

Gaining Ground

Domain 4: Community Engagement Webinar Transcript

Webinar Series Overview:

PHAB accreditation uses an established framework of standards based on twelve domains. The first ten address the Ten Essential Services of Public Health. The last two focus on your health department's infrastructure and governance. This 12-part video series provides information, tips, and resources on how you can use the specific performance measures in each domain to advance the quality and performance of your department. Applying the standards now will help your department reach its strategic goals, even as you consider taking the next steps towards accreditation.

Domain 4 Introduction:

The goal of this presentation is to provide you with an overview of the standards and measures in PHAB Domain 4. This domain provides the PHAB accreditation requirements for Engaging with the Community to Identify and Address Health Problems.

My name is Pat Hart. I am the Administrator at Harrison County Home and Public Health in Logan, Iowa. I've been involved in applying collaborative processes to develop rural and urban partnerships and coalitions at the local, regional, state and national levels.

There are 12 domains shown here. This presentation is just going to focus on Domain 4. Domain 4 covers various aspects of engaging the community as partners to identify public health issues, develop solutions or improvements, advocate for policy change, and implement public health initiatives. Establishing community partnerships and collaborations helps accomplish public health goals, promotes community resilience, and advances the improvement of your community's health.

Domain 4 is broken down into two areas called Standards. These standards may be broken down further into separate measures. Within the two standards there are four measures.

Standard 4.1:

Standard 4.1 is to engage with the public health system and the community in identifying and addressing health problems through collaborative processes. An ongoing dialogue with partners in the public health system and with community organizations and members about community issues and options for addressing them, brings to bear various perspectives and expertise. Engagement also develops shared responsibility and community ownership. Collaboration isn't just a one-time

thing. Documentation should indicate ongoing activities using meeting agendas and minutes, progress reports or coalition-sponsored activities. Such collaboration enables a community's assets to be identified, mobilized and coordinated toward successful health improvement efforts. There are two measures under Standard 4.1.

It should be noted that the second measure is different for state health departments and for Tribal and local health departments.

Measure 4.1.1:

The first measure calls for the health department's active participation in either one comprehensive community health partnership or coalition, or several issue or population specific public health partnerships or coalitions.

A comprehensive community partnership is one that is not topic or issue specific. It addresses a wide range of community health issues.

The meeting agenda and minutes, promotional materials, or progress reports used to document participation in a comprehensive community health partnership or coalition must show that the coalition addresses at least four different health issues.

Alternatively, the health department may be actively engaged in several ongoing partnerships or coalitions, each of which addresses a particular public health issue or population such as anti-tobacco coalition, immunization task force, or maternal and child health coalition.

At least four different public health specific issues or populations must be addressed through participation in the multiple partnerships or coalitions.

Whether your department is a participant in a broad multi-issue coalition or partnership, or participates in a group of single issue coalitions or partnerships, the issues may reflect a long-established or newly identified issue area, and may be convened by the health department, by another organization or by community members committed to a particular issue.

The issues may be ones identified in a community health assessment or contained in a health improvement plan.

Make sure to keep a list of the participating partner organizations and community members for the partnership(s) or coalitions you have referenced above. The list for a comprehensive community partnership, or for multiple coalitions or partnerships, should clearly indicate the breadth of various community sectors that are involved. Both the organization and community members affected by the planning and implementation of the coalitions' or partnerships' programs or policy changes must be included.

Thinking in terms of Community Sectors can be helpful, both in identifying potential partner organizations and members and in determining how broadly representative your coalition or partnership is. Here are the Community Sectors most often suggested in community engagement toolkits to use in building or expanding your coalition or partnership:

- **Health**
- **Human Service**
- **Education**
- **Government**
- **Faith**
- **Voluntary/Civic Organization**
- **Business (Retail, Manufacturing, Agriculture, etc.)**
- **Philanthropy**
- **Media**

PHAB requires that you document change that was implemented through the work of the partnerships or coalitions identified above. Two examples of a change in the community, a policy or a program must be documented.

Measure 4.1.2:

The second measure shows how the health department has served as a community resource for consultation, technical assistance, or information to stakeholders and partners about collaborative community engagement. Local health departments may assist partners and stakeholders directly through presentations or training sessions done in-person or online, or explaining principals, processes, methods or tools of community engagement in a phone call, meeting or email.

Agendas, meeting minutes, presentations, emails, or documented phone calls will serve as documentation. Two examples of technical assistance within 5 years are needed.

Standard 4.2:

Standard 4.2 is to promote the community's understanding of and support for policies and strategies that will improve the public's health. Remember that "community" can include the community as a whole, a specific group or population, or governing entities, advisory boards and elected officials, all of whom may play a role in ensuring that a particular policy or strategy is appropriate, feasible and effective. There are two measures under Standard 4.2.

Measure 4.2.1:

The first measure for Standard 4.2 focuses on engagement of members of the community as a whole, or a specific group or population within the community that will be affected by a policy or strategy. The aim of engagement is to explore options and alternatives, create understanding and ownership, and build the foundation for solid support for implementation of the policy or strategy. A variety of methods can be used to achieve dialogue including in-person, electronic or blended open forums or town halls. Additional methods could include opportunity for input through social media, listening sessions at community meetings and civic groups, or meetings with a particular geographic community or group such as adolescents, single mothers or seniors. This measure requires two examples of documentation from different policy or strategy areas. Documentation could include an announcement of an open forum or hearing in the area's newspapers or social media, or notice of a listening session or meeting in flyers or in a particular group's newsletters. Minutes, notes, attendance records, photos and newspaper or newsletter articles of the events also could be used to document the engagement.

Measure 4.2.2:

The second measure for Standard 4.2 is engagement with governing entities, advisory boards, and elected officials about policies and/or strategies that will promote the public's health. Your health department's policies and strategies will more likely be endorsed and supported by its governing entities, advisory boards, and elected officials if they have been informed, engaged and consulted during the development and decision-making process.

Two examples that address two separate public health issues that are dated within two years are needed. Documentation can include a meeting agenda, copy of a presentation or a briefing paper used to inform and discuss an issue. A media story or copy of your written public comments also can be used to document the engagement of the public body.

Conclusion:

This concludes our presentation on Domain 4: Engage with the Community to Identify and Address Health Problems. We hope this overview is helpful. Here are a few prominent resources to help you conduct your work in Domain 4:

- **NACCHO**
 - **Mobilizing for Action through Planning and Partnerships (MAPP)**
<http://www.naccho.org/topics/infrastructure/mapp/>
 - Mobilizing for Action through Planning and Partnerships (MAPP) is a community-driven process that is oriented toward engagement of multi-sector community organizations, agencies and, groups as well as families and individuals. The assessment process simultaneously engages community and collects

information on community themes and strengths, community health status, forces of change and local health system. It provides guidance on implementation, tools such as worksheets, and references and contact information helpful in tailoring the scope of the MAPP process.

- **Robert Wood Johnson Foundation**
 - **County Health Rankings & Roadmaps**
<http://www.countyhealthrankings.org/about-project>
 - County Health Rankings & Roadmaps is an approach to building a local culture of health that starts with annual *County Health Rankings* that measure health factors, such as high school graduation rates, obesity, smoking, unemployment, access to healthy foods and income. It goes on to *Roadmaps* that provide guidance in understanding the data used in the *Rankings*, and strategies and tools such as community contact templates, press releases, memoranda of understanding, facilitation guides, and coalition agendas. Together, the *Rankings* and *Roadmaps* provide ways to move from data to understanding to building coalitions, to implementing and evaluating initiatives.

- **Community Commons**
 - <http://www.communitycommons.org/>
 - Community Commons focuses on achieving healthier, sustainable and equitable communities. It provides ways to work across sectors and issues. It uses data, maps, and tools to connect collaborative efforts going on at the local, regional, state and/or national levels and to support group's collective action on mutual goals. Community Commons' data, maps, reports, examples from the field and other tools are organized into six Channels, economy, education, environment, equity, food and health. Community Commons also offers Community Commons Hubs to connect collaborative efforts.

On behalf of the Gaining Ground Coalition, thank you for joining us today.