

Community Health Assessments (CHA) and Community Health Improvement Planning (CHIP) for Accreditation Preparation

“Internal & External LHD Readiness”

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Goals Of This Session

1. To identify the key elements needed to undertake a community health assessment and compare those elements with existing resources.
2. To anticipate potential barriers to the process and develop solutions and strategies to mitigate these barriers.
3. To understand both the internal and external readiness factors and establish a robust framework for ensuring these elements are in place.



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Evaluating Readiness for a CHA



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Importance of Partners

- Focus is both on internal LHD and external partners
- Resources should be thought of collectively; where one agency falls short, another partner might be able to fill in the gaps
- Spend time, however, ensuring that the LHD and its partners are on the same page with:
 - Goals
 - Desired outcomes
 - Mission of the project
 - Philosophy about CHA (needs to be more than just compliance)



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Readiness Checklist

Element: Goals	Internal	External
Have we clearly defined our rationale for undertaking a CHA?		
What is our philosophy about community health?		
What is the desired outcome at the end of this project?		
Do we have a vision statement articulated?		
What is the time frame for the CHA? Is it reasonable?		
Does support outweigh opposition?		



Readiness Checklist

Element: Partnership Building	Internal	External
Have we fully engaged all relevant community partners?		
Do we know what each partner will “bring to the table?”		
What resources can each partner devote to the CHA?		
What CHA work is already underway in the community?		
Have we had discussions about collective and individual goals?		
Do we have a plan for evaluating the partnership itself?		



Readiness Checklist

Element: Staffing	Internal	External
Is there a designated individual(s) devoted to this project?		
Do I have full support of agency leadership?		
Is the staffing sufficient?		
Do we have the appropriate staff expertise needed to execute?		
Are roles and responsibilities clearly defined?		



Readiness Checklist

Element: Logistics	Internal	External
Have we established a budget (research costs, travel, printing, postage, report supplies, refreshments, etc.)?		
How often will we meet? Who has meeting space?		
What if we need supplies (flip charts, laptops, name tags, promotional materials)?		



Potential Barriers: Internal & External



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Potential Internal Barriers

- Knowing this is part of public health accreditation, is everyone on board with this?
- What's in it for me?
- \$\$\$\$\$
- Staffing challenges...everyone is wearing multiple hats!
- Politics



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Potential Internal Barriers: Solutions

- Might want to consider in-house kickoff meeting for CHA
- Try to connect the dots, having everyone understand the relevance of the CHA to them, their department, their organization
- Show them you have done your homework to ensure sustainability (some may have a “flavor of the month” mentality)
- Emphasize intentions for public dissemination, painting LHD in a positive light



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Potential External Barriers

- What’s in it for me?
- \$\$\$\$\$
- Politics and personalities
- Bringing competing hospitals to the same table
- Public health and hospital CHA cycles may differ
- How do we collaborate and not compete with one another, especially if other similar assessments underway?
- Individual versus collective goals



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Potential External Barriers

- What if “my issue” doesn’t raise to the top?
- How do we reach some of these hard-to-reach populations?
- Is the media our friend or foe?
- How do we communicate results and community plans to all?
- Physician involvement and support from businesses often two biggest challenges



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Potential External Barriers: Solutions

- Garner some key champions (hospital CEO, Health Officer, United Way, Elected Officials)
- With every meeting, do a check-in on the partnership (important to spend time working on partnership itself)
- Develop a master list of key technical skills and see who can fill those gaps
- Use partners to reach more difficult populations
- Use of volunteers; interns; local colleges/universities
- Some things are free (free 30-day trials)



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If need to outsource, keep a couple things in mind

- Outside firms should be able to “un-bundle” their offerings (if just need certain things)
 - Analyses (weighting)
 - Train the facilitator
 - Survey development
 - Manpower for data collection
- What is the economy of scale? The more at the table, the cheaper!
- Ask them, “If you were in my shoes, what would you do?”
- Cut down on travel...conference calls, webcams, etc.
- Don’t be afraid to negotiate! “This is how much I have, what can you do?”



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Resources



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Resources

- NACCHO website provides some initial readiness guides and tip sheets (part of MAPP resources)
 - “Readiness Assessment Worksheet”
 - “Barriers Worksheet”



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Questions & Discussion

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