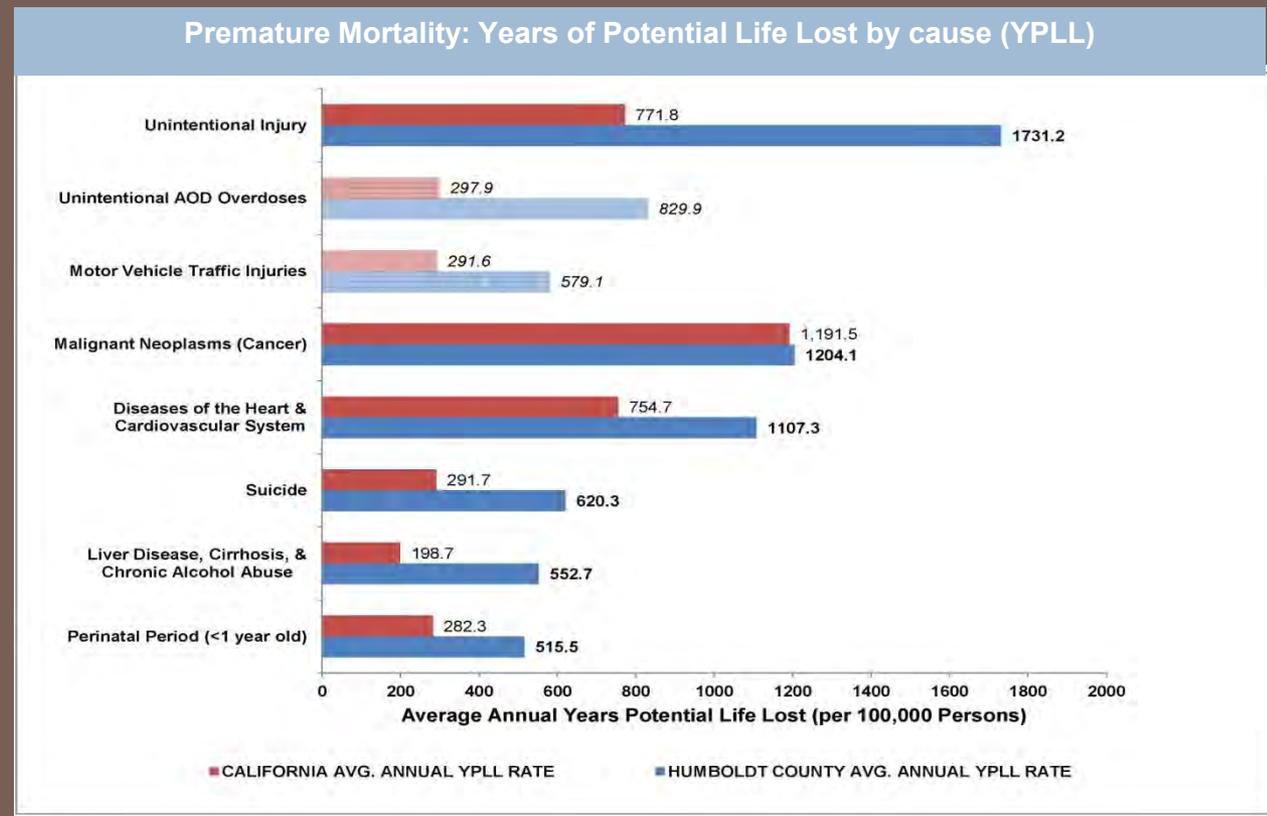
Community-
owned data

- Many of the community requests for additional data were included.
- Establish criteria such as:
 - ▣ Is it measurable?
 - ▣ Is there reliable data?
 - ▣ Is it actionable?
 - ▣ Does it align with LGHCa?

The Content

Analyzing
Data

- Used YPLL to highlight the areas of greatest concern.



The Content

Analyzing Data

2009–2011	Humboldt	+/-	California	+/-
Deaths from Homicide (per 100,000)*	5.9	***	5.2	0.2
Years Potential Life Lost due to Homicide (per 100,000)	124.9	18.9	254.5	—
Emergency Room Visits Due to Assault (per 100,000)	497.2	21.8	291.8	1.0
Percentage of People Who Say They Have Experienced Physical or Sexual Violence by an Intimate Partner Since Age 18	19.4%	6.5%	14.8%	1.0%

$124.9 \pm 18.9 = 106 \text{ to } 143.8$. Entire range lower than 254.4, so **green**

$497.2 \pm 21.8 = 475.4 \text{ to } 519$. Entire range higher than 291.8, so **red**

$19.4 - 6.5 = 12.9$, overlaps 14.8, so not a statistically significant variance

The Content

Use your CHA
to fulfill other
PHAB
Standards

- Example: Standard 3.2.1

“Provide information on public health mission, roles, processes, programs and interventions to improve the public’s health.”

The Content

Use your CHA to fulfill other PHAB Standards

The Public Health System

pub·lic health (pŭb·likˈ heɪlθ) *n.*

the art and science dealing with the protection and improvement of community health by organized community effort and including preventive medicine and sanitary and social science

—Merriam-Webster

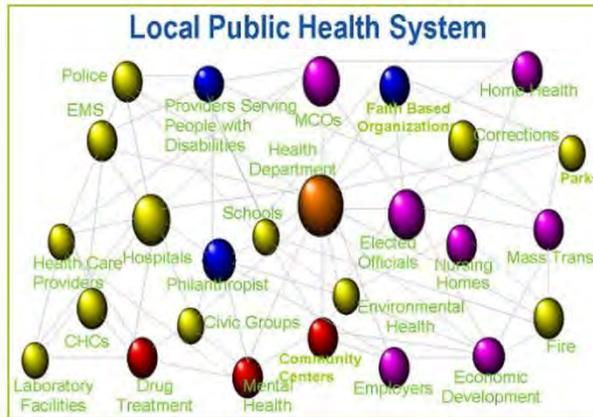
There are 3 Core Functions and 10 Essential Public Health Services that describe public health activities and provide a framework for protecting and improving community health (see graphic on facing page).

DHHS Public Health is one of over 2,800 state, local and tribal health departments charged with ensuring the provision of the 3 Core Functions and 10 Essential Services of public health in their jurisdictions.

But it's not DHHS alone. As illustrated in the graphic below, many organizations play a role in improving the public's health and, together, make up the Public Health System.

Our public health "system" is comprised of many agencies working in concert to keep us healthy and safe from disease and injury.

Public health systems are commonly de-



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2013 Community Health Assessment

defined as "all public, private, and voluntary entities that contribute to the delivery of essential public health services within a jurisdiction."

The complex nature of most social problems belies the idea that any single program or organization, no matter how well managed and funded, can singlehandedly create lasting large-scale change.

Developing strong relationships among these organizations will support us all in achieving what the *Stanford Social Innovation Review* (SSIR) (Winter 2011) calls Collective Impact.

The promise of the Collective Impact approach is substantial improvement on large scale social problems through structured collaboration that includes five key conditions: a common agenda, shared



measurement systems, mutually reinforcing activities, continuous communication, and the presence of a backbone organization.

Together, using a collective impact approach, we can align our resources to move the dial on our most pressing health issues.

The Five Conditions of Collective Impact

Common Agenda	All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.
Shared Measurement	Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.
Mutually Reinforcing Activities	Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
Continuous Communication	Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.
Backbone Support	Creating and managing collective impact requires a separate organization(s) with staff and specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.

http://www.ssriview.org/blog/entry/channelling_change_making_collective_impact_work



Take-aways

- Start where you are
- Use PHAB Standards and Measures 1.0 to guide your process and your content
- Use your CHA as a vehicle to introduce Public Health to your community
- Use your CHA meet additional standards

Contact Info

I'm happy to
answer any
questions

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