



Public Health Accreditation: *Shaping the Future of Public Health*

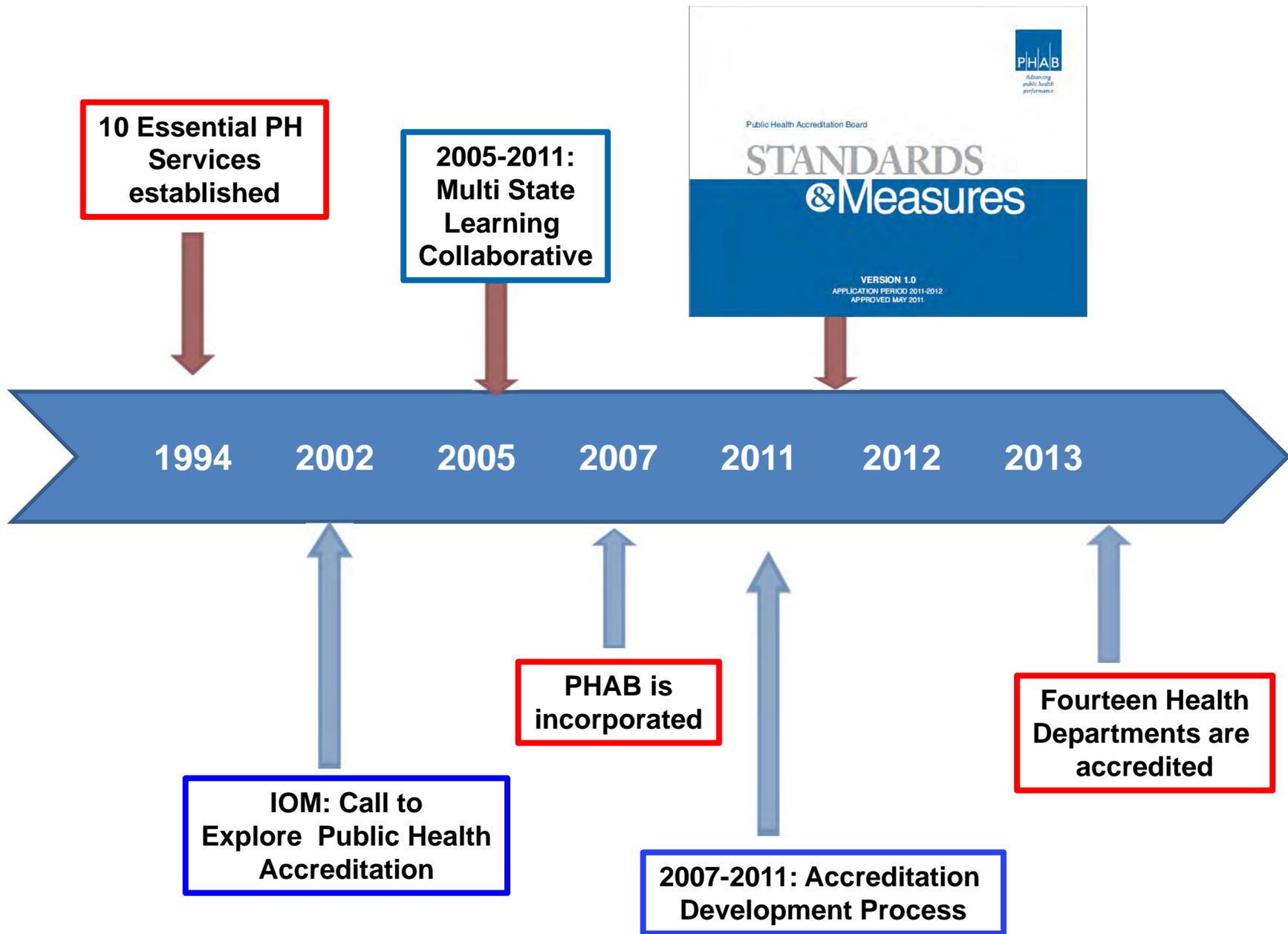
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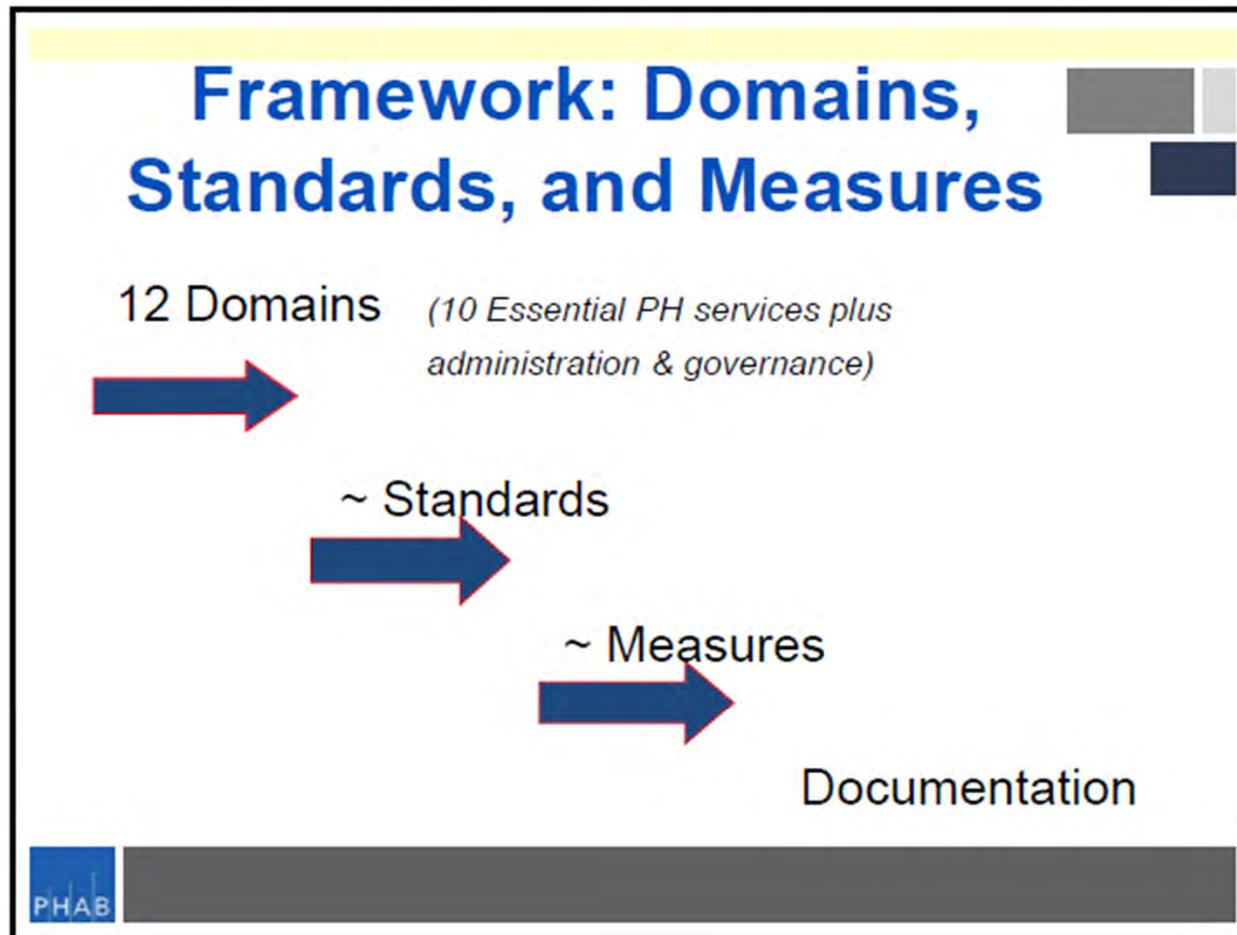
Presentation Contents

1. Public Health Accreditation:
 - Background & Development
2. Upcoming Changes in the Accreditation Process
 - Process
 - Standards & Measures





Accreditation Framework



Principles of Standards & Measures

- Advance the collective public health practice
- Moderate level (not minimum or maximum)
- Build quality improvement into standards
- Apply to all sizes of HDs and all forms of governance structure
- Same standards for tribal, state and LHD (different measures)
- Focus on capacity, planning, policies, process and activities (not program areas or standards)



Accreditation Improvement Committee

- **Purpose:** Assist PHAB's continuous effort to achieve high quality accreditation program that promotes quality and performance improvement of health departments
- **Membership:** Seven members - Three year term
- **Responsibilities**
 - Consider and provide recommendations to the Board for changes to Standards and Measures and accreditation process
 - Establish a multi year schedule for review and revision of Standards and Measures and accreditation process (staggered)
 - 2013- 14: Revise the Standards and Measures
 - 2014- 15: Improve the accreditation process



Timeline: 2013 - 2014

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- **June:** AIC reviews and revises (Jan-April developed)
 - **June-July:** AIC recommendations forwarded to Board
 - **July – Aug:** Public vetting
 - **Aug – Sept:** PHAB reviews and revises based on input
 - **Oct 23-24:** AIC meets and reviews
 - **Nov:** Standards/Measures revised based on AIC
 - **Dec:** Present to PHAB board
 - **Jan 2014:** Release Version 1.5 (note its not 2.0)
 - **July 2014:** Effective



Draft Version 1.5 Inputs

- Recommendations from PH community
- Questions from HDs and Site Visitors
- Results of measures' assessments for the first health departments (most often met and most often not met).
- Think Tanks and Expert Panels
 - Healthy Equity
 - Ethics
 - Communication Science
 - Workforce
 - Informatics
 - Emergency Preparedness



Version 1.5: Editorial Changes

- Significant rewording for increased uniformity, consistent use of terms (e.g., should/must) and clarity
- Deleted definitions of time frames (V 1.0) and inserted column with specific time frame (e.g., current = within 24 months)
- Each measure will start with either "The health department must provide," (for documents) or "The health department must document," (for processes).
- Added columns for number of examples and time frame
- Signature – “evidence of authenticity”



Version 1.5: Content Changes

- Eight new Measures (no new standards)
- Specific topics:



Version 1.5: Ethics

- Alignment with mission and core values
- New Measure: **Ethical issues identified and ethical decisions made** (Domain 11: Administrative Capacity)
 - Strategies for decision making relative to ethical issues
 - 1 set of policies and procedures
 - Example: adoption of the Public Health Code of Ethics, the establishment of an ethics board, or other process.
 - Review of ethical issues and the resolution of the issue



Version 1.5: Data Management (informatics)

- Information management should support scope of HD's work:
 - Including: Performance Management, QI, and Strategic Plan
- Bring data together (across data bases) for decision making
- New Measures: **Primary data** (Domain 1: Assessment)
 - Collection of primary quantitative health data
 - Collection of primary qualitative health data
 - The use of standardized data collection instruments



Version 1.5: Communication Science

- Communication methods are tailored to target (e.g., digital media appropriate for some – not all or all situations)
- Foster two way communication and ongoing relationships with the media
 - Not just traditional media – social platforms



Version 1.5: Communication Science

- New Measure: **Branding of public health and the health department in the community** (Domain 3: inform and educate)
 - An integrated branding strategy
 - 1 policy, plan, or set of policies or strategies
 - Implementation of the department's branding strategy
- New required documentation (Domain 3: inform and educate)
 - Relationship with the media to ensure their understanding of public health and to ensure that they cover important public health issues
 - The media includes print media, radio, television, bloggers, web reporters, etc.



Version 1.5: Workforce Development

- Moving most Human Resource functions under Domain 11 (administrative capacity) to Domain 8 (workforce)
- New Measure: **Work environment that is supportive to the workforce** (Domain 8)
 - Policies that provide an environment in which employees are supported in their jobs
 - A process for employee recognition
 - Employee wellness activities



Version 1.5: Workforce Development

- New Measure: **A competent health department workforce** (Domain 8: Workforce)
 - Recruitment of qualified individuals for specific positions
 - Recruitment of individuals who reflect the population served
- New Measure: **Professional and career development for all staff** (Domain 8)
 - Process for the identification of personal professional development
 - Participation in professional development activities by staff of the department
 - Development activities for leadership and management staff
 - Participation of department leaders and managers in training provided by others, outside of the health department



Version 1.5: Equity

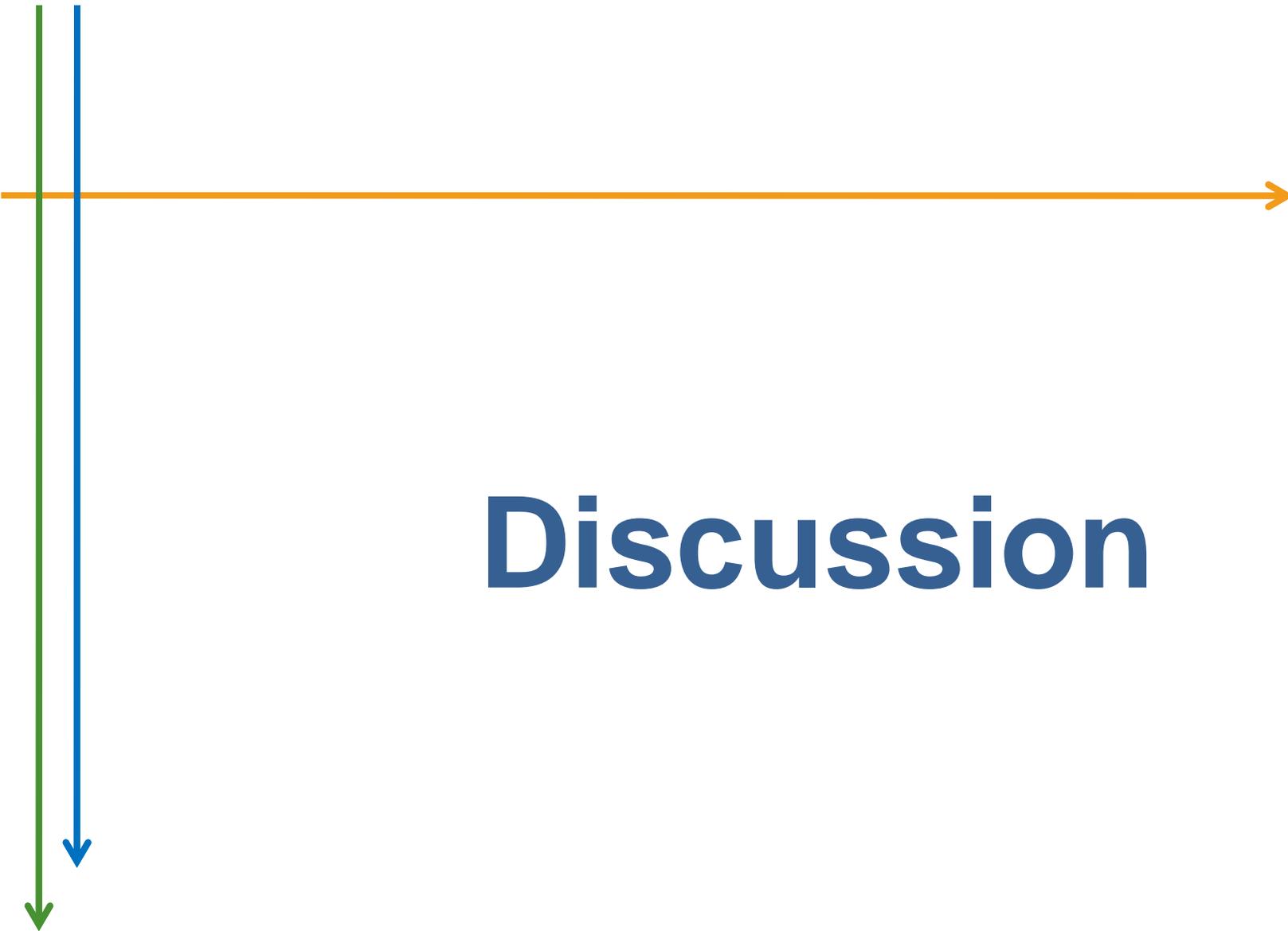
- Deliberate purposeful efforts to address inequities
- Included in Workforce development
- New Measure: **Efforts to specifically address factors that contribute to populations' higher health risks and poorer health outcomes.** (Domain 3: inform and educate).
 - Identification and implementation of strategies to address factors that contribute to populations' higher health risks and poorer health outcomes, or health inequity



Version 1.5: Performance Management

- New Measure: **Performance Management Policy/System**
 - An adopted performance management system
 - Written description of the department's adopted performance management system that includes:
 - Performance standards,
 - Performance measurement including data systems and collection;
 - Progress reporting including analysis of data, communication of analysis results, and a regular reporting cycle; and
 - Process to use data analysis and manage change for quality improvement and towards creating a learning organization.





Discussion

Contact Information



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