PUBLIC HEALTH ACCREDITATION BOARD

IMPACT REPORT

2022
As our country has begun to emerge from the depths of the COVID-19 pandemic this past year, public health faces new challenges and opportunities as we rebuild and reset. PHAB has been working alongside our national partners and accredited health departments to respond to the new public health context with new tools and resources to support the field. Among these tools are Version 2022 of the Standards & Measures, the Pathways Recognition program, and a growing 21st Century Learning Community that focuses on statewide system transformation.

Our updated strategic plan embodies our commitment to modernize and transform public health by working alongside our health departments as a supportive partner, now and into the future. The plan prioritizes the growth and diversification of our programs, Board, and staff, engagement with health departments and partners, as well as continuous improvement of the public health tools and resources we provide over the next three years.

The many public health challenges we all faced during the pandemic proved just how critical evidence-based practices and innovative strategies are to guide the transformation of our public health system to protect and promote the health of all our diverse communities across the nation. While no one can predict what happens next, we will steadfastly support and strengthen health departments through responsive tools, resources, and programming to better serve their communities and transform the public health system for current and future generations.

Paul Kuehnert, DNP, RN, FAAN
President & CEO
On August 18, 2022, PHAB awarded national accreditation to the first health department outside of the United States – Ministry of Public Health (MOPH), Qatar. Accreditation of MOPH Qatar was a multi-year effort that enhances our mission to advance and transform public health practice.

“The language of commitment to high quality public health service is an international language. We sought the distinction of being accredited by PHAB to demonstrate our commitment to the health and safety of our people—as well as people across the globe.”

- Sheikh Dr. Mohammed Bin Hamad Al-Thani, Director of Public Health, MOPH Qatar

2022 Activity

<table>
<thead>
<tr>
<th>Accreditation Activity</th>
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<tbody>
<tr>
<td>First International Health Department Accredited</td>
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<tbody>
<tr>
<td>Accredited Health Departments</td>
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<td>Vital Records/Health Statistics Units</td>
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<tr>
<td>Reaccredited Health Departments</td>
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<tr>
<td>Reaccredited Centralized Integrated System</td>
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Version 2022

Improved Standards for Public Health Practice

Version 2022 of the PHAB Standards & Measures went into effect July 1, 2022. With improved processes, a streamlined fee structure, and timely updates to the Standards and Measures which include a focus on health equity, Version 2022 is a transformative way forward for health departments seeking to increase quality and performance improvement, accountability and transparency. Many updates were made to Version 2022:

- 10 Domains, instead of 12, to align with the 10 Essential Public Health Services,
- 90 fewer required documents for Initial Accreditation with a focus on reducing documentation and clarifying requirements,
- Foundational Capabilities were embedded to promote accountability,
- Health equity was emphasized and considerations were included in every domain, and
- Preparedness requirements were aligned with other national standards.

New Pathway to Accreditation

Along with Version 2022, PHAB launched the new Pathways Recognition Program. Pathways Recognition is a program designed to support performance improvement efforts, strengthen infrastructure, and facilitate public health system transformation while helping health departments prepare for Initial Accreditation.

PHAB engaged many health departments in the development of Pathways and worked with local and Tribal health departments in testing of the program.

Readiness Assessment

The Readiness Assessment and Training process was implemented this year as part of the Version 2022 improvements. It is a way for health departments to assess their readiness to apply for PHAB programs and receive training earlier in the process. The Readiness Assessment will help health departments assess their capacity against the Standards and Measures. States can also facilitate its broader use among local health departments as a readiness step in strengthening public health infrastructure and transformation.
The 21st Century Learning Community (21C) is a group of states focused on intentional statewide public health system transformation, often through use of the Foundational Public Health Services framework. Members include representatives from state health departments, local health departments, State Associations of County and City Health Officials, academic partnerships, partner organizations, and/or local leaders in public health transformation. This year, 21C added seven new states to the learning community. The initiative also formed a cohort of five states focused on data modernization and implementing recommendations from the Robert Wood Johnson Foundation’s National Commission to Transform Public Health Data Systems.

PHAB welcomed the Center for Sharing Public Health Services (CSPHS) to the organization July 1, 2022. For over a decade, the CSPHS has assisted health departments in their service and resource sharing efforts. The merger into PHAB expands our capacity in this area and allows service sharing to be integrated with national efforts to support public health transformation. Over the next year, PHAB will be working to institutionalize the CSPHS through branding and programming.

Launch of the Public Health Workforce Calculator

The Public Health Workforce Calculator was launched as part of the Staffing Up: Determining Public Health Workforce Levels Needed to Serve the Nation initiative. The calculator can be used by health departments to determine the number of full-time equivalents needed to provide the Foundational Public Health Services.

2,208 Unique pageviews to Workforce Calculator
500+ Webinar registrants for Calculator launch

The Calculator was developed through a partnership between the de Beaumont Foundation, Public Health National Center for Innovations at PHAB, University of Minnesota School of Public Health's Center for Public Health Systems, and Centers for Disease Control and Prevention, Center for State, Tribal, Local and Territorial Support.

A Focus on Service-sharing

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PHAB Awarded Historic Grant from CDC

On November 29, 2022, PHAB, along with the Association of State and Territorial Health Officials (ASTHO) and National Network of Public Health Institutes (NNPHI), was awarded a grant from the U.S. Centers for Disease Control and Prevention (CDC) to support state, local, and territorial health department efforts to modernize data systems, recruit and retain a skilled public health workforce, and address public health infrastructure needs. PHAB will work collaboratively with other public health organizations to help build health department capacity and address public health needs identified during the pandemic.

With this award, PHAB will have increased capacity to support and strengthen health departments’ workforce, data modernization, and Foundational Capabilities, all supported by the development of the Public Health Infrastructure Data System (PHIDS).

“We are honored to be selected to help carry out the priorities of this initiative that will bolster health department capacity, support the delivery of high-quality public health services, and strengthen health departments’ workforce, data modernization efforts, and Foundational Capabilities.”

- Paul Kuehnert, DNP, RN, FAAN, PHAB President & CEO

IDEA Journey

PHAB continued its Inclusion, Diversity, Equity and Antiracism (IDEA) journey through many internal and external efforts. We continued work established under our previous strategic plan, developed work based on our new strategic plan (adopted September 9, 2022) and underwent many IDEA-related efforts:

- Reviewed internal policies with an IDEA lens and made updates to the Employee Handbook
- Established an IDEA committee consisting of Board and staff members
- Developed a public facing IDEA glossary with staff and Board input
- Adopted an organizational Equity Statement

e-PHAB System Updated

The e-PHAB system was updated in November 2022 to have better functionality for health departments and address feedback that we’ve collected over the years. e-PHAB is the platform used by applicant and accredited health departments to submit documentation for Initial Accreditation, Reaccreditation, or Pathways Recognition consideration and review. e-PHAB is crucial to PHAB programming, and this critical update will provide a better experience for health departments working with PHAB programs. All health departments will transition to the new system by the end of the year.
PHAB IMPACT 2022

Outreach and Engagement with the Public Health Field

PHAB enhanced its outreach and engagement through various strategic communication efforts:

**Refresh of the PHAB website**
PHAB underwent a website refresh in July 2022 to streamline navigation and enhance user experience. Branding, colors, and style elements were updated to reflect a more modern design. Health departments, partners, and visitors to the PHAB website have complimented the refresh, noting easier navigation.

"...the updates to the PHAB website look GREAT! I am finding it easier to navigate from the homepage." - external user

**JPHMP Direct Blog**
We continued to contribute monthly to the JPHMP Direct blog with original blogs on major initiatives at PHAB, including the Public Health Workforce Calculator, Version 2022, Pathways and much more. This allows us to connect with audiences interested in public health accreditation, innovation, and transformation.

**Focus on LinkedIn**
PHAB ramped up its efforts on LinkedIn to increase social engagement and expand its brand presence. This yielded a high engagement rate and increase in followers.

1,226 New followers across social platforms in 2022

7,616 Total followers across platforms