Community Health Improvement Plan (CHIP) and Strategic Plan (SP)
October 23, 2013

Public Health Accreditation Board
Standards 5.2 and 5.3
CHIP and SP Meeting Goals

- Present an overview of the accreditation process
- Present an overview of Community Health Assessment (CHA)
- Introduce and discuss the CHIP process and SP process
- Adopt a CHIP and SP process
- Develop a strategy for partner/stakeholder input and comment
- Organize and develop a plan for the CHIP and SP workgroups
Accreditation Overview
Accreditation Process Steps

Step 1 – Pre-Application
Step 2 – Application
Step 3 – Documentation Selection and Submission
Step 4 – Site Visit
Step 5 – Accreditation Decision
Step 6 – Reports
Step 7 – Reaccreditation
The Three Prerequisites

- Community Health Assessment - Standard 1.1
- Health Improvement Plan - Standard 5.2
- Department Strategic Plan - Standard 5.3

Submitted with the application
Overview of Standards

**Part A**  Governance/Administration (Domains 11 - 12)

**Part B**
- **Domain 1** – Conduct assessment activities
- **Domain 2** – Investigate health problems
- **Domain 3** – Inform and educate about public health
- **Domain 4** – Engage with the public to solve public health problems
- **Domain 5** – Develop public health policies and plans
Overview of Standards

Domain 6 – Enforce public health laws and regulations

Domain 7 – Promote strategies to improve access

Domain 8 – Maintain a competent workforce

Domain 9 – Evaluate and continuously improve

Domain 10 – Contribute to and apply the evidence base for public health
Domains
1: Conduct assessment activities
2: Investigate health problems
3: Inform and educate about public health
4: Engage with the public to solve public health problems
5: Develop public health policies and plans
6: Enforce public health laws and regulations
7: Promote strategies to improve access to healthcare services
8: Maintain a competent public health workforce
9: Evaluate and continuously improve processes, programs and interventions
10: Contribute to and apply the evidence base of public health
11: Maintain administrative and management capacity
12: Maintain capacity to engage the public health governing entity

Application to PHAB
Quality Improvement Plan
Strategic Plan
Community Health Improvement Plan
Community Health Assessment
Organizing PHAB Effort
Review of the ADPH Community Health Assessment Process
The purpose of the community health assessment is to learn about the community (state): the health of the population, contributing factors to higher health risks or poor health outcomes of identified populations, and community resources available to improve the health status.
CHA Required Documentation

- Participation of various sectors
- Regular meetings or communications with community members and partners
- Description of the CHA process
- Data and information from various sources
- Population demographics
- Health issues and distribution
- Special population health issues
- Contributing causes of health challenges
- State assets and resources
A Health Issue Focused Approach is a multiple data source, community participative process that identifies population demographics, health issues, special population health needs and issues, contributing causes of health issues, and health assets and resources by geographic location (Public Health Areas).
Areas of Analysis

Compatible with PHAB required *elements* of a CHA:

- Health issues identified
- Special population with health issues
- Contributing causes of health issues
- Description of assets to address health issues
Compatible with PHAB required attributes of a CHA:

- Includes population demographics
- Various sources of data
- Documented input from community members, partner organizations and other stakeholders
# Health Issue Focused Approach

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<th>Locale</th>
<th>Demographics</th>
<th>Health Issues Identified</th>
<th>Special Populations with Health Issues</th>
<th>Contributing Causes of Health Issues</th>
<th>Description of Assets to Address Health Issues</th>
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PHAs receive county and Area health issues statistics from the CHA committee (11/07/13)

PHAs receive relevant categories for listing Area health improvement assets and resources (11/07/13)

PHAs develop a preliminary listing of Area health issues using CHA committee information and additional Area specific information

PHAs develop a listing of Area health improvement assets and resources
CHA Guidelines for PHA Administrators

- PHAs identify representative community members, partner organizations and other stakeholders (e.g., neighborhood groups, public safety, etc.)
- PHAs convene community members, and groups to obtain input, comment, and perspectives on health issues and health improvement assets and resources
- PHAs prioritize Area health issues
- PHAs provide the CHA committee with a list of Area health issues, the prioritized issues, list of health improvement assets and resources, and DOCUMENTATION of the PHA process (02/03/14)
Focuses specifically on PHAB CHA requirements
Compatible with the way data is collected by ADPH/federal and state governments
Engages community members, partners, and stakeholder participation at the Public Health Area and State levels
Easy movement to CHIP
CHA Hand-off to the CHIP

- List of health issues by PHA
- Vetted by PHA community members, partners organizations and other stakeholders
- Documentation of community member, partner, and stakeholder participants
- List of health improvement assets and resources by PHA
Community Health Improvement Plan
A Community Health Improvement Plan (CHIP) is a long-term, systematic plan to address issues identified in the CHA. The purpose of the CHIP is to describe how the health department and the community it serves will work together to improve the health of the population.
Community Health Improvement Plan

- Long-term effort
- Address issues from the Community Health Assessment
- Broad participation
- Set of 4-6 community priorities
CHIP Required Documentation

- Description of the CHIP process
- Broad community participation
- Information from the CHA
- Issues and themes (CHA)
- Identification of state assets and resources
- A process to set priorities
CHIP Required Documentation

- A state improvement plan
  - Statewide health priorities (4-6), measurable objectives, improvement strategies and timeframes
  - Needed policy changes
  - Organizations that have accepted responsibility for implementation
  - Measurable health outcomes
  - Alignment with local and tribal plans (e.g. Jefferson County)
  - Reports of actions taken, monitoring of performance, progress related to health indicators
Health Priority Focused Approach

- Statewide health priorities, measurable objectives, improvement strategies and timeframes
- Needed policy changes
- Organizations that have accepted responsibility for implementation
- Measurable health outcomes
- Alignment with local and tribal plans
- Reports of actions taken, monitoring of performance, progress related to health indicators
CHIP Process

- Session 1 – Based on CHA results, set state-wide health improvement priorities using sorting methodology
- Session 2 – Set improvement objectives, strategies, timeframes, and measurable outcomes employing state assets and resources
- Session 3 – Define organizational /partner roles and responsibilities and align with local and tribal plans
- Session 4 – Report results of program monitoring and progress related to outcomes
CHIP Hand-off to the SP

- List of State-wide Health Issue Priorities
- Plan for Community Improvement
- Vetted by State-wide Stakeholder/Partners
- Community Organizations Engaged in Community Health Improvement
- Documentation of State-wide Stakeholder Participants
- List of Health Improvement Assets and Resources by PHA
Strategic Plan
Strategic planning (SP) is a process for defining and determining an organization’s roles, priorities, and direction. The SP sets forth what an organization plans to achieve, how it will achieve it, and how it will know if it has achieved it. It is a guide for making decisions, allocating resources, and taking action.
SP Required Documentation

- Description of the planning process
- Leadership participation
- Mission, vision, guiding principles/values
- Strategic priorities
- Goals and objectives and timeframes
- External trends and issues
- Assessment of strengths and weaknesses
- Link to CHIP
- Implementation plan
- Reports of progress
Focused Strategic Thinking (FST) concerns strategic thinking, strategic planning, and managing the strategic momentum of organizations.
Elements of FST

Strategic Thinking
- External Orientation
- Analyze data
- Question Assumptions
- Generate New Ideas
FST Strategic Management Processes

FST Strategic Planning

Situation Analysis
- External Analysis
- Internal Analysis
- Directional Strategies

Strategy Formulation
- Directional Strategies
- Broad Stroke Strategy
- Broad Stroke Goals

Planning the Implementation
- Action Plans
- Timelines
- Assignment of Responsibility

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  - Action Plans
  - Timelines
  - Assignment of Responsibility

Managing Strategic Momentum
- Managerial Action
- Strategy Evaluation
- Emergent Learning
- Re-initiate Strategic Thinking
FST Strategic Management Processes

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- Re-initiate Strategic Thinking
Outcomes of an FST Process

- Identification and prioritization of key external issues
- Identification of key stakeholders and their relationship
- Identification of the critical factors for success
- Assessment of the organization’s current strengths and weaknesses
- Determination of the organization’s resources and other strengths needed to achieve its mission and critical success factors
- Organizational mission, vision, and value statements
- Organization statement of strategy
- Organizational goals
- Identification of the strategies (activities) necessary to achieve the goals (an action plan)
- Development of timelines for strategies (activities) and goal achievement
- Identification of a unit or person responsible for completing each activity
SP Process

- **Session 1** – Identify non-health related trends and issues, identify ADPH strengths and weaknesses, identify critical factors for success
- **Session 2** – Develop or reaffirm mission, vision, and values
- **Session 3** – With input from the CHA and CHIP, set ADPH strategic priorities, goals, strategies, and timeframes
- **Session 4** – Develop implementation plans and intergrade with quality improvement plan
Organizing the CHIP and SP
Organizing the CHIP and SP Processes

- Assign responsibilities
- Develop meeting schedules
- Develop timelines for data gathering and analysis
- Develop schedules for partner input and comments
- Assign responsibility for developing CHIP and SP required documentation
Tools for Documentation

- Available at: http://www.adph.org/workforce/
- Select PHAB Documents
- Download templates for:
  - Meeting Agenda
  - Meeting Minutes
- Or more CHA resources
Tools for Documentation Continued

- This is the CHA Documents Page
- Download
  - CHA workgroup minutes
  - Assessment data
  - Template for documenting resources
- Send completed documents to Patronya Sanks (Patronya.Sanks@adph.state.al.us) for inclusion in the document library
Assigning CHIP Responsibilities

- ID state-wide community stakeholders
- Develop meeting schedules/agendas
- Convene/organize community stakeholders
- Organize PHA health issues/priorities
- Organize PHA assets and resources
- Session 1 – Set state-wide health issue priorities
Assigning CHIP Responsibilities

- Session 2 – Set CHIP objectives, timeframes, outcomes, measures
- Session 3 – Define partner responsibilities and roles in the improvement plan
- Session 4 – Report and monitor progress
- Write the CHIP, show linkage to CHA
- Document the CHIP process
Assigning SP Responsibilities

- Document leadership participation
- Session 1 – External trends, S&W
- Session 2 – Develop mission, vision, values
- Session 3 – Set ADPH priorities, goals, strategies
- Session 4 – Develop implementation plans
Assigning SP Responsibilities

- Show/document integrations with quality improvement plan
- Show/document linkage with CHIP
- Write-up final strategic plan
- Document description of the process