

# *Public Health Accreditation: Staff Engagement*

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# Introducing Staff to Accreditation through Hosting a Quality Improvement Summit

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# Background

- LAC DPH consists of 4,000 Staff & 39 Programs
- Performance Improvement Team
  - At least one representative per Program
  - Each rep in charge of their program's measures
  - Monthly meetings



# First LAC DPH QI Summit in 2013

- Objectives
  - Discuss how performance measures relate to Department's goals and programs and how QI can improve work effectiveness
- Methods
  - Presentations, small-group discussions and skill-building exercises
- Invitees
  - Executive Staff, Division Directors, Program Directors, Supervisors/Managers who oversaw PI efforts & PI Team Members
- Half-day Event



# Accreditation Focus of 2014 QI Summit

- Objectives
  - Understand the public health accreditation process
  - Learn about the three accreditation prerequisites & how they drive our work in public health
  - Describe the role of trust in accomplishing our goals
- Methods
  - Presentations, small-group discussions and skill-building exercises
- Half-day & Same Invitees as 2013



# 2014 QI Summit Agenda

- Importance of Accreditation at DPH
  - Director, Dr. Jonathan E. Fielding
  - Key point: Accreditation serves as a tool to continuously improve performance and accelerate efforts to further advance the Department's goals, mission, and vision
- The National Perspective on Accreditation
  - PHAB Exec. Director, Dr. Kaye Bender
  - Key Point: PHAB's Standards and Measures were developed with input from stakeholders and public health experts



# 2014 QI Summit Agenda (con't)

- Accreditation Self-Assessment Results
  - Key point: Timeline shared and road map to get from point A to point B
- Accreditation & Trust Linkage
  - Key points
    - Within DPH increasing trust can make us more effective and efficient in carrying out our mission
    - Outside DPH increasing trust can strengthen our partners' and the public's confidence in us that we are doing an excellent job
    - Becoming accredited is yet another step we can take to strengthen trust on both of those levels



# 2014 QI Summit Agenda (con't)

- Strategic Plan, CHA & CHIP Processes
  - Key point: Chosen by the PHAB as prerequisites because they provide health departments with a foundation and guide toward protecting and improving the health of the community.



# QI Summit Evaluation

- 96% satisfied with Summit
- 100% of responders said 3 goals were fully or partially met
- 94% learned how QI is linked to Accreditation
- 97% gained a better understanding of why DPH is applying for Accreditation
- 95% would recommend the Summit to others



# QI Summit Evaluation Comments

- “It was a great opportunity to see DPH and my role in QI as it aligns with the mission/vision of the Department and where we are going.”
- “Excellent speakers and information presented in a very cohesive manner that allowed better understanding of what the accreditation process is about and what it is trying to achieve.”



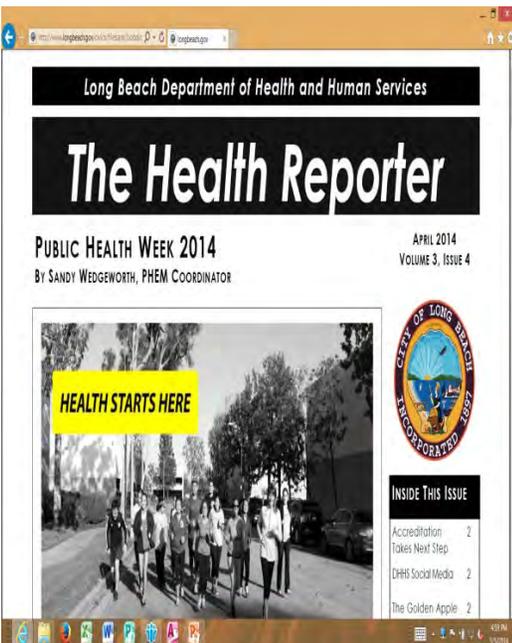


*City of Long Beach*

# Staff



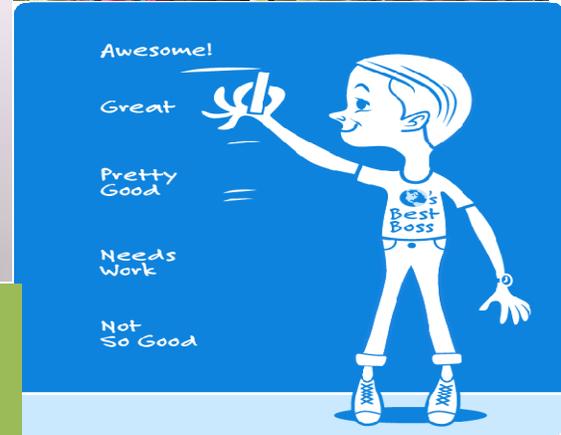
# in Accreditation



Do you know your 10?



Domain Champions  
Documentation Reviewers



Communication



*Santa Clara County*



# STAFF ENGAGEMENT IN ACCREDITATION AT SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT

May 19, 2014

Whitney Webber, MS  
Performance Improvement Manager

# Our PHABulous Champions

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- Accreditation domain co-chairs
- Core accreditation team
- Data for Decision making Committee (aka Performance Measure Owners)
- Staff Engagement Committee
- Customer service leads
- QI Council



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# Accreditation Domain Co-chairs

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- Develop and facilitate domain workgroups
- Complete Local Public Health System Assessment as part of the CHA/CHIP process
- Identify weaknesses/strengths
- Prioritize problems
- Provide expertise on standards and measures
- Collect and organize documentation materials



# Core Accreditation Team

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- ❑ 4-member team meets weekly to maintain progress on accreditation
- ❑ Regularly communicates progress department wide
- ❑ Facilitates large initiatives necessary to meet accreditation (PM/QI, CHA/CHIP, etc.)
- ❑ Provides guidance to 3 domains each
  - Assists in documentation review
  - Connects domains to resources
  - Helps co-chairs problem solve and keep to timeline

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# QI Council

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- Supports the creation, implementation, monitoring and evaluation of quality improvement efforts
- Quality Improvement and Performance Management policy and procedures guides PM/QI efforts in the Department
- Charter and By-laws provides the organizational structure
  - 9-15 members with at least one Deputy Health Officer, one Division Director, and one program manager or line staff from each of our seven centers/divisions
  - Executive Leadership Team is the Steering Committee for the QI Council



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# Data for Decision making Committee

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## ▣ Advises on:

- Linking the strategic plan to measureable outcomes
- Development of program level performance measures and relevant benchmarks/targets
- Data collection/reporting for performance measures
- Opportunities for improvement
- Software options for a performance management system

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# Customer Service Leads

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- Customer service and satisfaction policy and procedures outlines Department's customer focus
- Responsible for coordinating customer service survey administration for their program



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# Staff Engagement Committee

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- Provides recognition of staff for quality improvement successes
- Communicates key messages regularly
- Promotes forthcoming trainings and participation/engagement opportunities
- Meet monthly
  - Representation includes staff from each PH program
  - Staff meeting presentations (standing agenda items)



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# Staff Engagement Committee Activities

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- Accreditation logo and stickers
- 13 Educational PH Accreditation Videos
- 2013 PH Accreditation Calendar
- Domain Posters
- Comprehensive intranet
- Recognition email account & tools
- Weekly Newsletter
- Road Shows (core team)
- Accreditation Guide
- Bulletin Board
- Ice breaker games
- Holiday greeting card
- Video contest
- Staff Day Away
- Performance measures completion certificate

**YOU SHOULD BE IN PICTURES!**

**ANNOUNCING THE PHD ACCREDITATION VIDEO CONTEST!**

Have Fun! Win Prizes! Be a Star!

Choose an Accreditation Domain, and create a video that shows how it relates to your job as an individual or as a Public Health program.

Example: The Circumlocutiones team might use a smart phone to create a Saturday Night Live style news video based on Domain 3, Inform and Educate.

**Rules:**

PHD employees may enter the contest as individuals or teams of 2-4 people.

Video may be three minutes or less in length.

Preferred video format is WMV, but any digital format will be accepted (no analog tape, please)

Maximum file size is 100 MB for submission on camera memory card, CD, DVD or flash/thumb drive, and 10 MB for email and text submissions.

**How to Submit your Video:**

All submissions are due by midnight on June 13, 2014.

Submit small video entries (below 10 MB) to Amy Cornell, via email or text (408) 854-4747 OR Deliver/mail videos up to 100 MB on a CD or DVD to Amy Cornell at Public Health Administration, 976 Lerman Avenue, 2nd Floor, San Jose, CA 95128.

Winners' videos will be posted on the Intranet, and featured at our next Accreditation Day Away.

Email questions to: [Marcela.Vasquez@PHD.SCCGOV.org](mailto:Marcela.Vasquez@PHD.SCCGOV.org)

San Joaquin County **PUBLIC HEALTH**

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Public Health Accreditation  
SAFELY. SMARTLY. TOGETHER.

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Great Things Start with Good Health