

Public Health Accreditation Board

Executive Summary: Strategic Plan 2020 - 2022



*Advancing
public health
performance*

The Public Health Accreditation Board is a 501(c)3 nonprofit organization that works to advance and transform public health practice by championing performance improvement, strong infrastructure, and innovation.

Read more about the impact of accreditation on our website through the [Accreditation Works!](#) series.

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The Public Health Accreditation Board (PHAB) was incorporated in 2007 to develop and implement a national accreditation program for public health departments, with support from the Robert Wood Johnson Foundation and the CDC. Data demonstrates that PHAB accreditation results in stronger quality improvement systems and partnerships, improved accountability, and support for workforce development. As of November 2019, 284 health departments and one central health system comprised of 67 health departments have received initial accreditation.

With a new CEO in January of 2020 and the onset of the COVID-19 pandemic shortly thereafter, PHAB embarked on a strategic planning process to ensure the organization was supportive of health departments during their response to the pandemic, to address sustainability and to uplift the value of accreditation. It further afforded PHAB the opportunity to use the process in response to changes in the external environment brought about in 2020.

PHAB updated its vision and mission, and identified values, principles, and strategic priorities for which to focus its efforts through 2022:

VISION

A high-performing governmental public health system that supports all people living their healthiest lives

MISSION

Advance and transform public health practice by championing performance improvement, strong infrastructure, and innovation.

VALUES

Trust | Respect | Innovation | Collaboration | Growth-mindset

PRINCIPLES

Excellence | Diversity, Equity & Inclusion | Transparency | Accountability

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STRATEGIC PRIORITIES

1. Reinforce the Need for Public Health System Improvement and the Role of Accreditation

Advance the case for a robust, adequately funded, and consistently high-quality public health infrastructure by elevating the role and value of PHAB accreditation and advocacy efforts to improve agency capacity and performance, including the public health workforce, especially in response to the COVID-19 pandemic.

- 1.1 Collaborate with stakeholders
- 1.2 Educate policy makers
- 1.3 Develop a strategic communications plan
- 1.4 Support health departments
- 1.5 Build and leverage evidence base
- 1.6 Use advocacy work to inform accreditation

2. Advance Governmental Public Health Through Innovation

A culture of innovation is established at PHAB and PHNCI with concrete linkages to accreditation standards and measures through work and practices that fosters a mindset of innovation and leading practices in public health departments and the sector.

- 2.1 Identify and disseminate innovative practices
- 2.2 Celebrate innovations that advance the field
- 2.3 Incorporate innovation into PHAB accreditation

3. Achieve Health Equity & Anti-Racism

Create and implement a comprehensive anti-racism, diversity, equity, inclusion (DEI) strategy to address structural racism and inequity within PHAB, public health departments, and the public health sector.

- 3.1 Conduct DEI assessment and develop organizational strategy
- 3.2 Advance health equity and DEI messaging
- 3.3 Integrate health equity and DEI into standards and measures
- 3.4 Enhance support services related to health equity and DEI
- 3.5 Spotlight leading health equity and DEI practices
- 3.6 Source funding opportunities to support health equity and DEI

4. Strengthen Standards and Resources to Support Health Departments' Capabilities

Revised and new accreditation standards and measures and related resources are responsive to current and emerging public health challenges (e.g., COVID-19 pandemic, institutional racism, health inequality, etc.) and support improved performance and transformative abilities of public health departments.

- 4.1 Modify standards and measures
- 4.2 Increase utilization rates
- 4.3 Leverage accreditation data to inform resources
- 4.4 Support public health leadership

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5. Retain Accredited Health Departments

Engage with 100% of public health departments in PHAB's accreditation and reaccreditation pipelines to assess their needs in response to COVID-19 and retain 95% of currently accredited health departments by assessing and streamlining accreditation and reaccreditation processes and structures in response to the challenges public health departments face as a result of the pandemic.

- 5.1 Streamline accreditation process
- 5.2 Assess the peer review model
- 5.3 Simplify annual report process
- 5.4 Incentivize accreditation/reaccreditation

6. Ensure Programs and Services Meet Continuum of Health Department Needs

Test and refine product(s) and/or service(s) to foster improvement in public health departments that are not yet ready for the accreditation process and explore the development of a program to recognize excellence beyond accreditation standards.

- 6.1 Develop a "Pathway to Accreditation" program
- 6.2 Explore opportunities to recognize health departments of excellence