Thinking Ahead: Who Needs to Be at the Table and When?

Presented by:
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Accreditation Coordinator
Overview

- The San Diego setting: demographics and characteristics of local health department
- *Live Well, San Diego!*
- Stakeholder identification
- Stakeholder engagement
The San Diego Setting

Demographics and County Government
San Diego County

- 3.1 million people
- 18 municipalities, with several other unincorporated cities
- 2011 estimates:
  - White – 48%
  - Hispanic – 32.5%
  - Asians – 11.4%
  - Pacific Islanders – 0.6%
  - Black – 5.6%
  - Native Am – 1.4%
- A diverse region: border, military, tribal lands, refugee, urban, rural, and a vacation destination

San Diego County:
4,206.63 square miles
County Government

- 5 Board of Supervisors
- Chief Admin Officer
- General Management System
- 5 Business Groups

- Health and Human Services Agency
  - Public Health Services
    - Includes Emergency Medical Service
    - DEH & Animal Services are separate departments
  - Primary Care: Large Community clinic network & 4 major health care systems
County of San Diego HHSA Service Regions
Collective Effort for a Collective Impact Approach with *Live Well, San Diego!*
Identify Stakeholders

Determine who is responsible for what
Review PHAB Requirements

• Pre-requisites: Community Health Assessment, Community Health Improvement Plan, and Health Department Strategic Plan

• 12 Domains: who is responsible for the work in each of the 10 public health essential services
  – All functions may not be carried out directly by the health department
It’s the journey, not the destination

Conduct self-assessment with PHAB standards

Have you identified gaps?

Yes: Identify partners that may help fill the gaps

No: Collect documentation

Identify partners that may help fill the gaps

Is partner internal?

Yes: Partner participates on accreditation team

No: Determine whom to contact

Schedule time to present/discuss accreditation

Use communication guide to strategically target the partner for engagement in accreditation
Stakeholder Engagement
Develop a Strategy to Engage Stakeholders

• Have a communication plan
• Provide clear expectations
• Plan to sustain the relationship beyond the accreditation site visit
Communication Plan

• Tailor messages strategically to the type of stakeholder and level of involvement needed
• Set a timeline for orienting stakeholders
• Use a tool to track communication with stakeholders
# Sample Tracking Tool

<table>
<thead>
<tr>
<th>Stakeholder Group</th>
<th>Description of Target Audience</th>
<th>Key Concepts to Convey</th>
<th>Presentation Date</th>
<th>Presenter Name/Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHS – All Staff</td>
<td>Public Health Services staff will play a key role in identifying many of the documents. They will comprise a majority of the Domain champion positions and will participate on Domain teams as requested by the leads.</td>
<td>What is PH accreditation?</td>
<td>11/1/2011</td>
<td>T. Bannan &amp; W. Wooten</td>
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<tr>
<td></td>
<td></td>
<td>Who is PHAB?</td>
<td>12/20/2012</td>
<td>W. Wooten</td>
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<td>Why is it important?</td>
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<td>What does PHS need to do?</td>
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<td>PHS Branches</td>
<td>Public Health Services staff will play a key role in identifying many of the documents. They will comprise a majority of the Domain leads positions and will participate on Domain teams as requested by the leads.</td>
<td>What is PH accreditation?</td>
<td>Epi all staff</td>
<td>T. Bannan</td>
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<td>Who is PHAB?</td>
<td>8/16/2012</td>
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<td>• EMS</td>
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<td>Why is it important?</td>
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<td>• HSHB</td>
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<td>What does HHSA need to do?</td>
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<td>• MCFHS</td>
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<td>What do I as an employee need to do?</td>
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<td>• PHN Admin</td>
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<td>What’s in it for me?</td>
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<td>• TB</td>
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<td>Department of Environmental Health (DEH)</td>
<td>Domains 2 and 6 have many standards and measures that require HHSA to partner with DEH in maintaining the public’s health. DEH has a key role in enforcing public health laws and working with Community Epidemiology and EMS to mitigate outbreaks and protect against public health threats.</td>
<td>What is PH accreditation?</td>
<td>1/22/2013</td>
<td>T. Bannan</td>
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<td>Who is PHAB?</td>
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<td>Why involve DEH?</td>
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<td>What do I as an employee need to do?</td>
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</table>
Communication Mechanisms

- Presentations to groups of stakeholders
- One-on-one meetings or phone calls
- Internal and external campaigns around public health accreditation – make it fun
- E-mails to keep stakeholders engaged in the process
- Creative videos
Sustain the Relationship

• PHAB standards are meant to provide guidance to strengthen your health department and the local public health system
  – Public health accreditation lasts 5 years
  – Relationships formed will improve the system

• Greater opportunities for synergies

• Collective impact is farther reaching than isolated impact

• Partnerships are better positioned for seeking funds for activities to achieve collective goals
Summary

• Identify your key stakeholders at the beginning of your accreditation journey and along the way
• Be flexible in your engagement approach
• Allow for adjustments; the process is where relationships are developed and strengthened
• The result will be better engagement within your jurisdiction both internally and externally leading to silo busting, stronger collaboration and improved health outcomes