


Your Superhero Squad

September 24, 2020

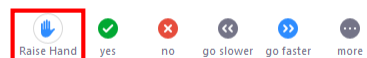
1

To make comments:

Please keep your phones on mute until you have a question or comment. If you would like to make a comment, please put the question, chat box, raise your hand, or unmute your phone.

To **raise your hand** click **manage participants**  at the bottom of your screen to access the participant panel and the option to raise your hand.

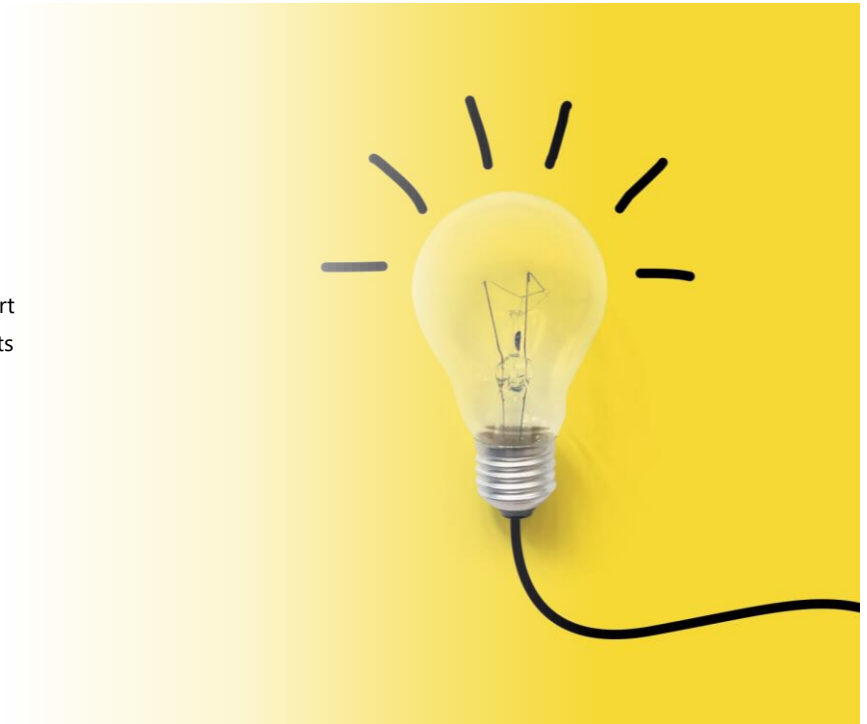
Use the button at **the bottom of the participant panel** to “**Raise your Hand**”



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Overview

- NCLHD Accreditation Annual Report
- NCLHD Accreditation Survey Results
- Engaging Staff in Accreditation
- Strategies for Staff Engagement
- Pitt County Strategies for Staff Engagement



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Presenters

- Amy Belflower Thomas, MHA, MSPH, CPH, NC Institute for Public Health
- Margaret Benson Nemitz, MPH, NC Institute for Public Health
- Lori Rhew, MA, NC Institute for Public Health
- Joe Dawson, NC Institute for Public Health
- Amy Hattem, MAEd, Pitt County Health Department

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Fall Webinar Overview



Using your Superhero Powers

October 21
10-11:30 a.m.
Registration now open

The NCLHD Accreditation Dashboard provides a convenient and efficient method for submitting and review evidence. This webinar will focus on the basic functions of the dashboard for all users and will cover some of the functions available to users with higher levels of access. This webinar is designed for anyone who is new to using the dashboard or who would like a refresher.

The Accreditation Origin Story

November 5
10-11:30 a.m.
Registration opening soon

North Carolina was the first state to legislatively mandate local health department accreditation. After fifteen years of implementation the program is in the midst of a long-term participatory revision process. This webinar will provide an overview of the Senate Bill 804 which created the accreditation program and the accreditation standards as established by the rules commission. Anyone who is interested in provided feedback during the open comment period of the HDSA Interpretation document revision will benefit from attending this webinar.

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2019-2020 Annual Report

Drum roll please....



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Annual Survey Results

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Accreditation

A model of evaluation

"Program staff is usually **responsible** for conducting a **self-evaluation** before a **team of evaluators** arrives onsite for **one to three-days** of data collection. During these **site visits**, evaluators review the **self-evaluation reports** and conduct numerous **interviews and observations** of program staff and activities."

Source; Russ-Eft, D and Preskill H. *Evaluation in Organizations: A systematic approach to enhancing learning, performance, and change*. 2009. pg. 54

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NCLHD Accreditation

A model of evaluation

Program staff responsible for conducting **the Health Department Self-Assessment** over a four years. **Site Visitors** review the evidence collected through the health department self-assessment and arrive onsite for a **one-and-a-half-day site visit**. During these **site visits**, evaluators conduct **interviews and observations** of program staff and activities. The process of conducting the self-assessment is coordinated by one or two individuals at each agency referred to as Agency Accreditation Coordinators.



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NCLHD Accreditation

Coordinated by

Coordinate

To bring a common action,
movement or condition.



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Organizations NOT individuals get Accredited



North Carolina
LOCAL HEALTH DEPARTMENT ACCREDITATION

By the Authority of the
N.C. Local Health Department Accreditation Board

North Carolina County Health Department

is hereby awarded

Reaccreditation

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Make it a Team Process

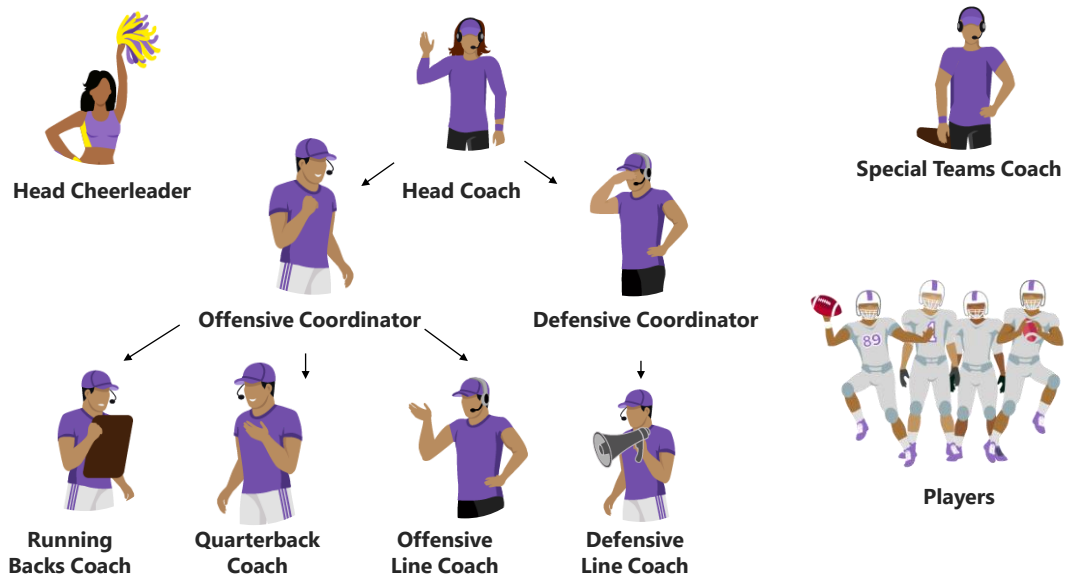
One or two people cannot do it alone

Asking for specific information vs. becoming a part of the process affects ability to provide good examples

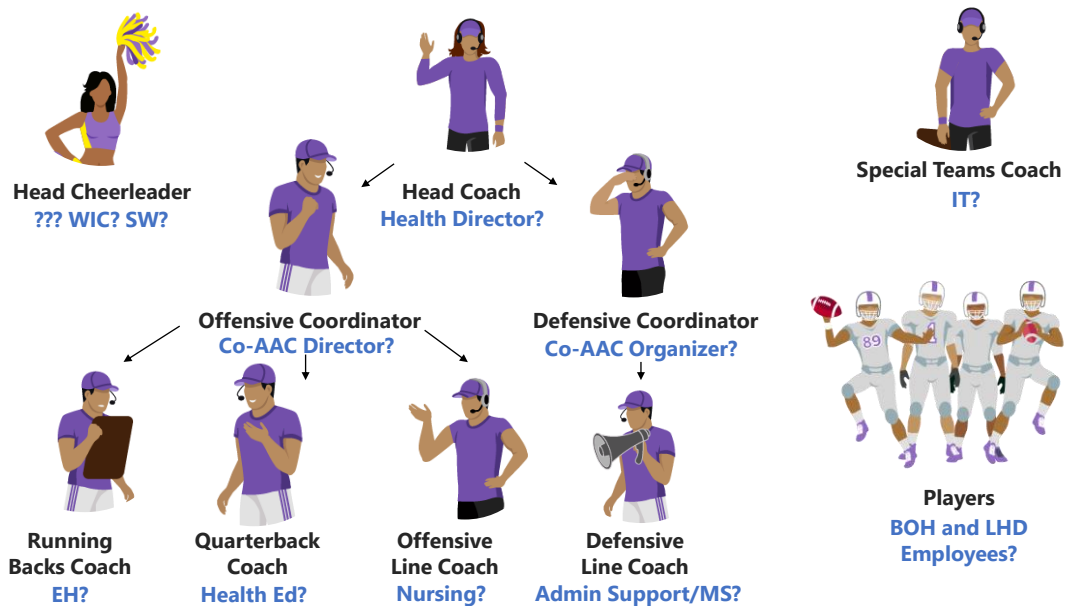
One person cannot answer all questions during site visit

AACs need help making all staff accountable for providing documentation

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Staff Engagement



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3 WAYS TO INFLUENCE



LOGICAL APPEALS

Tap into people's rational and intellectual positions.



EMOTIONAL APPEALS

Connect your message, goal, or project to individual goals and values.



COOPERATIVE APPEALS

Involve collaboration, consultation, and alliances.



Center for Creative Leadership®

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Institutionalize it as Quality Improvement

Accreditation is but one component of agency quality improvement efforts

It shouldn't be about checking a "Met" but integrating program audits, corrective action plans, customer/community satisfaction, strategic planning, community assessment and PDSA/Genba/Kaizan projects



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Create a Supportive Culture

- Make all staff involved in some way
- Emphasize the benefits vs. the costs
- Celebrate successes



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Dashboard

- Assign team members and team leaders
- Set up email notifications
- Use lighting system to monitor progress
 - Set start date and end date for each activity
- View the Dashboard
- Run Reports
 - Share with Leadership
 - Use at team meetings
 - Celebrate success when evidence is complete

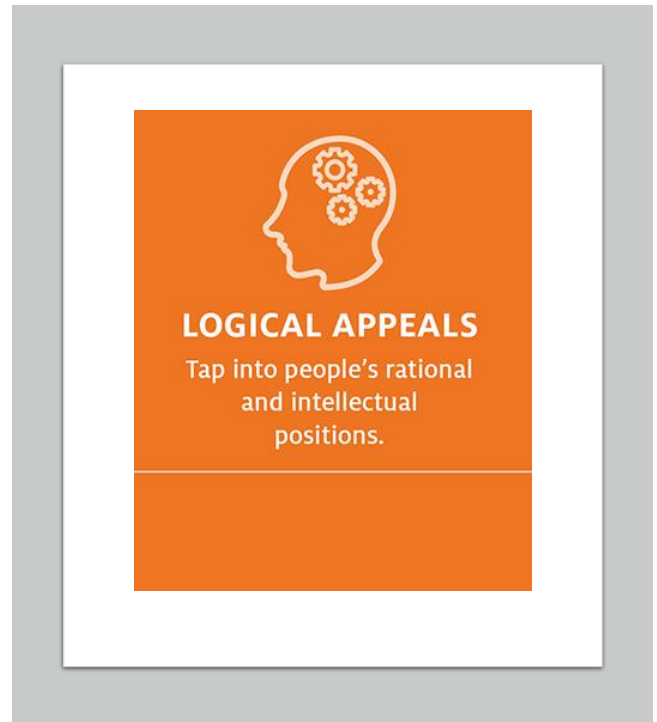


Join the October 21 webinar to learn more!

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Practical Engagement-Head

If you can't see it (measure it), you can't improve it.



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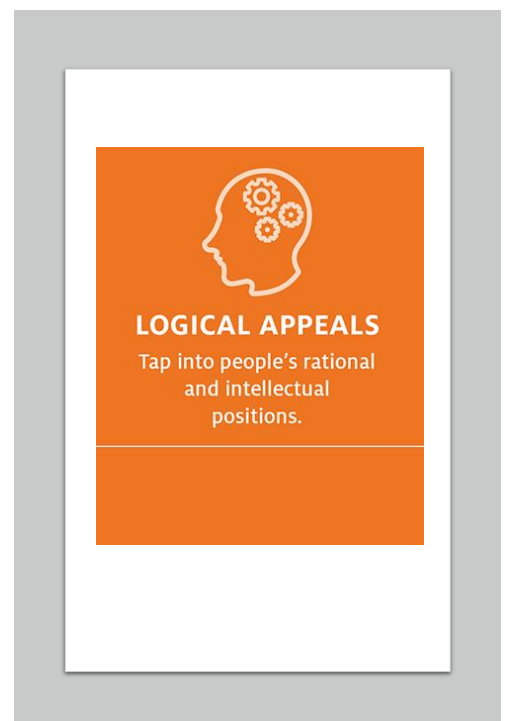
Practical Engagement-Head

Empowerment more than Accountability

Make sure team members know how to do what is being asked:

- What do they need?
- Where is it? (www.ncldhaccreditation.unc.edu)
- How do they use it?

COMING SOON: Online trainings that can be assessed any time



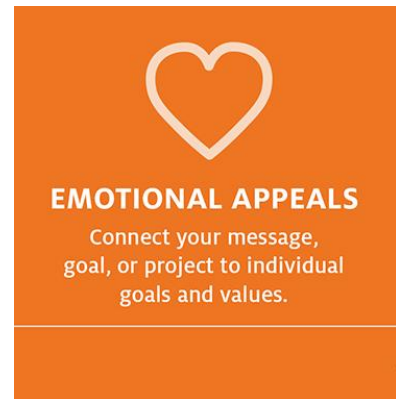
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Emotional Engagement-Heart

Try to remember why we have accreditation: reminders on office fliers, email signatures, communications about evidence

For example:

Thank you for helping make sure we are providing the highest level of service to ____ County.



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Emotional Engagement-Heart

I purchased some creative supplies to **engage the staff....The Charlie Brown boards were inspired by Iredell County's CATT tool** to have something posted on a main hallway in the Health Department **to engage all the staff** in the Accreditation process. The boards outlined when each activity is due, who is responsible, and **cute puppy stickers are used to show that the activity was completed.**

- Johnston County Story from the Field, 2019



EMOTIONAL APPEALS

Connect your message, goal, or project to individual goals and values.

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Emotional Engagement- Heart

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Emotional Engagement - Heart

Make it fun...Maybe!

"A health department all staff meeting was dedicated to a fun accreditation related activity were about six stations were set up to educate and reinforce certain benchmark requirements."

- Iredell County 2018-2019
Best Practices Report



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Emotional Engagement-Heart

Accreditation Party!



Mecklenburg County Celebration

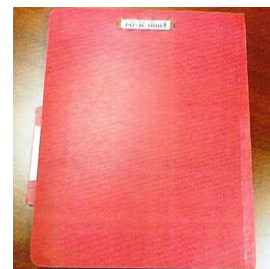


Sampson County Celebration

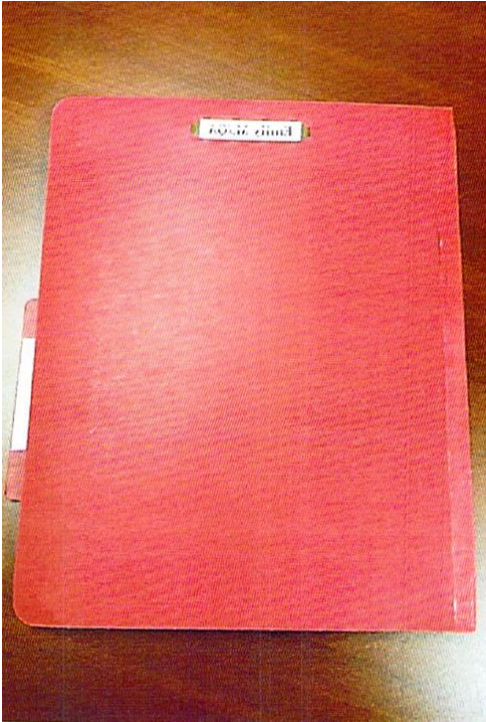
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Practical Engagement-Hand

- Accountability more than Empowerment
- Monthly meetings or check-ins to keep accreditation top-of-mind, check in, see what is challenging and what is working, and to give gentle reminders to those who need reminding
- Make it part of your job and part of the culture: factor into job performance reviews, your strategic plan
- Large, visible checklist to show Accred progress



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Practical Engagement-Hand

"We are very happy with our red folders! Evidence is collected at a nice, steady rate – even between meetings!" Seeing the red folders on their desks prompts team members to stay focused on collecting evidence between meetings. In addition, many staff have commented that the red folder project, helps them understand their role in accreditation.

- Surry County, Story from the Field 2019

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Other Health Departments' Ideas

- Stories from the Field highlight Accredited strategies every month. How departments are making Accreditation their own, getting things collected and processed efficiently, and prepping for site visits.
 - <https://nclhdaccreditation.unc.edu/updates/stories-from-the-field/>
- Monthly Highlights are also archived every month
 - <https://nclhdaccreditation.unc.edu/updates/monthly-highlights/>

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Accreditation Staff Engagement Tips for AACs

Amy Hattem, MAEd.
Deputy Health Director / AAC
Pitt County Health Department
September 24, 2020

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DISCLAIMER

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Disclaimer

- I do not have all of the answers regarding the best ways to engage staff
- I, too, welcome tips from other AACs
- However, I can provide some practical tips based on my experience of what seems to work and what does not work

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 Environmental Health — 1825 Hospital Drive Greenville, NC 27834 • 252-902-3200 • www.PittCountyNC.gov/EHD

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AAC Experience

- Served as the Lead AAC for two Re-Accreditation Cycles and now working on a third cycle
- Prior to becoming an AAC, I as all other staff members, simply provided evidence
- I am able to understand being on both sides (**providing** evidence and **collecting** evidence)
- Understanding both sides, helps with staff engagement

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COMMUNICATION COMMUNICATION COMMUNICATION

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Everyday Term

- Everyone should know what the term Accreditation means
- Don't assume!
- Use every opportunity to provide specific examples of Accreditation benchmarks / activities and why they are required

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Routine Meetings

- Supervisors' Meetings
- Practice Management Meetings
- Division Meetings
- General Staff Meetings

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Develop Teams

- Develop Teams Around Each Benchmark / Activity
- Assign Staff to Each Team
- Assign a Team Lead
- Assign Someone to the Health Director!!
- Helps with Accountability
- Encourages Discussion Among Teams

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Team Meetings

- Ongoing Accreditation Meetings with Teams
- Further assures accountability

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Full Inclusion

- Don't forget staff who may not directly have evidence to provide
- Orient new employees as they onboard

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Email Reminders

- Routinely send emails to staff with Accreditation updates

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SQI Updates

- Share with staff when Suggested Quality Improvement recommendations have been made from site visits and why

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Patience

- Be patient! Not everyone understands as you do.
- By the time you are sick of explaining why....staff are just getting it.

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Pride Vs. Fear

- Choose language carefully
- Try to instill pride in staff instead of fear
- Fear does not work

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HAVE SOME FUN!

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Morale Boosting

- Fun Quizzes Regarding Site Visit
- Games
- Social Media Posts Regarding Staff in Action
- Celebrations Honoring Staff

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QUESTIONS?

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CONTACT:

EMAIL: AMY.HATTEM@PITTCOUNTYNC.GOV

PHONE: 252-902-2426

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In summary...

- Understand
- Communicate
- Engage
- Celebrate
- Share

