

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

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Engaging Local Public Health System Partners:
The Academic Community

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NACCHO
National Association of County & City Health Officials

Objectives

At the completion of this session, you will be able to

1. Discuss key reasons to consider partnering with an academic institution/entity
2. Understand the range of opportunities for involving academic partners throughout the CHA/CHIP process
3. Describe common challenges to sustained engagement of academic partners

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Key reasons to consider partnering with an academic program

1. They can help with the work!
2. They can help generate community pride in the process
3. Students are the future workforce



Opportunities for involving academic programs throughout the process



1. Participate on the Steering/Executive Committee overseeing/guiding the CHA/CHIP
2. Structure coursework around assessment activities (health planning, public policy, community needs assessment, epidemiology)
3. And throughout the process....an exercise



Opportunities for involving academic programs throughout the process

An exercise:

Think of your own educational background as you consider a basic community health planning cycle or even the MAPP model. What coursework did you complete that you could (or perhaps actually did) connect to the various steps within the process? (10 minutes)



Opportunities for involving academic programs throughout the process

The exercise guide (not for showing in the presentation):

1. Read aloud the exercise description
2. Have basic community health planning cycle and MAPP model up on slides
3. “Place” participants in groups of approximately 5 persons
4. Have participants identify a scribe/reporter
5. List on flip charts:

Academic Discipline/Coursework

CHA/CHIP Step



Challenges to sustained engagement with the academic community

From the exercise:

For coursework that actually connected to a CHA/CHIP process, what were the challenges to sustained engagement from

- The academic perspective
- The community perspective



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Challenges to sustained engagement with the academic community

1. Faculty are often more focused on tenure/publications
2. Class time and community time are not in synch
3. What can you (the community/LHD) do for me (the academician)?



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