

**DOCUMENTATION COVER SHEET TEMPLATES**

For use with PHAB Standards and Measures v1.5

March 2020

**DOMAIN 3**

For each example submitted as documentation, complete the appropriate cover sheet template. Ensure that each required element for the measure is specified with a PDF page number and include any brief explanatory notes, if needed.

The documentation cover sheet templates do not take the place of the Standards and Measures. Remember, each example must fit within the context of the Domain and standard and meet the intent of the measure, as described in the Purpose and Significance statements.

Throughout the templates, specific words and phrases are underlined. These words and phrases are requirements that have been frequently missed. These underlines are intended to direct the reader to the element, but do not indicate that the word or phrase is more important than any other element of the requirement.

Some measures include a “NOTE.” These notes are from PHAB’s Accreditation Specialists and are intended to help with the interpretation of the requirement.

Please direct any measure interpretation questions to your assigned Accreditation Specialist.

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| **Measure # 3.1.1** | Information provided to the public on protecting their health | |
| RD # 1 | The provision of information to the public on health risks, health behaviors, disease prevention, or wellness. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 1 | The health department must document the provision of information to the public to address health risks, health behaviors, disease prevention, and/or wellness. |  |  |
| Information must be accurate, accessible, and actionable. |  |  |
| The need for cultural competence and consideration of health literacy must be taken into account. Information is expected to be provided in plain language with everyday examples. |  |  |
| Documentation must note the target group or audience, the program area, the date the information was shared or distributed, and the purpose for the information. |  |  |
| 1 example must address a chronic disease program. |  |  |

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| Evidence of Authenticity and Date are required within the documentation itself.  If this evidence is difficult to locate or is found within supporting documentation, please provide a brief explanation of the location here and/or provide the supporting documentation to demonstrate the date and/or evidence of authenticity. |
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| **Measure # 3.1.1** | Information provided to the public on protecting their health | |
| RD # 1 | The provision of information to the public on health risks, health behaviors, disease prevention, or wellness. | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 1 | The health department must document the provision of information to the public to address health risks, health behaviors, disease prevention, and/or wellness. |  |  |
| Information must be accurate, accessible, and actionable. |  |  |
| The need for cultural competence and consideration of health literacy must be taken into account. Information is expected to be provided in plain language with everyday examples. |  |  |
| Documentation must note the target group or audience, the program area, the date the information was shared or distributed, and the purpose for the information. |  |  |
| One example must address a chronic disease program. |  |  |

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| **Measure # 3.1.1** | Information provided to the public on protecting their health | |
| RD # 2 | Consultation with the community and target  group during the development of the educational material/messages. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document steps taken to solicit input from the target audience during the development of messages and materials.  Note: The intent is getting feedback from the target audience during the development of educational materials/messages. Target audience for PHAB is the group receiving the health benefit. |  |  |
| The role of social and environmental factors must be addressed (rather than focusing primarily on the individual). |  |  |
| One example must come from one of the two program areas from which documentation was provided in RD1, above. |  |  |

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| **Measure # 3.1.1** | Information provided to the public on protecting their health | |
| RD # 2 | Consultation with the community and target  group during the development of the educational material/messages | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document steps taken to solicit input from the target audience during the development of messages and materials.  Note: The intent is getting feedback from the target audience during the development of educational materials/messages. Target audience for PHAB is the group receiving the health benefit. |  |  |
| The role of social and environmental factors must be addressed (rather than focusing primarily on the individual). |  |  |
| One example must come from one of the two program areas from which documentation was provided in RD1, above. |  |  |

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| **Measure # 3.1.1** | Information provided to the public on protecting their health | |
| RD # 3 | Health education messages that are coordinated with Tribal, state, and/or local health departments; and/ or community partners. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 3 | The health department must document communication with other health departments (Tribal, state, or local) or community partners to promote unified messaging. |  |  |

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| **Measure # 3.1.1** | Information provided to the public on protecting their health | |
| RD # 3 | Health education messages that are coordinated with Tribal, state, and/or local health departments; and/ or community partners. | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 3 | The health department must document communication with other health departments (Tribal, state, or local) or community partners to promote unified messaging. |  |  |

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| **Measure # 3.1.2** | Health promotion strategies to mitigate preventable health conditions. | |
| RD # 1 | A planned approach for developing and  implementing health promotion programs. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 1 | The health department must document a planned approach for developing and implementing health promotion materials and activities.  Note: The approach must be department-wide for all materials and activities, not just a single program.  Note: The example must include the use of data and community input for program development. |  |  |

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| **Measure # 3.1.2** | Health promotion strategies to mitigate preventable health conditions. | |
| RD # 2 | Development and implementation of health promotion strategies. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document the development and implementation of health promotion strategies. The documentation must show how the strategies: |  |  |
| • Are evidence-based, rooted in sound theory, practice-based evidence, and/or promising practice. |  |  |
| • Were developed with engagement of the community, including input, review, and feedback from the target audience. |  |  |
| • Focus on social and environmental factors (such as air quality or the built environment) that create poor health, discourage good health, or encourage individual behavioral factors that impact negatively on health. |  |  |
| • Use various marketing or change methods including, for example, digital media and social marketing, as appropriate. |  |  |
| • Were implemented in collaboration with stakeholders, partners, and the community. |  |  |
| The examples must come from different program areas, one of which must address the prevention of a chronic disease. |  |  |

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| **Measure # 3.1.2** | Health promotion strategies to mitigate preventable health conditions. | |
| RD # 2 | Development and implementation of health promotion strategies. | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document the development and implementation of health promotion strategies. The documentation must show how the strategies: |  |  |
| • Are evidence-based, rooted in sound theory, practice-based evidence, and/or promising practice. |  |  |
| • Were developed with engagement of the community, including input, review, and feedback from the target audience. |  |  |
| • Focus on social and environmental factors (such as air quality or the built environment) that create poor health, discourage good health, or encourage individual behavioral factors that impact negatively on health. |  |  |
| • Use various marketing or change methods including, for example, digital media and social marketing, as appropriate. |  |  |
| • Were implemented in collaboration with stakeholders, partners, and the community. |  |  |
| The examples must come from different program areas, one of which must address the prevention of a chronic disease. |  |  |

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| **Measure # 3.1.2** | Health promotion strategies to mitigate preventable health conditions. | |
| RD # 3 | Engagement of the community during the  Development of a health promotion strategy | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 3 | The health department must document that it solicited review, input, and/or feedback from the target audience during the development of the health promotion strategy. |  |  |
| Documentation must include a description of the process and the results. |  |  |
| One of the examples must be from one of the two program areas from which documentation was provided in RD2 above. |  |  |

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| **Measure # 3.1.2** | Health promotion strategies to mitigate preventable health conditions. | |
| RD # 3 | Engagement of the community during the  Development of a health promotion strategy. | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 3 | The health department must document that it solicited review, input, and/or feedback from the target audience during the development of the health promotion strategy. |  |  |
| Documentation must include a description of the process and the results. |  |  |
| One of the examples must be from one of the two program areas from which documentation was provided in RD2 above. |  |  |

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| **Measure # 3.1.2** | Health promotion strategies to mitigate preventable health conditions. | |
| RD # 4 | Implementation of strategies in collaboration  with stakeholders, partners, and/or the community. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 4 | The health department must document that implementation of the strategies was in collaboration with stakeholders, partners, and/or the community. |  |  |
| The stakeholders and partners associated with the strategy must be listed or community described. |  |  |
| The documentation must define the  stakeholders’, partners’, and/or community’s relationship to and role in the strategy. |  |  |
| One of the examples must be from one of the two program areas from which documentation was provided in RD2, above. |  |  |

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| **Measure # 3.1.2** | Health promotion strategies to mitigate preventable health conditions. | |
| RD # 4 | Implementation of strategies in collaboration  With stakeholders, partners, and/or the community. | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 4 | The health department must document that implementation of the strategies was in collaboration with stakeholders, partners, and/or the community. |  |  |
| The stakeholders and partners associated with the strategy must be listed or community described. |  |  |
| The documentation must define the  stakeholders’, partners’, and/or community’s relationship to and role in the strategy. |  |  |
| One of the examples must be from one of the two program areas from which documentation was provided in RD2, above. |  |  |

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| **Measure # 3.1.3** | Efforts to specifically address factors that contribute to specific populations’ higher health risks and poorer health outcomes. | |
| RD # 1 | Identification and implementation of strategies to address factors that contribute to specific populations’ higher health risks and poorer health outcomes, or health inequity, including: | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 1 | The health department must document efforts to address health equity among the populations in the health department’s jurisdiction. |  |  |
| 1a | The analysis of health inequity, factors that cause or contribute to it, and health equity indicators across communities or neighborhoods. Health equity indicators must be specific to the factors analyzed. |  |  |
| 1b | Plans and/or of efforts to address social change, social customs, community policy, level of community resilience, or the community environment to impact on health inequities.  Note: Documentation must show examples were implemented to meet the measure requirement of “Identification and implementation of strategies…”. |  |  |
| 1c | Internal policies and procedures for the inclusion of health equity considerations of specific populations, in program development.  Note: One comprehensive policy/procedure for element c can be provided for both examples. |  |  |

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| **Measure # 3.1.3** | Efforts to specifically address factors that contribute to specific populations’ higher health risks and poorer health outcomes | |
| RD # 1 | Identification and implementation of strategies to address factors that contribute to specific populations’ higher health risks and poorer health outcomes, or health inequity, including: | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 1 | The health department must document efforts to address health equity among the populations in the health department’s jurisdiction. |  |  |
| 1a | The analysis of health inequity, factors that cause or contribute to it, and health equity indicators across communities or neighborhoods. Health equity indicators must be specific to the factors analyzed. |  |  |
| 1b | Plans and/or of efforts to address social change, social customs, community policy, level of community resilience, or the community environment to impact on health inequities.  Note: Documentation must show examples were implemented to meet the measure requirement of “Identification and implementation of strategies…”. |  |  |
| 1c | Internal policies and procedures for the inclusion of health equity considerations of specific populations, in program development.  Note: One comprehensive policy/procedure for element c can be provided for both examples. |  |  |

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| **Measure # 3.2.1** | Information on public health mission, roles, processes, programs, and interventions to improve the public’s health provided to the public. | |
| RD # 1 | The provision of information provided to the public about what public health is, its value, and/or on the health department’s roles, processes, programs, and interventions. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 1 | The health department must document the distribution of information to the public about the role and value of public health and/or the health department’s role, mission, and scope of processes, programs and interventions. |  |  |
| The documentation must describe how the information was distributed, dates of distribution (or range of dates), and the purpose of the information. |  |  |

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| **Measure # 3.2.1** | Information on public health mission, roles, processes, programs, and interventions to improve the public’s health provided to the public. | |
| RD # 1 | The provision of information provided to the public about what public health is, its value, and/or on the health department’s roles, processes, programs, and interventions. | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 1 | The health department must document the distribution of information to the public about the role and value of public health and/or the health department’s role, mission, and scope of processes, programs and interventions. |  |  |
| The documentation must describe how the information was distributed, dates of distribution (or range of dates), and the purpose of the information. |  |  |

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| **Measure # 3.2.1** | Information on public health mission, roles, processes, programs, and interventions to improve the public’s health provided to the public. | |
| RD # 2 | Relationship with the media to ensure their understanding of public health and to ensure that they cover important public health issues. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document communication with the media.  Note: Logs of media contacts must show encounters with media, not listing of names/contact information. |  |  |

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| **Measure # 3.2.1** | Information on public health mission, roles, processes, programs, and interventions to improve the public’s health provided to the public. | |
| RD # 2 | Relationship with the media to ensure their understanding of public health and to ensure that they cover important public health issues. | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document communication with the media.  Note: Logs of media contacts must show encounters with media, not listing of names/contact information. |  |  |

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| **Measure # 3.2.2** | Organizational branding strategy | |
| RD # 1 | A department brand strategy | 1 policy, plan, or set of policies or strategies |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| Note: Elements a – f must be included in the brand strategy as part of the policy, plan, or strategy. | |  |  |
| 1 | The health department must provide a brand strategy that includes provisions or steps to: |
| 1a | ensure that department staff have a clear understanding and commitment to  the brand of the health department |
| 1b | communicate the health department’s brand in a targeted manner (customized to different stakeholders) to convey the presence of the health department and the essential products and services that it delivers to its community |  |  |
| 1c | integrate brand messaging into organizational communication strategies and external communications (e.g., website, media releases, public service announcements, social media activities, speeches, grant applications, and  promotional materials) |  |  |
| 1d | use a common visual identity (logo) to communicate the health department’s  brand |  |  |
| 1e | display appropriate signage inside and outside the health department facility  Note: Element e requires that the branding strategy (documentation) demonstrates provisions or steps to display appropriate signage inside and outside the health department facility. This will also be a visual observation during the site visit. |  |  |
| 1f | link the branding strategy to the department’s strategic plan. |  |  |

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| **Measure # 3.2.2** | Organizational branding strategy. | |
| RD # 2 | Implementation of the department’s branding strategy. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document its implementation of elements of its branding strategy.  Examples must implement plans, policies, or strategies as presented above.  Note: Examples must demonstrate implementation of branding strategy to external audiences (see measure purpose statement). |  |  |

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| **Measure # 3.2.2** | Organizational branding strategy. | |
| RD # 2 | Implementation of the department’s branding strategy. | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document its implementation of elements of its branding strategy.  Examples must implement plans, policies, or strategies as presented above.  Note: Examples must demonstrate implementation of branding strategy to external audiences (see measure purpose statement). |  |  |

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| **Measure # 3.2.3** | Communication procedures to provide information outside the health department. | |
| RD # 1 | Procedures for communications that include: | 1 procedure or one set of procedures |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| Note: The communications procedures must address non-emergency communications. | |  |  |
| 1 | The health department must provide a copy of communication procedures. The procedures must: |
| 1a | Describe the process for disseminating information accurately, timely, and appropriately. |  |  |
| The procedures must define the process for different audiences who may request or receive information from the health department. |  |  |
| 1b | Describe the process for informing and/or coordinating with community partners to promote the dissemination of consistent and unified public health messages that are accurate and appropriate for the audience. |  |  |
| 1c | Include a contact list of media and key stakeholders related to the protocol; |  |  |
| set forth when the contact list is to be used; |  |  |
| and include the process for maintaining the contact list. |  |  |
| 1d | Identify which department staff position is designated as the public information officer.  The protocol must define this position’s responsibilities, which must include:  maintaining media relationships; creating appropriate, effective public health messages; and managing other communications activities. |  |  |
| 1e | Describe the responsibilities for all staff positions that may interact with the news media and the public. |  |  |

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| **Measure # 3.2.3** | Communication procedures to provide information outside the health department. | |
| RD # 2 | Implementation of communications procedures. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document the department’s implementation of the communications procedures listed in 1, above. |  |  |
| The health department must provide public health messages disseminated outside the health department. |  |  |
| Examples must come from two different program areas, one of which is a chronic disease program. |  |  |

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| **Measure # 3.2.3** | Communication procedures to provide information outside the health department. | |
| RD # 2 | Implementation of communications procedures. | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document the department’s implementation of the communications procedures listed in 1, above. |  |  |
| The health department must provide public health messages disseminated outside the health department. |  |  |
| Examples must come from two different program areas, one of which is a chronic disease program. |  |  |

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| **Measure # 3.2.4** | Risk communication plan | |
| RD # 1 | Risk communication plan | 1 plan |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 1 | The health department must provide a copy of the risk communication plan, protocol, or procedures.  The plan must provide protocols that address: |  |  |
| how information is provided for a given situation; |  |  |
| address how information is provided 24/7; |  |  |
| delineate roles, responsibilities and chain of command; |  |  |
| describe how information will be disseminated in the case of communication technology disruption; |  |  |
| address how message clearance will be expedited; and |  |  |
| describe how the health department will work with the media. |  |  |
| The plan must also address preventing public alarm by dealing with misconceptions or misinformation. |  |  |

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| **Measure # 3.2.5** | Information available to the public through a variety of methods. | |
| RD # 1 | A website or web page that contains information on: | 1 website |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 1 | The health department must document that its website provides: |  |  |
| 1a | A 24/7 contact number for reporting health emergencies. |  |  |
| 1b | Notifiable/reportable conditions line or contact number. |  |  |
| 1c | Health data, for example, morbidity and mortality data. |  |  |
| 1d | Links to public health related laws or public health code. |  |  |
| 1e | Information and materials from program activities, for example, infectious disease, chronic diseases, environmental public health, prevention, and health promotion. |  |  |
| 1f | Links to CDC and other public health-related federal, state, or local agencies, as appropriate. |  |  |
| 1g | The names of the health department director and the leadership team. |  |  |

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| **Measure # 3.2.5** | Information available to the public through a variety of methods. | |
| RD # 2 | Other communication strategies for informing the public about public health issues or functions. | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document the use of other methods used to make information available to the general public about public health issues and/or functions. |  |  |

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| **Measure # 3.2.5** | Information available to the public through a variety of methods. | |
| RD # 2 | Other communication strategies for informing the public about public health issues or functions. | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must document the use of other methods used to make information available to the general public about public health issues and/or functions. |  |  |

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| **Measure # 3.2.6** | Accessible, accurate, actionable, and current information provided in  culturally sensitive and linguistically appropriate formats for target populations served by the health department. | |
| RD # 1 | Demographic data regarding ethnicity and  languages spoken in the community. | 1 data report or multiple data sets |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 1 | The health department must provide demographic data defining the ethnic distribution and languages spoken in the jurisdiction served. |  |  |

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| **Measure # 3.2.6** | Accessible, accurate, actionable, and current information provided in  culturally sensitive and linguistically appropriate formats for target populations served by the health department. | |
| RD # 2 | Interpretation, translation, or other specific communication services. | 1 list |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 2 | The health department must provide a list of staff or contractors who provide interpretation, translation, or specific communication services. |  |  |

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| **Measure # 3.2.6** | Accessible, accurate, actionable, and current information provided in  culturally sensitive and linguistically appropriate formats for target populations served by the health department. | |
| RD # 3 | Assistive staff or technology devices. | 1 example of assistive staff or devices |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 3 | The health department must document assistance for the hearing or the visually impaired, or other assistive staff or technology devices.  Note: This measure requires visual observation during the site visit regarding the availability of assistive staff or technology specifically for the hearing and visually impaired. |  |  |

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| **Measure # 3.2.6** | Accessible, accurate, actionable, and current information provided in  culturally sensitive and linguistically appropriate formats for target populations served by the health department | |
| RD # 4 | Public health materials that are culturally  appropriate, in other languages, at low reading level, and/or address a specific population that may have difficulty with the receipt or understanding of public health communications | Example # 1 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 4 | The health department must provide materials that are appropriate for a population who may have difficulty with the receipt or understanding of public health communications. |  |  |
| Two examples must be from different program areas. |  |  |

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| **Measure # 3.2.6** | Accessible, accurate, actionable, and current information provided in  culturally sensitive and linguistically appropriate formats for target populations served by the health department | |
| RD # 4 | Public health materials that are culturally  appropriate, in other languages, at low reading level, and/or address a specific population that may have difficulty with the receipt or understanding of public health communications | Example # 2 |

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| **Required Elements from Guidance** (including bulleted items) | | PDF Page Number(s) | Explanatory Notes |
| 4 | The health department must provide materials that are appropriate for a population who may have difficulty with the receipt or understanding of public health communications. |  |  |
| Two examples must be from different program areas. |  |  |

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