

Developing the CHIP: The Basics

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Learning Objectives

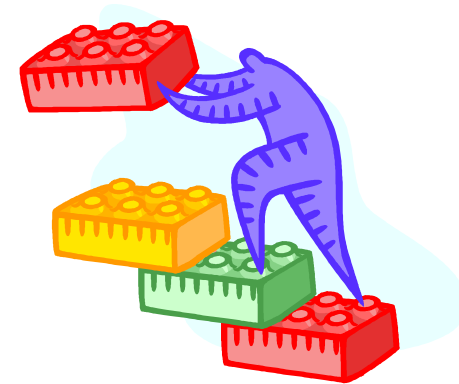
At the completion of the session, participants will be able to do the following:

1. Describe common steps in developing a community health improvement plan.
2. Discuss the general components of a community health improvement plan.
3. Re-state the CHA/CHIP demonstration site project and PHAB requirements for CHIP development.



Common Elements in Community Health Improvement Process Models

- 1) Prepare and plan
- 2) Engage the community
- 3) Develop a goal or vision
- 4) Conduct community health assessment(s)**
- 5) Prioritize health issues
- 6) Develop community health improvement plan**
- 7) Implement community health improvement plan
- 8) Evaluate and monitor outcomes



What is a CHIP?



Community Health Improvement Plan

- A community health improvement plan is a **long-term, systematic effort** to address public health problems on the basis of the **results of community health assessment** activities and the community health improvement process. This plan is used by health and other governmental education and human service agencies, in collaboration with community partners, to **set priorities and coordinate and target resources**.
- A community health improvement plan is critical for **developing policies and defining actions** to target efforts that **promote health**. It should define the vision for the health of the community through a **collaborative process** and should address the gamut of **strengths, weaknesses, challenges, and opportunities** that exist in the community to **improve the health status** of that community.

(Adapted from: United States Department of Health and Human Services, Healthy People 2010. Washington, DC; Centers for Disease Control and Prevention, National Public Health Performance Standards Program, www.cdc.gov/nphpsp/FAQ.pdf; found in PHAB glossary).

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Guiding Principles for High-Quality CHAs and CHIPs

1. Is it community-driven?
2. Is it as strategic as it can be?
3. Are we using a broad definition of the local public health system in convening and reaching out to partners?



Common Steps in Developing a Community Health Improvement Plan



1. Review findings of CHA
2. Engage community and local public health system (LPHS) partners
3. Determine health priorities based on CHA findings and community and LPHS partner input
4. Develop CHIP implementation plan/ work plan:
 - a. Develop goals and measurable objectives,
 - b. Choose strategies,
 - c. Create a timeline,
 - d. Develop performance measures, and
 - e. Determine organization/persons responsible* to address each identified health priority [*not limited to LHD responsibility-refer to PHAB CHIP standard/measure language].



Don't forget about community strengths and assets!

Common Steps in Developing a Community Health Improvement Plan (cont'd)

5. Devise process for monitoring progress on work plan implementation and meeting goals and objectives
6. Distribute CHIP throughout the community
7. Action and monitoring action



Common Components in Presenting the CHIP

- 1) Executive summary
- 2) Description of CHIP process
 - a) Individuals & organizations involved
 - b) Community vision statement
 - c) How CHA was conducted
 - d) How priorities, goals, strategies & objectives were selected
- 3) Priorities
 - a) Description of each priority area
 - b) CHA data that inform each priority area
 - c) Goals, strategies, & objectives for each priority areas
 - d) Individuals & organizations involved in achieving goals & objectives
- 4) Summary & next steps

Important CHIP Considerations

- ✓ Working, actionable document—you don't want it sitting on a shelf!
- ✓ Regular review by all partners involved
- ✓ Accountability
- ✓ Process to determine strategies (e.g. model and promising practices, “home-grown” strategies, etc.)
- ✓ Which priorities? Whose priorities?
- ✓ Emphasizing policy, systems and environmental change strategies
- ✓ Alignment with state and national priorities (e.g. National Prevention Strategy, Healthy People)
- ✓ Keeping partners engaged and momentum going
- ✓ Long-term view: evaluation, sustainability planning

Learning More About CHIP Development

- Training Day 2: Issue Prioritization
- Future trainings are forthcoming --stay tuned for the schedule of upcoming webinars!
- Individual TA Request (e-mail, phone or on-site TA)



Questions or Comments?



PROJECT REQUIREMENTS & PHAB STANDARDS AND MEASURES: DEVELOPING A CHIP



Project Requirements: Developing a CHIP

Engage Community Members and LPHS Partners

“Community members must be engaged in a meaningful and substantive way throughout the CHA and CHIP processes, including indicator selection, data collection, data analysis, data presentation and distribution, issue prioritization, **CHIP creation**, implementation of CHIP, and monitoring of results.”

“Partners should be engaged in a strategic way **throughout the CHA and CHIP processes**, including gaining access to data, mobilizing community members, data collection, data review, issue prioritization, and CHIP implementation.”

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Project Requirements: Developing a CHIP

Address the Social Determinants of Health

- “Consider multiple determinants of health, especially social determinants like social and economic conditions that are often the root causes of poor health and health inequities among sub-populations in their jurisdictions.”
- The project seeks to ensure that the CHAs conducted and the CHIPs developed have a particular focus on the following: Identifying populations within their jurisdictions with an inequitable share of poor health outcomes...**Including at least one of these issues as a priority for community health improvement efforts** in addition to other health priorities in the CHIP.

Project Requirements: Developing a CHIP

Required characteristics of the CHIP:

Background information that does the following:

- Describes the jurisdiction for which the CHIP pertains and a brief description of how this was determined.
- Briefly describes the way in which community members and LPHS partners were engaged in development of the CHIP, particularly their involvement in both the issue prioritization and strategy development.
- Includes a general description of LPHS partners and community members who have agreed to support CHIP action. Reference partners' participation in the short term and long term as applicable.

Priority issues section that does the following:

- Describes the process by which the priorities were identified.
- Outlines the top priorities for action. The priorities need to include at least one priority aimed at addressing a social determinant of health that arose as a key determinant of a health inequity in the jurisdiction.



Includes a brief justification for why each issue is a priority.

Project Requirements: Developing a CHIP

Required characteristics of the CHIP cont'd:

A CHIP implementation plan that does the following:

- Provides clear, specific, realistic, and action-oriented goals.
- Contains the following:
 - Goals, objectives, strategies, and related performance measures for determined priorities in the short-term (one to two years) and intermediate term (two to four years),
 - Realistic timelines for achieving goals and objectives.
 - Designation of lead roles in CHIP implementation for LPHS partners, including LHD role.
 - Formal presentation of the role of relevant LPHS partners in implementing the plan and a demonstration of the organization's commitment to these roles via letters of support or accountability.
 - Emphasis on evidence-based strategies.
 - A general plan for sustaining action.



PHAB Requirements: Developing a CHIP

**Be sure to review the standards listed below to identify the measures and required documentation that PHAB seeks related to developing a CHIP.*

Standard 5.2: Conduct a comprehensive planning process resulting in a tribal/state/community health improvement plan



PHAB Requirements: Developing a CHIP

For example...

Measure 5.2.1 L: Conduct a process to develop community health improvement plan

Required documentation: Completed community health improvement planning process that included 1a. Broad participation of community partners; 1b. Information from community health assessments; 1c. Issues and themes identified by stakeholders in the community; 1d. Identification of community assets and resources; and 1e. A process to set community health priorities.

Measure 5.2.2L: Produce a community health improvement plan as a result of the community health improvement process

Required documentation : CHIP dated within the last five years that includes 1a: Community health priorities, measurable objectives, improvement strategies and performance measures with measurable and time-framed targets; 1b. Policy changes needed to accomplish health objectives; c. Individuals and organizations that have accepted responsibility for implementing strategies; 1d. Measurable health outcomes or indicators to monitor progress; and 1e. Alignment between the CHIP and the state and national priorities.

PHAB Requirements: Developing a CHIP

For example...

Measure 5.2.3A: Implement elements and strategies of the health improvement plan, in partnership with others* *Required documentation:* 1. Reports of actions taken related to implementing strategies to improve health [Guidance:...provide reports showing implementation of the plan. Documentation must specify the strategies being used, the partners involved, and the status or results of the actions taken...]; 2. Examples of how the plan was implemented [Guidance: ..provide two examples of how the plan was implemented by the health department and/or its partners].

Measure 5.2.4A: Monitor progress on implementation of strategies in the CHIP in collaboration with broad participation from stakeholders and partners* *Required documentation:* 1. Evaluation reports on progress made in implementing strategies in the CHIP including: 1a. Monitoring of performance measures and 1b. Progress related to health improvement indicators [Guidance: Description of progress made on health indicators as defined in the plan...]; and 2. Revised health improvement plan based on evaluation results [Guidance: ...must show that the health improvement plan has been revised based on the evaluation listed in 1 above...]

* Not required as part of the CHA/CHIP Project

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