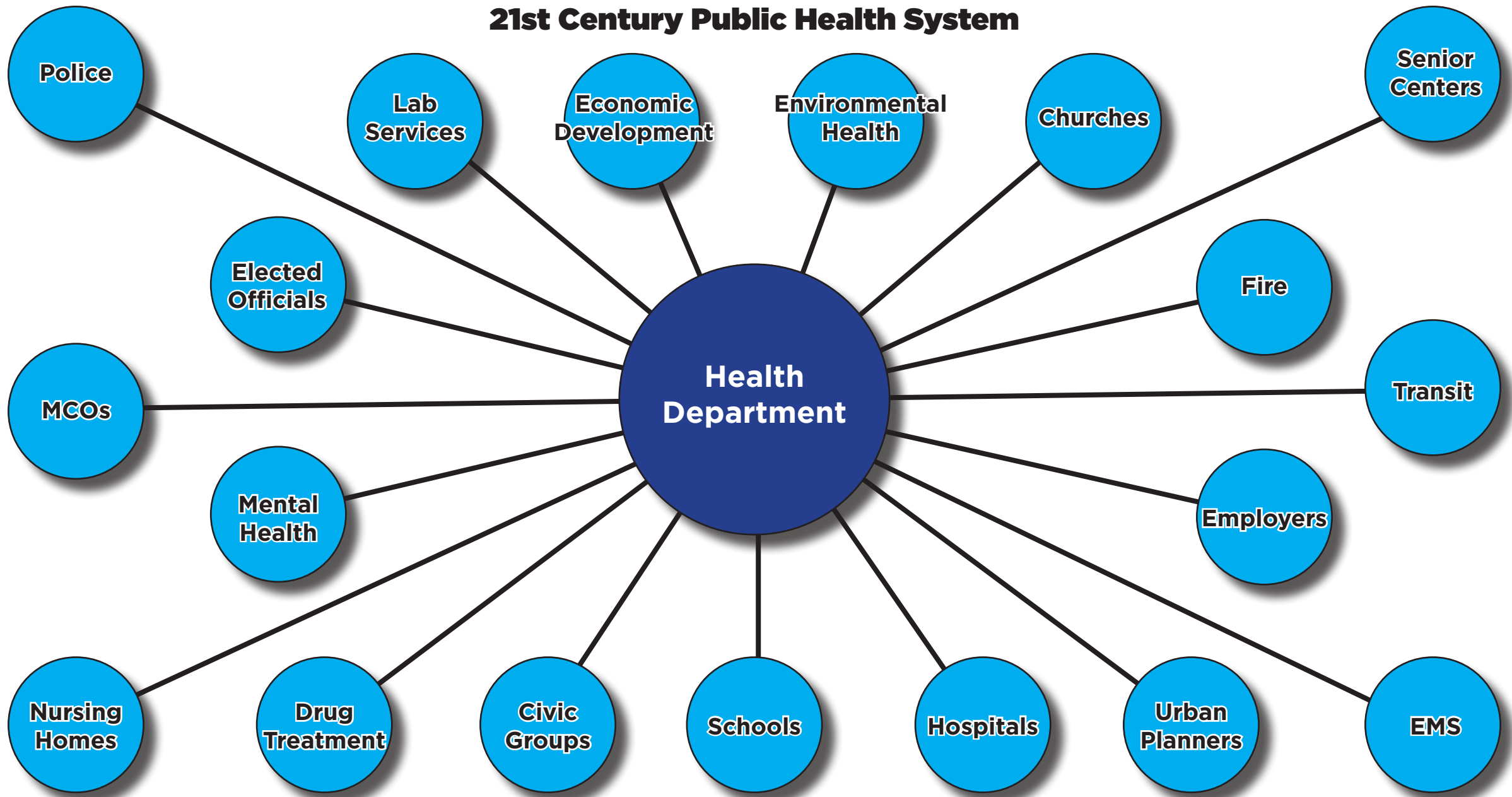


A man is seen from behind, standing in front of a chalkboard. He is wearing a light-colored, long-sleeved button-down shirt, brown suspenders, and a tan straw hat with a dark band. His hands are on his hips. The chalkboard is filled with various mathematical formulas and equations written in white chalk, including summations, integrals, and algebraic expressions. The lighting is soft, highlighting the texture of his clothing and the chalk on the board.

21st Century Public Health System



Achieve Public Health 3.0

1. Embrace the Role of Chief Strategist (hChoices helps build and drive health improvement initiatives)

Health departments should participate in and support community-based coalitions that examine health data, set goals, and develop plans to improve health. They will enlist civic and other community leaders to help carry out those plans.

2. Form vibrant, structured, cross-sector partnerships (hChoices has history of building collaboratives)

Health departments should engage with community stakeholders —from both the public and private sectors— to develop and guide Public Health initiatives, and to foster shared funding, services, governance, and collective action.

3. Timely, reliable, granular-level and actionable data and analytics tools are critical (hChoices knows data)

Many local health departments currently rely on national data that are years old, were collected from labor-intensive surveys, or are not granular enough to inform local efforts. Even when public professionals can access essential data, they may struggle to link them to other data sets or use them effectively.

Health departments should also include information technology and data capabilities (collecting, analyzing, disseminating, and acting on them) in their routine quality improvement process.

4. Funding for public health should be enhanced (hChoices offers new funding sources)

Health departments should explore innovative funding models to expand financial support for public health prevention initiatives.

5. Foundational Infrastructure (hChoices drives innovation and offers marketing expertise)

Health departments should create a collaborative infrastructure, and brand the health department as a forward-thinking change maker. Community engagement also means focusing not only on disseminating information to communities, but also on collecting information from communities. It includes implementing meaningful metrics, timelines, and deliverables, plus developing skills —such as sales and marketing— is not only valuable—it is essential.

Public Health Accreditation Standards

Public health department accreditation standards address a range of core public health programs and activities including, for example, environmental public health, health education, health promotion, community health, chronic disease prevention and control, infectious disease, injury prevention, maternal and child health, public health emergency preparedness, access to clinical services, public health laboratory services, vital records and health statistics, management / administration, and governance.

Continue reading to learn how hChoices can help you address many of the accreditation standards.



The Essential Public Health Services and Core Functions
Source: Core Public Health Functions Steering Committee, Fall 1994

Supporting Public Health Accreditation Board Standards

Domain 1: Systematic monitoring of health status; collection, analysis, and dissemination of data; use of data to inform public health policies, processes, and interventions; and participation in a collaborative process for the development of a shared, comprehensive health assessment of the community, its health challenges, and its resources. (hChoices provides methodical health monitoring system and tools to collect, analyze and disseminate data)

Standard 1.1: Participate in or lead a collaborative process resulting in a comprehensive community health assessment.

A community health assessment is a collaborative process of collecting and analyzing data and information for use in educating and mobilizing communities, developing priorities, garnering resources or using resources in different ways, adopting or revising policies, and planning actions to improve the population's health.

Measure: 1.1.1 - Regular meetings or communications with partners

The health department must document that the partnership meets and communicates on a regular basis to consider new data sources, reviews newly collected data, considers assets and resources that are changing, and conducts additional data analysis. (hChoices helps collect and review new data sources and offers additional data analysis)

Measure: 1.1.2 - The ongoing monitoring, refreshing, and adding of data and data analysis

Additional data analysis is expected to be neighborhood/community specific in order to understand health inequities and the factors that create them. (hChoices offers ongoing monitoring, data and analysis)



Supporting Public Health Accreditation Board Standards

Standard 1.2: Collect and Maintain Reliable, Comparable, and Valid Data that Provides Information on Conditions of Public Health Importance and on the Health Status of the Population

Health departments must gather timely and accurate data to identify health needs, understand factors that contribute to higher health risks or poorer health outcomes among populations, develop and evaluate programs and services, and determine resources. ([hChoices platform collects real time data to identify and segment health needs](#))

Measure 1.2.1 - 24/7 surveillance system

Public health surveillance is the continuous, systematic collection, analysis, and interpretation of health-related data needed for the planning, implementation, and evaluation of public health practice. ([hChoices platform open 24/7/365](#))

Measure 1.2.3 - Primary data

Assess the health department's capacity to collect primary data concerning health; health inequities; contributing factors or causes of health challenges; or potential policy, public health and/or community solutions. This measure addresses data other than surveillance data. ([hChoices platform can be customized to collect any new data point/risk factor](#))

Standard 1.3: Analyze Public Health Data to Identify Trends in Health Problems, Environmental Public Health Hazards, and Social and Economic Factors that Affect the Public's Health ([hChoices helps identify and analyze trends](#))



Supporting Public Health Accreditation Board Standards

Domain 3: Inform and Educate about Public Health Issues and Functions (hChoices is a content distribution system)

Standard 3.1: Provide health education and health promotion policies, programs, processes, and interventions to support prevention and wellness.

The public needs access to accurate and timely information, it must be communicated in a language and format that the population can access and understand, and require a continuing flow of information. Health promotion can involve health education, communication, working with the media and other stakeholders, social marketing, health equity, behavior change, environmental changes, community mobilization, community development, and policy changes. (hChoices creates and distributes live and on-demand content and provides marketing and communication expertise)

Measure 3.1.1 - Information provided to the public on protecting their health

A key activity in promoting population health is providing public health information that encourages the adoption of healthful behaviors and activities. To be effective, information should be appropriate for the target audience. It must be accurate, timely, and provided in a manner that can be understood and used effectively by the target population. (hChoices personalizes content based on an individual's interests, health risk factors and readiness to change)

Measure 3.1.2 - A planned approach for developing and implementing health promotion programs

The health department must document a planned approach for developing and implementing health promotion materials and activities. (hChoices team has history of planning and implementing health promotion plans)

Supporting Public Health Accreditation Board Standards

Measure 3.1.2 - Efforts to specifically address factors that contribute to specific populations' higher health risks and poorer health outcomes

The health department must document efforts to address health equity among the populations in the health department's jurisdiction. The health department must provide: Plans and/or efforts to address social change, social customs, community policy, level of community resilience, or the community environment that impact on health inequities. (hChoices can target programming and content based of audience)

Standard 3.2: Provide information on public health issues and public health functions through multiple methods to a variety of audiences.

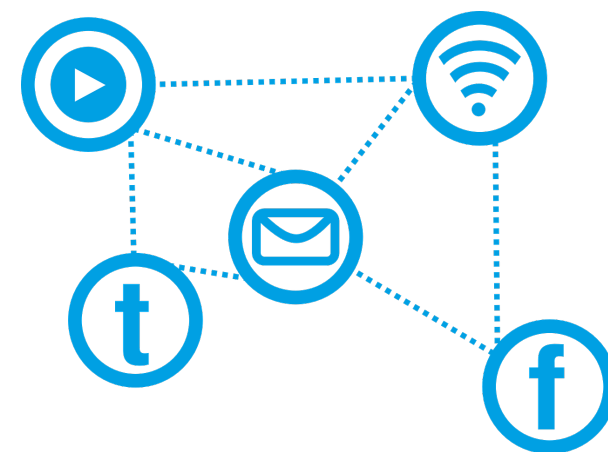
Effective public health communication requires a variety of methods and formats. (hChoices has experience leveraging a variety of communication channels to get the right message, to the right audience)

Measure 3.2.2 - Organizational branding strategy

Branding can help to position the health department as a valued, effective, trusted leader in the community. (hChoices can guide health department re-branding and build the communication plan and strategy)

Measure 3.2.5 - Information available to the public through a variety of methods

Health departments need the ability to present information to different audiences through a variety of methods, including information technology. (hChoices maximizes technology to streamline content distribution in a variety of formats)



Supporting Public Health Accreditation Board Standards

Domain 4: Engage with the Community to Identify and Address Health Problems

This domain addresses health departments' establishment and maintenance of community partnerships and collaborations that will facilitate public health goals being accomplished, promote community resilience, and advance the improvement of the public's health. (hChoices uses the Stanford's Collective Impact Model to successfully engage collaborative partners. Collective Impact Initiatives are long-term commitments by a group of important actors from different sectors to a common agenda for solving a specific social problem. Their actions are supported by a shared measurement system (hChoices wellness platform), mutually reinforcing activities (events and activities featuring local experts), and ongoing communication (in-person and online meetings), and are staffed by an independent backbone organization (hChoices).

Standard 4.1: Engage with the Public Health System and the Community in Identifying and Addressing Health Problems through Collaborative Processes

The health department should establish and maintain community partnerships and collaborations that will facilitate public health goals being accomplished, promote community resilience, provide ongoing dialogue, and advance the improvement of the public's health. (hChoices has a proven track record and ability secure collaborative partners from both the private and public sectors including, but not limited to hospitals, insurance companies, government agencies, public officials, libraries, churches, senior centers, businesses, fitness facilities, health associations, and more)

Measure 4.1.1 - Establishment and/or engagement and active participation in a comprehensive community health partnership and/or coalition; or active participation in several partnerships or coalitions to address specific public health issues or populations (hChoices use of the Collective Impact Model ensures all collaborative partners benefit from participation and believe/agree in the objectives and goals)

Supporting Public Health Accreditation Board Standards

Domain 6: Enforce Public Health Laws

STANDARD 6.2: Educate individuals and organizations on the meaning, purpose, and benefit of public health laws and how to comply.

Health departments have the responsibility to educate the public about public health laws and to inform members of the community about the meaning behind the law, the purpose for the law, the benefits of the law, and compliance requirements. (hChoices believes educating community members promotes engagement and drives compliance)

Domain 7: Promote Strategies to Improve Access to Health Care

Standard 7.1: Assess Health Care Service Capacity and Access to Health Care Services (hChoices uses technology to improve health literacy and access to health education, experts, and prevention/management tools)

Domain 8: Maintain a Competent Public Health Workforce

Standard 8.2: Ensure a competent workforce through the assessment of staff competencies, the provision of individual training and professional development, and the provision of a supportive work environment. (hChoices platform includes a Learning Management System to educate, test, and generate certificates of completion and understanding)



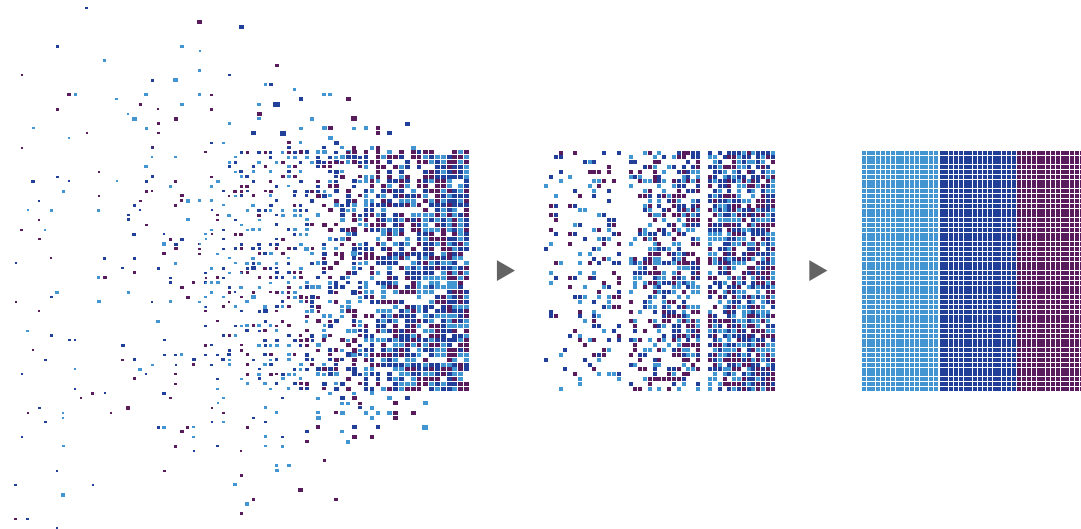
Supporting Public Health Accreditation Board Standards

Domain 10: Maintain a Competent Public Health Workforce

Health departments also have important roles in developing new evidence. Health departments should apply innovation and creativity in providing public health services appropriate for the populations they serve. (hChoices stays on the leading edge of technology and innovation to best serve our partners)

Standard 10.2: Promote understanding and use of the current body of research results, evaluations, and evidence-based practices with appropriate audiences.

Communication between public health practitioners and the public, governing entities, and other audiences could encourage others to become advocates for research and to contribute to the science of public health. (hChoices ability to easily and efficiently collect a variety of data and make it meaningful is invaluable to our partners as research and outcomes are used to drive practice and policy)



Options to Get Started



	BRONZE	SILVER	GOLD	PLATINUM
One Community Screening Event	◆	◆	◆	◆
Drive Collaboration	◆	◆	◆	◆
Event Marketing Collateral Design	◆	◆	◆	◆
Baseline Aggregate Data Report	◆	◆	◆	◆
Sponsor Recognition	◆	◆	◆	◆
HIPAA Compliant Wellness Portal (Participants/Countywide)	P	C	C	C
Custom Video Content		1	3	6
Advanced Data Report			◆	◆
White Labeled Wellness Portal			◆	◆
Launch Custom Wellness Initiative				◆
	\$5,000	\$7,500	\$9,000	\$12,500