

# Mobilizing Your Community for Accreditation Readiness: Strategies and Lessons Learned

April 9, 2016

# Objectives for Today

- Highlight lessons learned from engaging community partners in accreditation readiness
- List top ten lessons learned from application for accreditation
- Describe creative strategies for building local partnerships in the rural counties
- Highlight the role of the local health officer in building community partnerships

Structure and Local Resources

# THOMAS JEFFERSON HEALTH DISTRICT

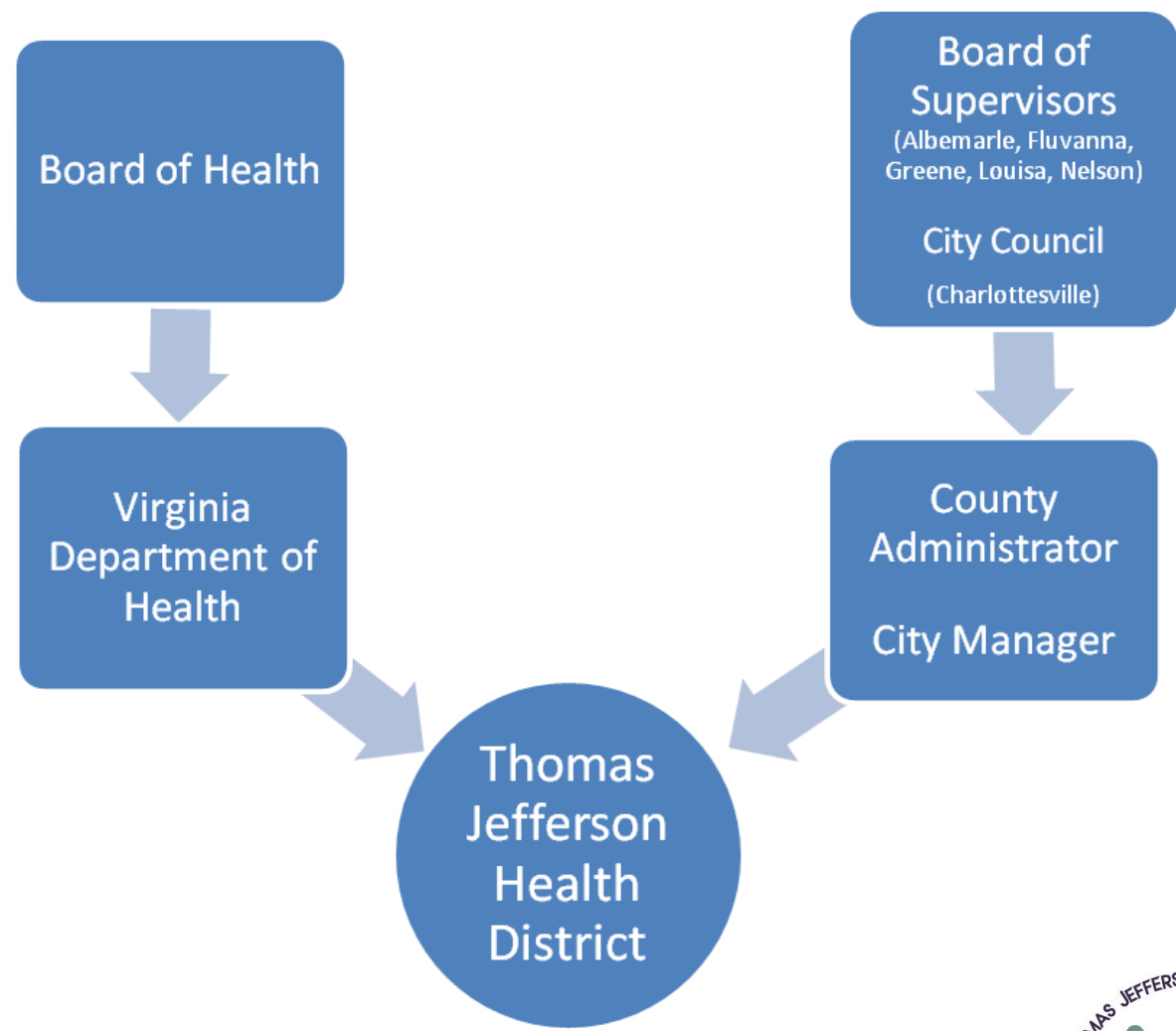
THIS IS PUBLIC HEALTH.



§32.1-31 of the Code of Virginia:

*The governing body of any county or city may enter into a contract with the [State] Board [of Health] for the operation of the local health department in such county or city.*

*Each contract between a county or city and the Board shall specify the services to be provided in addition to the services required by law and shall contain such other provisions as the Board and the governing body of the county or city may agree upon.*



# Locality Governing Agreements (LGAs)



Denise Bonds, MD, MPH  
District Health Director



§32.1-30 of the Code of Virginia:  
*Each county and city shall establish and maintain a local department of health which shall be headed by a local health director, who shall be a physician licensed to practice medicine in this Commonwealth.*





**Charlottesville/Albemarle Health Department**



**Fluvanna Health Department**



**Greene Health Department**



**Louisa Health Services**

# 93 full-time employees 5 local health departments in 6 locations

State, county, grant and revenue funded



**Louisa Environmental Health**



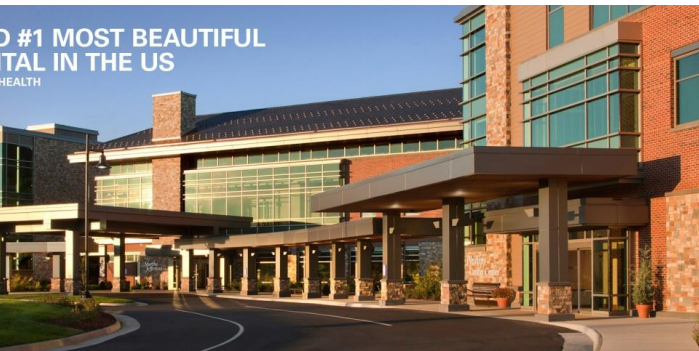
**Nelson Health Department**



# District Facts



- In the foothills of the Blue Ridge mountains and Shenandoah National Park with an abundance of activities for outdoor enthusiasts, 2 UNESCO World Heritage sites, Virginia horse farms, vineyards, craft breweries, and a historic pedestrian Downtown Mall in Charlottesville... the area is a top tourist (and wedding) destination
- With the exception of Charlottesville, a largely rural district with limited public transportation
- Home of the University of Virginia (UVA), Thomas Jefferson's Monticello, and James Monroe's Ash Lawn-Highland
- Home of UVA's University Medical Center and Sentara's Martha Jefferson Hospital
- Louisa, VA is home of the North Anna Nuclear Power Station which generates 1,892 megawatts from its two units
- Home of a branch of the International Rescue Committee (IRC); IRC resettles ~200 refugees in the Charlottesville area per year





# District Population

Locality	2014
Albemarle County	104,489
Charlottesville City	45,593
Fluvanna County	26,092
Greene County	19,031
Louisa County	34,348
Nelson County	14,850
TJHD	244,403

# Leading District Employers

Rank	Employer	# of Employees
1	University of Virginia	1000+
2	University of Virginia Medical Center	1000+
3	County of Albemarle	1000+
4	Sentara Martha Jefferson Hospital	1000+
5	City of Charlottesville	1000+
6	State Farm Mutual Automobile Insurance	1000+
7	UVA Health Services Foundation	1000+
8	Charlottesville City School Board	500-999
9	World Strides	500-999
10	US Department of Defense	500-999

# Why Accreditation?!



- Will increase awareness about local public health
- Become more data-driven
- Develop clearer goals
- Collaboration = Collective Impact



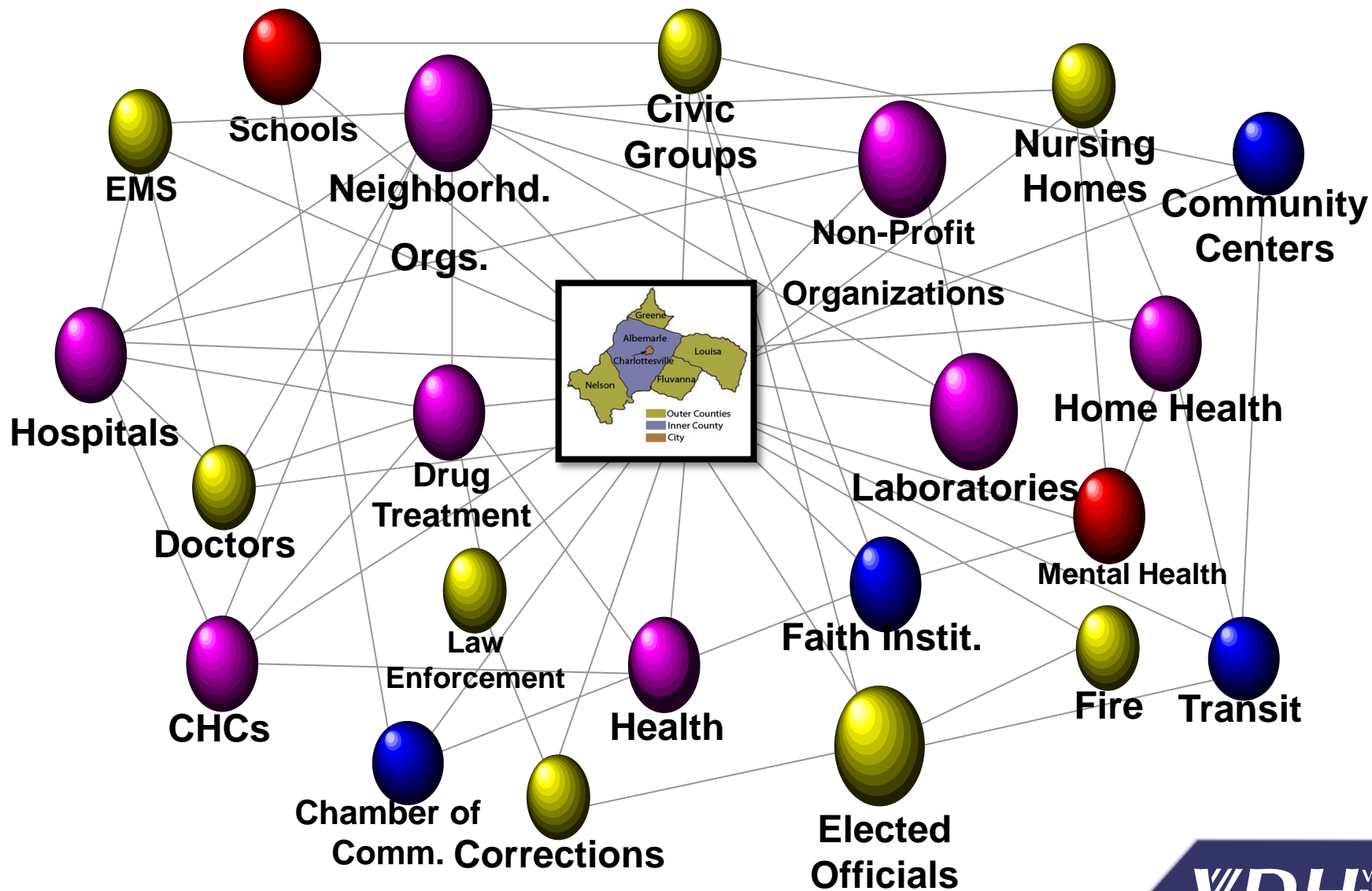
# ENGAGING COMMUNITY PARTNERS IN ACCREDITATION READINESS

# Health Department = Neutral?

- Does competition exist in your community?
- What level of trust does the community have in your organization?



# Think. Who are your partners?





# MAPP 2 Health 2011-12

## 1. Locality CHA Councils

- Review, discuss and determine need for additional quantitative and qualitative data
- Prioritize health issues

Charlottesville-  
Albemarle

Fluvanna

Greene

Louisa

Nelson

- Local government
  - Schools
  - Colleges

- Community agencies
  - Healthcare organizations
  - Non-profits

## 2. TJHD MAPP 2 Health Leadership Council

- Decide health questions for TJHD phone survey
- Complete Community Health Improvement Plan for TJHD

- 1-2 reps per CHA locality council
- District-wide agencies serving TJHD

# TJHD MAPP 2012 Organizational Partners

Albemarle County	Creciendo Juntos/United Way	Greene County Sheriff	Martha Jefferson Hospital (MJH)	Smart Beginnings
Albemarle County Schools	Downtown Family Health Care	Greene County Transit and Early Education	MJH - Medical Group	Stanardsville United Methodist Church
ASG & CMHWC	Emmanuel Christian Center	JABA	NCAE of ACE	State VICAP Counselor
Blue Ridge Medical Center (BRMC)	Family & Consumer Sciences VA Cooperative Extension Service	JABA-Nelson Center	Nelson County Department of Social Services	Thomas Jefferson Health District
BRMC/Rural Health Outreach Program (RHOP)	Fluvanna County Administrator	JAUNT	Nelson County Health Department	United Way
Charlottesville City Schools	Fluvanna County Health Department.	Jefferson Area CHIP	Nelson County Schools	University of Virginia (UVA)
Charlottesville Free Clinic	Fluvanna County Public Schools Adult Education	Library Literary Board of Nelson County	OK Collaborative	UVA Curry School of Education
Charlottesville Department of Social Services	Fluvanna County Schools	Louisa County Board of Supervisors	Piedmont Housing Alliance	UVA Department of Public Health Sciences
Children, Youth and Family Services	Fluvanna Department of Social Services	Louisa County CSA	Piedmont Virginia Community College	UVA Emergency Department
City of Charlottesville	Greene Care Clinic	Louisa County Department of Human Services	Region Ten	UVA School of Nursing
Commission on Children and Families	Greene County Administrator	Louisa County Department. of Social Services	Regional Literacy Council	Virginia Cooperative Extension
Community Action on Obesity	Greene County Board of Supervisors	Louisa County Fire & EMS	Ride Share	Virginia Department of Health
Community Dental Center	Greene County Department of Social Services	Louisa Health and Wellness	SARA	
Community Mental Health and Wellness Coalition	Greene County Health Department	MACAA	Skyline CAP, Inc.	

# The Role of the Local Health Officer in Building Community Partnerships

## Know the history and show up!





# Strategies for Building Local Partnerships in Rural Counties

Go to the people...

Find a champion...

Build a bridge...



# Top Ten Lessons from Accreditation

# #1 Be Prepared.





# PHAB Costs

<b>Health Department Category</b>	<b>Initial Accreditation Review Fee*</b> <i>Effective July 1, 2016-June 30, 2017</i>	<b>Annual Accreditation Services Fee*</b> <i>Effective July 1, 2016-June 30, 2017</i>
Category 1 <i>Health Departments with populations of 100,000 or fewer</i>	\$ 14,000	\$ 5,600
Category 2 <i>Health Departments with populations greater than 100,000 to 500,000</i>	\$ 21,000	\$ 8,400
Category 3 <i>Health Departments with populations greater than 500,000 to 1,000,000</i>	\$ 28,000	\$ 11,200
Category 4 <i>Health Departments with populations greater than 1,000,000 to 5,000,000</i>	\$ 35,000	\$ 14,000
Category 5 <i>Health Departments with populations greater than 5,000,000</i>	\$ 56,000	\$ 22,400
*Fees are subject to review for potential annual expense adjustments to take effect on July 1st of each year. Any changes to the fee amount will be announced in January of that same year.		

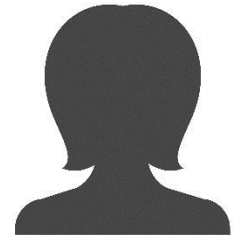
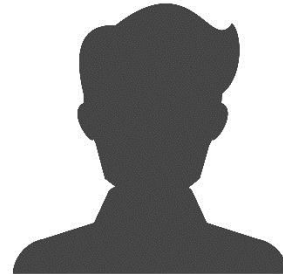
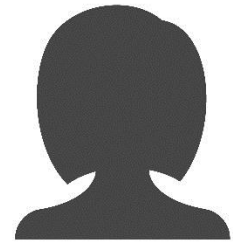
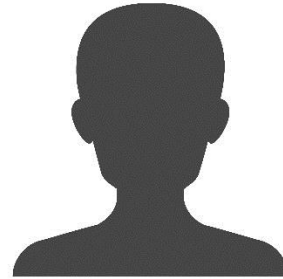
# #2 Engagement



# #3 Identify Leader(s).

## Questions to ask:

1. Who in your organization knows all aspects of the health department?
2. Who has institutional knowledge?
3. Who can support the project administratively?



# #4 Build a STRONG Foundation





# #5 Focus on Population Health



**Review major requirements:**

CHA/CHIP

Strategic Plan

Workforce Development

Quality Improvement

Emergency Preparedness

# Mission

*The Virginia Department of Health is dedicated to promoting and protecting the health of Virginians*

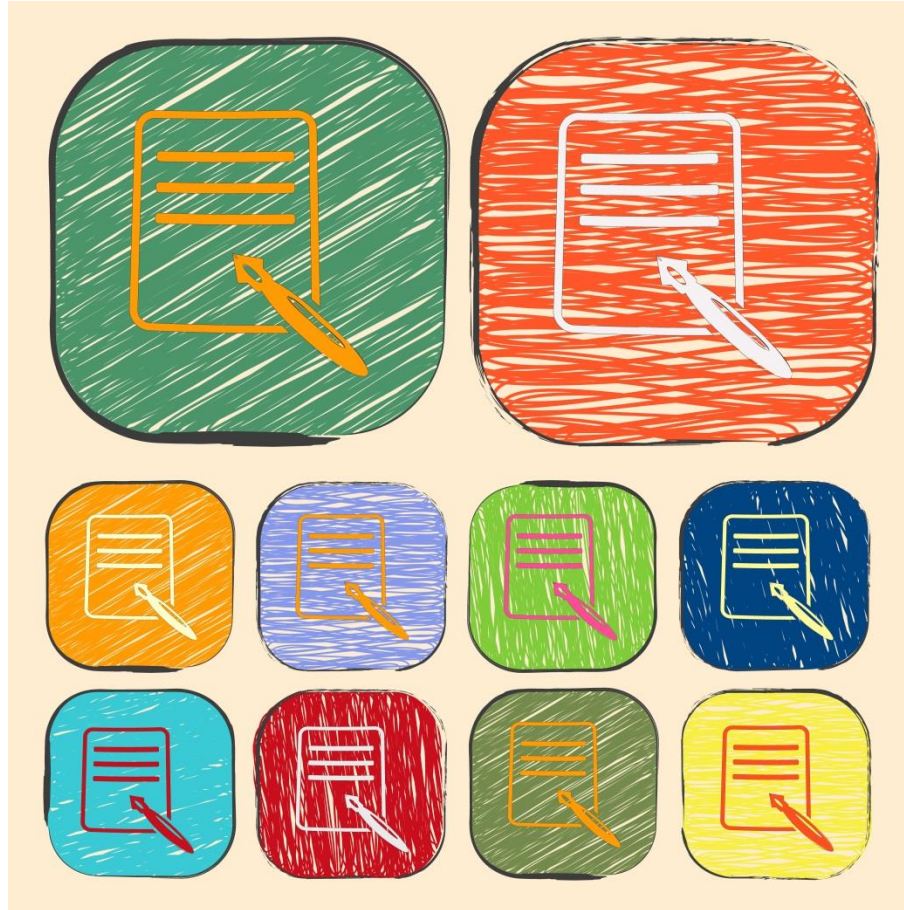
# Vision

*Healthy people in healthy communities*

## Strategic Priorities

1. **Organizational Effectiveness and Workforce Excellence:** Improve organizational effectiveness and enhance the quality and productivity of the workforce.
2. **Health Improvement:** Address the VDH clinical preventive health priorities in providing services to children, families, and women of childbearing age.
3. **Health Administration:** Enhance the quality and effectiveness of public health administration.
4. **Environmental Health:** Reduce environmental hazards to control the spread of communicable disease.
5. **Health Protection:** Prevent and control the spread of infectious disease.
6. **Health Promotion:** Work collaboratively with community partners to address the community's health priorities and prevent and mitigate public harm.

# #6 Document, Document, Document!



# **#7 and #8**

# **Seek Funding and**

# **Support.**





# #9 Keep Going.





# #10. Celebrate!



# #10. Celebrate!



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Public Health Service

Centers for Disease Control  
and Prevention (CDC)  
Atlanta GA 30333

September 10, 2015

Denise Bonds, MD, MPH  
District Director  
Thomas Jefferson Health District  
1138 Rose Hill Drive  
Charlottesville, Virginia 229036

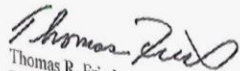
Dear Dr. Bonds:


On behalf of the Centers for Disease Control and Prevention (CDC), we are pleased to congratulate the Thomas Jefferson Health District on achieving accreditation by the Public Health Accreditation Board (PHAB).

Your national accreditation status sends an important message to your partners and community that your organization meets national standards and provides services in a manner that all residents should come to expect from their health departments. In addition, because the national accreditation program seeks to advance the quality and performance of all health departments, your participation in this program indicates your commitment to the continuous improvement of your health department's services.

Receiving recognition from PHAB as an accredited health department is an impressive achievement. CDC recognizes the time and effort that leaders and staff members from all levels of your health department have dedicated to this effort. We commend the Thomas Jefferson Health District for this extraordinary accomplishment.

Sincerely,

  
Thomas R. Frieden, MD, MPH  
Director, CDC

  
Judith A. Monroe, MD, FAAFP  
Director, Office for State, Tribal,  
Local and Territorial Support  
Deputy Director, CDC

VIRGINIA  
DEPARTMENT  
OF HEALTH  
& ENVIRONMENT

## News Release

Drive, Charlottesville, VA 22903

August 10, 2015

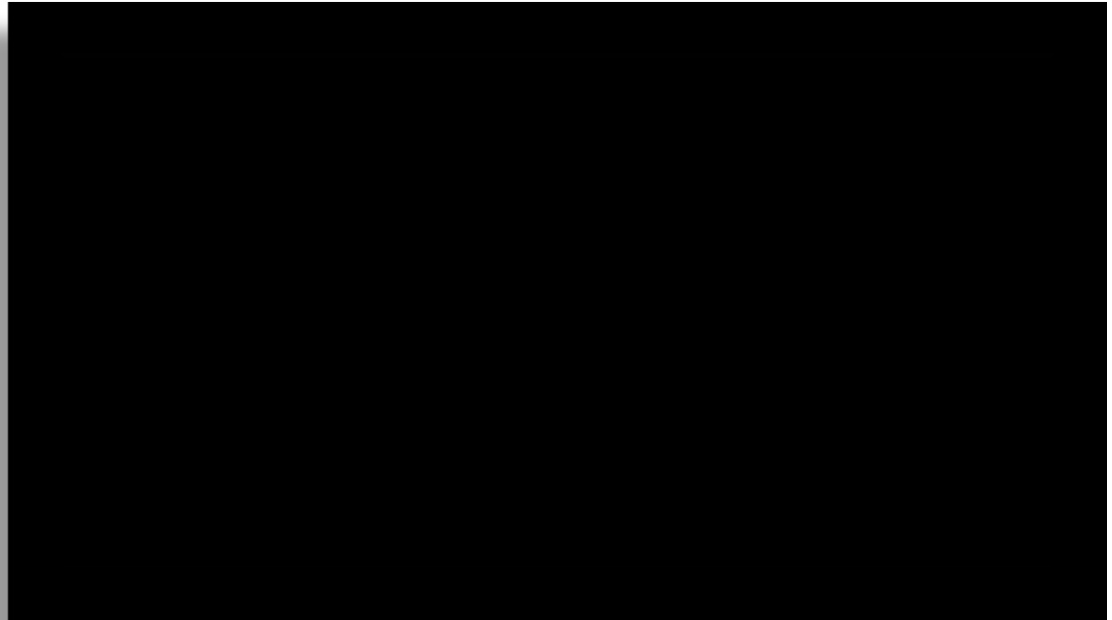
### AWARDED NATIONAL ACCREDITATION BY THE PUBLIC HEALTH ACCREDITATION BOARD

erson Health District (TJHD)\* announced today that it has the Public Health Accreditation Board (PHAB). The national and protect the health of the public by advancing the quality state, local and territorial public health departments. Staff at accreditation standards in 2011, and as of Friday, August 7, 2015, in Virginia.

achieving national standards that foster effectiveness and ent," said Dr. Denise Bonds, TJHD Health Director. "The our health department's programs and services are as

# What success looks like...

- 2.3 million minutes moved
- 116 organizations engaged
- New smoking cessation classes
- No smoking designations
- Increased cigarette tax
- Over 500 people trained in Mental Health First Aid
- 15 Community Health Workers Trained
- Increased community support
- Increased partnerships
- Increased funding
- Increased awareness
- Engaged coalitions
- Healthier communities



# Questions?

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