

# Gaining Support for Accreditation

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# Activity

1. What is the last major “thing” you, your program or your department needed support for? (program, initiative, event, policy, etc.)
2. From whom did you need the support?
3. How did you get it? (Include the methods you used)

# National Voluntary Public Health Accreditation and the Public Health Accreditation Board

The goal of a voluntary national accreditation program is to improve and protect the public's health by advancing the quality and performance of state, tribal, local, and territorial public health departments

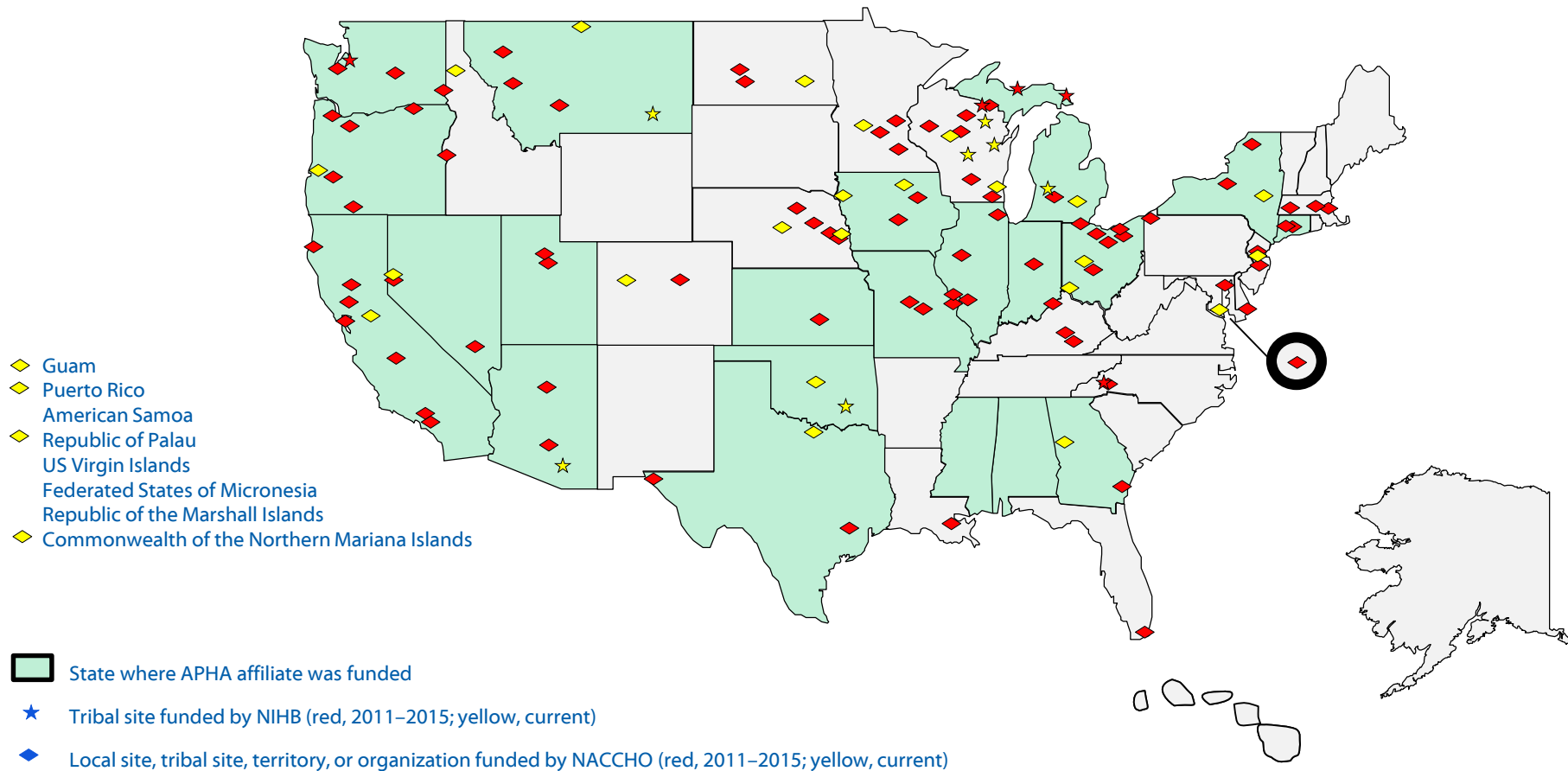
# CDC's Role in Accreditation Support

- Supporting the national program through the Public Health Accreditation Board (PHAB), along with PHAB partner and co-funder the Robert Wood Johnson Foundation
- Advancing readiness in the field
  - Funding national partner organizations that provide technical assistance, educational resources, and trainings
  - Accreditation Support Initiative (ASI) projects
- Establishing incentives – for preparing and for accreditation status
- Building connections to CDC-supported areas and funding streams

# The Accreditation Support Initiative

- Funding to partner organizations to directly support accreditation readiness activities at local, tribal, and territorial health departments
  - Local health departments: NACCHO
  - Tribal health departments: NIHB
  - Territorial health departments: NACCHO
- APHA affiliates are also eligible
- In 2016, there are 34 awardees: 23 local, 7 tribal, and 4 territorial

# All ASI Sites 2011–2016



# Benefits and Impact of Accreditation

Health departments report that accreditation helps them

- Better identify their strengths and weaknesses
- Document their capacity to deliver the core functions and 10 Essential Public Health Services
- Promote transparency
- Improve their management processes
- Stimulate quality improvement and performance management
- Increase their accountability to community members, stakeholders, and policy makers
- Improve their communication with the governing entity/board of health
- Be more competitive in funding opportunities

# Benefits from Accreditation

- Survey after HDs submit SOI (n=131), RR=84.5%

HDs believe accreditation will...





- For 96% of respondents,\* accreditation has
  - Stimulated QI and PI opportunities within HD
  - Improved management processes used by HD leadership
  - Stimulated greater accountability and transparency within HD
  - Helped HD document capacity to deliver three core functions of public health and 10 Essential Public Health Services
  - Allowed HD to better identify strengths and weaknesses
- For 86% of respondents, accreditation has
  - Improved HD's accountability to external stakeholders
- For 61% of respondents, accreditation has
  - Improved HD's competitiveness for funding opportunities

\*Respondents one year after accredited that strongly agree or agree (n=28), RR=90.3%

# Why Tribal Public Health Accreditation?

- Improve and protect the health of the Tribes by advancing the quality of public health services
  - Better match programs to needs
- Tribes are regional partners; credibility is important
- Tribes are often not recognized as local health departments by their respective states
- Identity within the Tribe
- Staff morale/pride
- Exercising sovereignty
- Not eligible to participate in state accreditation



# An Early Step to Achieving Accreditation: Stakeholder Engagement

- How to identify and reach your stakeholders
- Different types of stakeholders
- Different levels of stakeholder engagement
- How to keep your stakeholders engaged

# National Indian Health Board

Purpose: To advocate on behalf of all federally recognized American Indian and Alaska Native Tribes to ensure the fulfillment of the trust responsibility to deliver health and public health services as assured through treaties, and reaffirmed in legislation, executive orders and Supreme Court cases.

Mission Statement: One Voice affirming and empowering American Indian and Alaska Native Peoples to protect and improve health and reduce health disparities.



# NIHB's Role in PH Accreditation

- Involved since 2005, Steering committee to Explore Public Health Accreditation
- Developed an Exploring Tribal Public Health Accreditation Strategic Plan (2009)
- Tribal Public Health Profile report (2010, 2017?)
- National “Tribal Call for Input” (2009)
- Facilitates TPHAAB (2008-present)
- Tribal ASI (2015-2016)



# Tribal Leaders' Perspectives on Public Health Accreditation



<http://www.nihb.org/tribalasi/index.php>



# Snowball Survey

Write down 1 thing that you learned from the video.



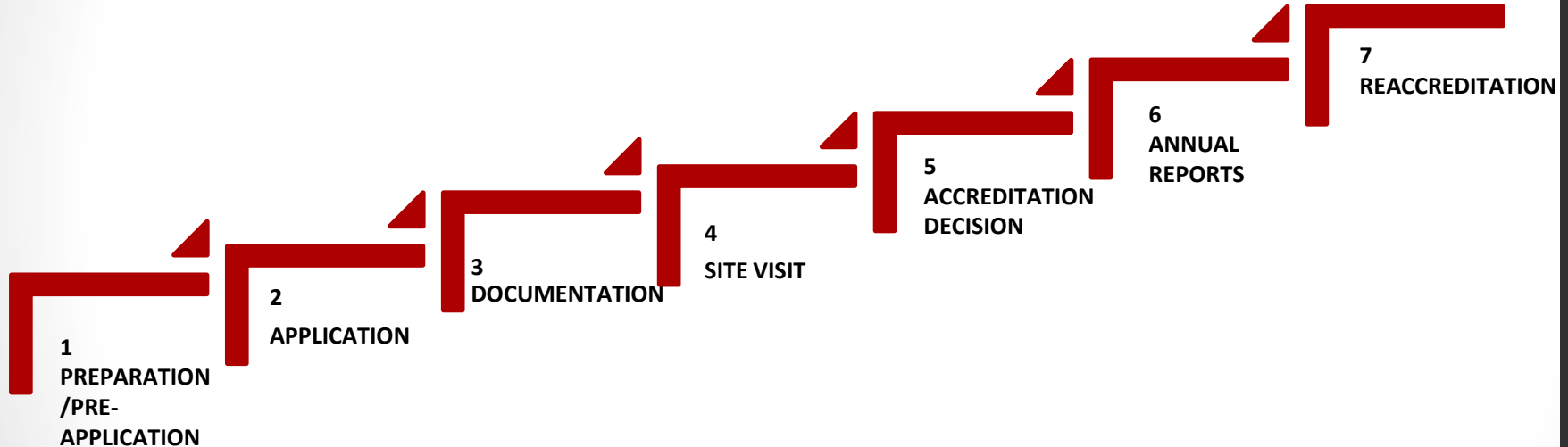
# Status of Tribes in PH Accreditation

- 0 achieved accreditation
- 4 are in the PHAB system
- 11 NIHB Tribal ASI grantees to date
- Estimate an additional 10 or more





# 7 Steps to Public Health Accreditation



# ✓ Preparation/Pre-Application

## The “Big 7 “

- ✓ Tribal or Community health assessment (Standard 1.1)
- ✓ Tribal or Community health improvement plan (Standard 5.2)
- ✓ Strategic plan (Standard 5.3)
- Workforce development plan (Standard 8.2)
- Performance management system (Standard 9.1)
- Quality improvement plan (Standard 9.2)
- Emergency Operations Plan (Standard 5.4)



# Challenges

- Funding
- Manpower
- Staff turnover
- Establishing competencies
- Tribal Health Assessment
- Tribal Health Improvement Process/Plan



# Challenges

- Tribal Infrastructure
- Lack of precedent
- Dueling definitions and authorities
- Public health integrated with clinical care in many Tribal communities (competing accreditations)
- 3-5 year process
- Each Tribe's timeframe is different depending on infrastructure, assurances, etc.



# What We've Learned So Far

- Numerous and sizable gaps in available data
- Challenging to map Tribal vs. county/ state/ regional data
- Community input invaluable
  - Survey
  - Community Clubs
- Identify a framework for THA and THIP
- It is not an overnight process
- Develop a 5 year strategy



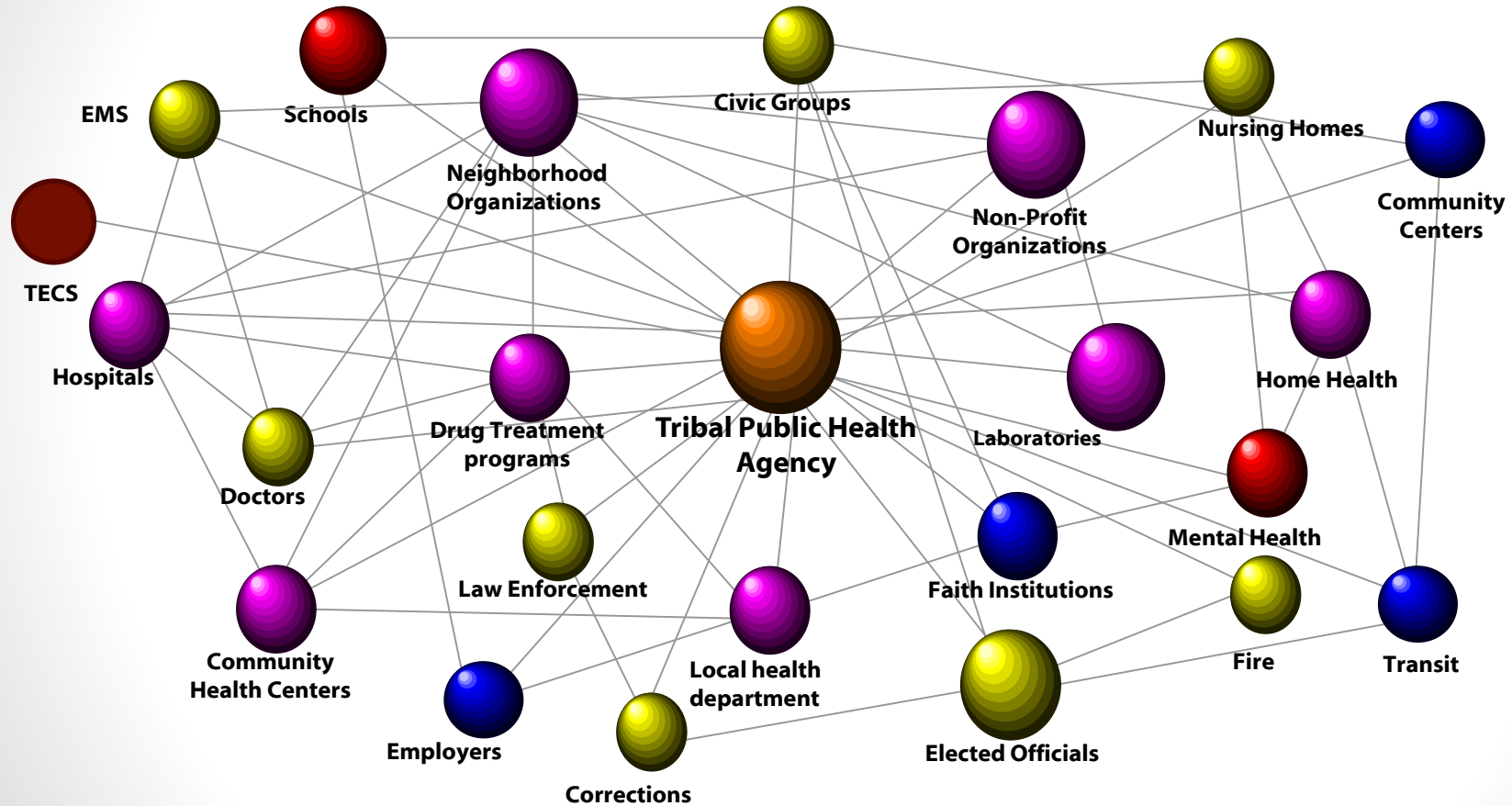
# Why Do You Need Support?

- One health department or program cannot achieve accreditation by themselves
  - Public health, by nature is not the sole responsibility of one entity
  - Required documentation/plans cross programs/organizations/jurisdictions



# From Whom Do You Need Support?

## Identifying Stakeholders In Your Public Health System



# From Whom Do You Need Support?

## STAKEHOLDER GROUPS

- Leadership
- Staff
- Community
- “Outside”
  - Other Tribal programs/divisions
  - Non-Tribal programs/orgs
  - Local/county/state
  - Private entities
  - Maybe funders





# What Level of Support do You Need?

- Depends on what stage you are in



# Planning Tip

- ✓ Not every stakeholder needs to be engaged in all activities and through all stages of the process



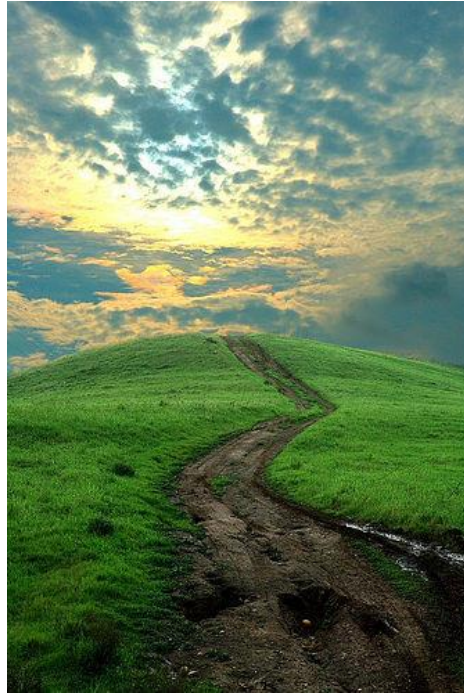
# Levels of Stakeholder Support

HIGH

Level of Interest

**We're going down this path, we want to your opinions AND we want you to know that we have considered and included your input in our direction.**

**We're going down this path and we want you to know about it**



**We're going down this path together and we will collectively decide the direction.**

**We're going down this path and we want to know your opinions on our direction.**

Level of Influence



LOW

# Gaining Leadership Support

- Get executive support first
- Involve Tribal Health Board
- Educate about the benefits
- Involve the community
- Emphasize improved quality and population health
- Justify the costs
- Best-practice
- Using the “A” word early and up-front, meaning Accreditation
- Compare it to hospital accreditation



# Gaining Staff Support

- Mission, Vision, Values
- Strategic plan
- Identify your “Champions”
- Train key staff members
- Help them understand the benefits
- Identify an Accreditation Coordinator
- Celebrate successes



# Gaining Community Support

- Social media
- Community Club presentations
- Ask for volunteers
- Use all Tribal agencies
- Circle of Champions (MAPP)



# Gaining Outside Support

- Seek partnerships from local, regional, private, state, and federal agencies
- Grant support is available
- Community “grassroots” support
- Endorsement from surrounding counties, precincts, and jurisdictions



# How to Start Gaining Support

- Self-assessments, orient yourselves FIRST
- Make a timeline/plan
- Getting the idea of Public Health Accreditation on everyone's radar
  - Leadership
  - Staff
  - Community
  - Others





# Questions ?





Add logos!!

Thank you!

(Name)

(phone number)

(e-mail address)

