



Tools and Strategies for Building a Sustainable Accreditation Infrastructure

October 30, 2025

Framing the Challenge

Health departments often face periods of...

- changing resources,
- limited funding,
- leadership turnover, and
- staff changes

that can...

- disrupt momentum in accreditation processes,
- shift priorities away from accreditation-related activities, or
- result in the loss of institutional knowledge about accreditation practices.



Framing a Strategic Approach

Sustainability planning helps departments...

- Embed accreditation practices into everyday operations.
- Protect progress during leadership and workforce transitions.
- Distribute accreditation activities more evenly across the five-year cycle.



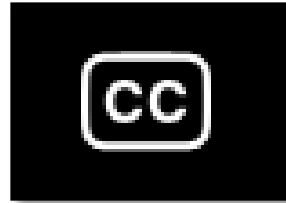
Learning Objectives

- Explore ASTHO's Guide for Sustainable Public Health Accreditation and learn how it can be used to develop tailored sustainability plans.
- Identify practical strategies for building and maintaining accreditation infrastructure.
- Learn from peer health departments as they share their experiences developing plans to support long-term accreditation success.

Introductions and Housekeeping

In the chat, please share:

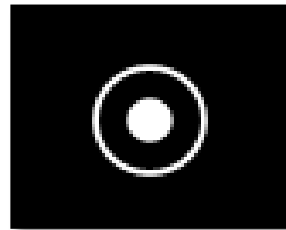
- Your Health Department
- What is one lesson your agency learned from its last accreditation cycle that helps with sustainability today?



Closed
Captioning is
enabled.



Drop your comments
into the chat.



Webinar is being
recorded.



Drop your questions
into the Q&A box.

Our Speakers Today



David Stone

Public Health Infrastructure
Specialist

Association of State &
Territorial Health Officials



Marilyn Trevino

Performance Excellence
Coordinator



Richard Knecht

Accreditation
Coordinator



Rich Hazeltine

Quality Improvement &
Accreditation Manager
Southern Nevada Health
District

Public Health and Safety Division,
Montana Department of Public
Health and Human Services

Overview of the Guide



Organizational Infrastructure
Accreditation Maintenance
Reaccreditation Planning

Organization & Infrastructure

- Benefits
- FPHS
- Communication
- Resources
- Boundary Spanning Leadership



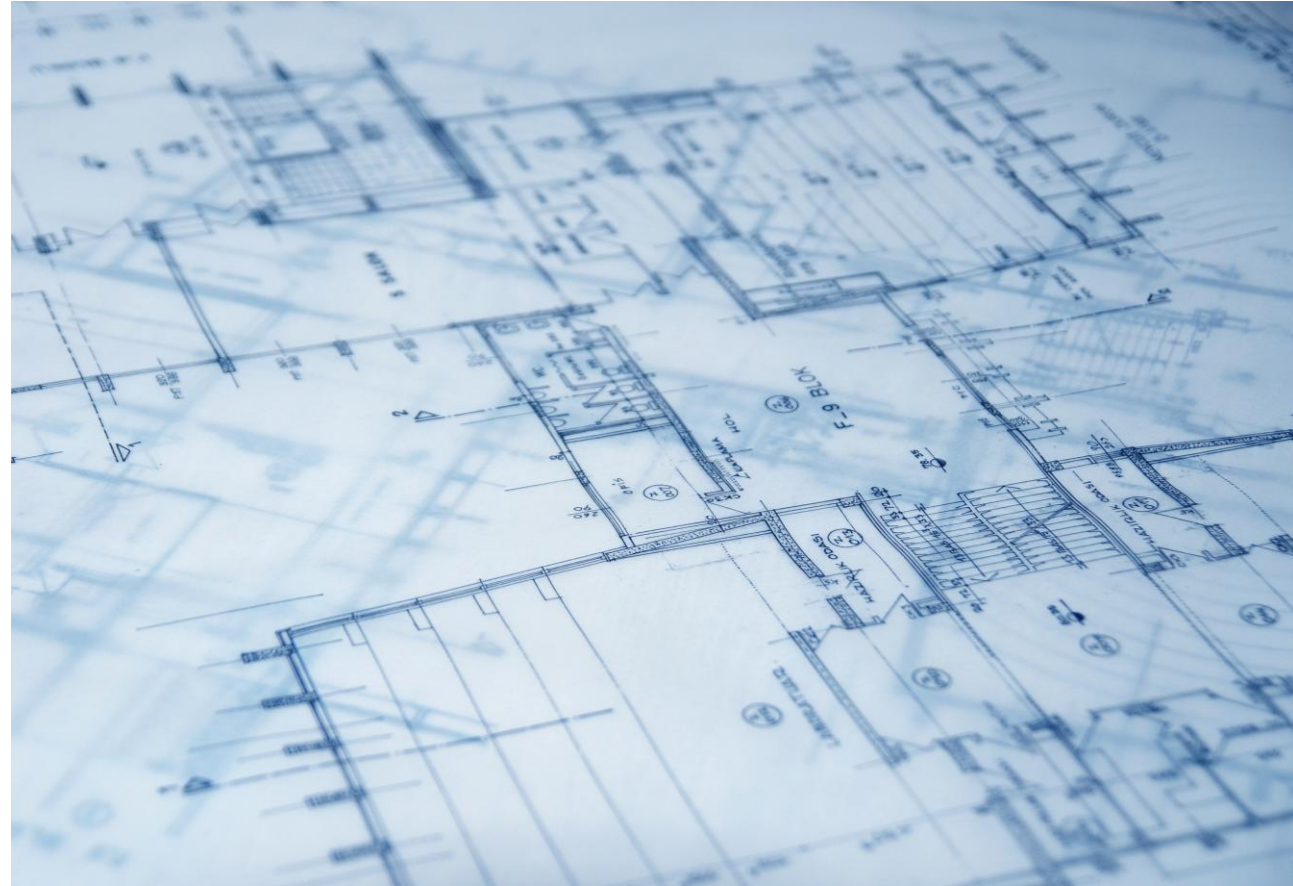
Accreditation Maintenance

- Process – Keep Momentum throughout cycle
- Annual Reports
- Plans – Updating & Implementing
- Documents – Storage & Tracking



Reaccreditation Planning

- Your Approach
- Staffing & Roles
- Timelines
- Accreditation Steps



Montana PHAB Sustainability Plan

Performance Excellence Program

Date: October 30, 2025



DEPARTMENT OF
**PUBLIC HEALTH &
HUMAN SERVICES**

Program Staffing & Funding

Richard Knecht ~ Accreditation Coordinator

Marilyn Trevino ~ PM/QI Coordinator

The Performance Excellence Program:

- *“Building a Culture of Excellence – Where PHAB Standards, Data, and Strategy Unite for Community Health”*
- *\$80,000 per year: PHHS Block Grant*
- *Awarded 10/2025*



Goal

- To strengthen Montana's public health system by embedding Performance Excellence as a sustainable ecosystem that operationalizes PHAB-accredited standards, best practices, and data-driven methodologies to improve organizational performance, advance strategic priorities, and build trust with communities through transparent communication and continuous quality improvement.



Expected Outcome

*Improved community health outcomes, **sustained PHAB accreditation readiness**, and measurable increases in stakeholder trust and system transparency.*



Accreditation Readiness



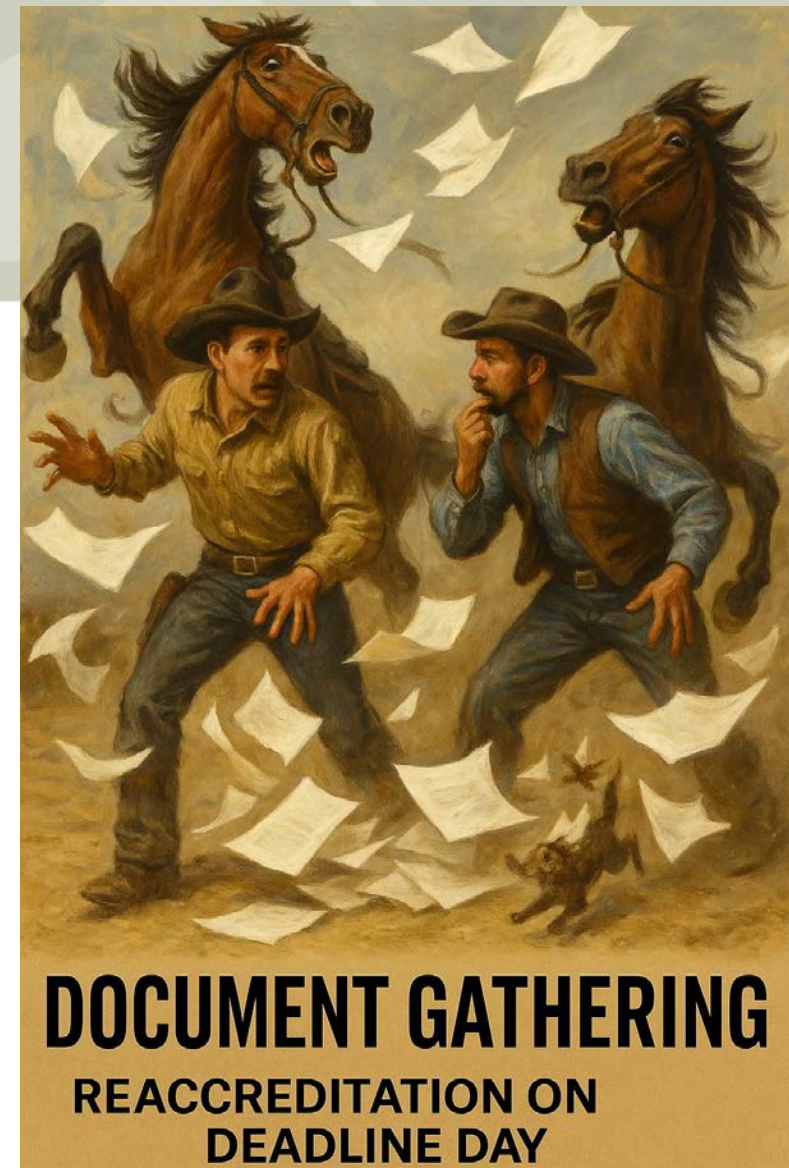
Opportunity!!!

We needed a Plan!

- **Thanks ASTHO!**

*Building Capacity for Accreditation Sustainability
– Learning Community!*

- Kickoff April 2025 – Delivery of “Plan”
July 2025



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PUBLIC HEALTH &
HUMAN SERVICES

Resulted in a *REAL* Sustainability Plan!

What we got:

Leadership Buy-in & Support

PHSD PHAB Sustainability Plan

- Framework into AchieveIt (our PM system)
- Communication Plan
- Team Structure, Roles & Responsibility
- PHAB Reporting
- Timeline with Activities
- Staff engagement, training



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Reaccreditation Timeline and Activities

Communication Campaign

- *Awareness & Assignments*
- *Training for the documents*
 - *Leadership*
 - *Assigned Staff*
- *Progress Reviews*
 - *Division Meetings*
 - *Supervisor Meetings*
- *Timelines*
- *CoP*
- *Resources*

Achievelt / Documentation

- *Training for Achievelt*
 - *Leadership*
 - *Assigned Staff*
 - *SME Document Support*
- *Visualization - Dashboard*
 - *Progress*
- *Timelines*
 - *Automatic reminders*
- *Resources*
 - *Single location*
 - *Required document templates*
 - *Examples*

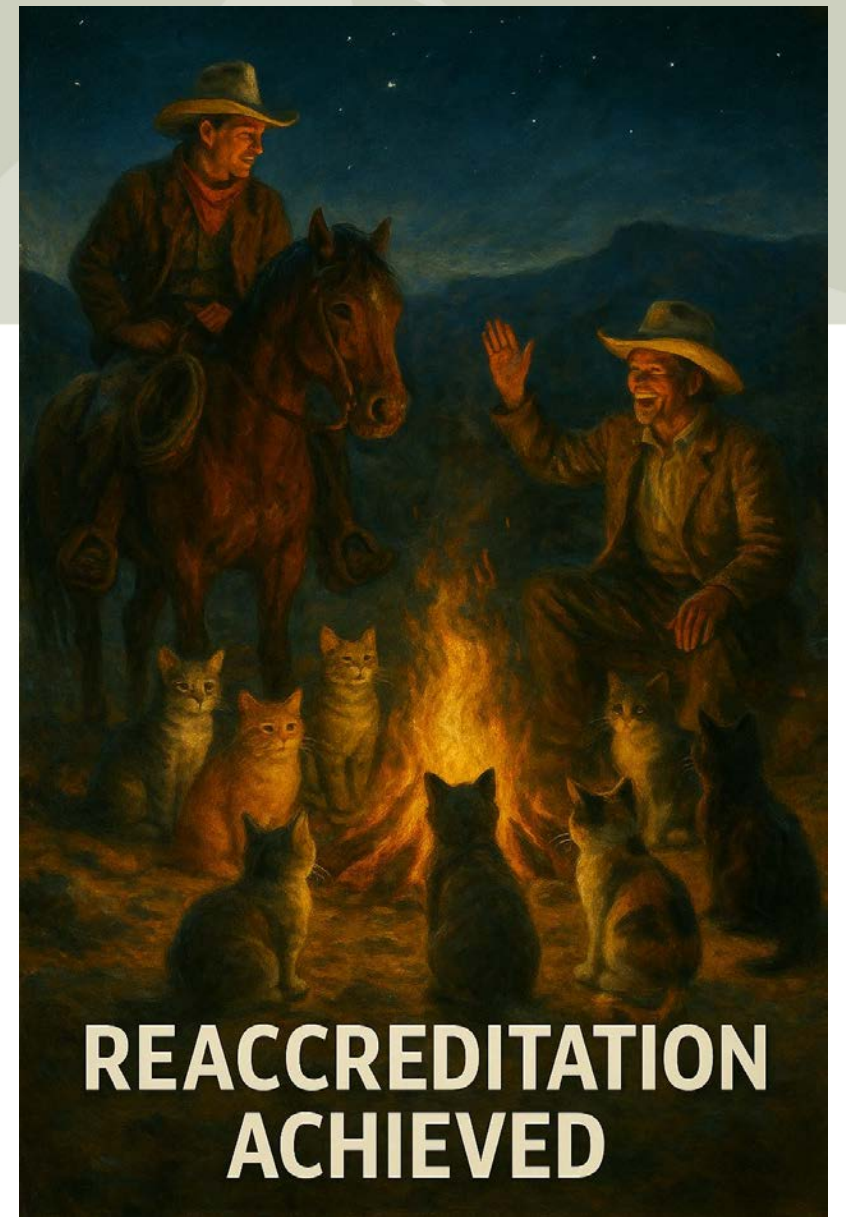
Success is.....

100% utilization of the Sustainability Plan + Communications Campaign

Submission ready documents meet deadlines

Leadership, Assigned Staff agree/strongly agree the sustainability plan was a known driver in reaccreditation readiness

Leadership agree/strongly agrees that PHAB activities will continue on regardless of staffing changes



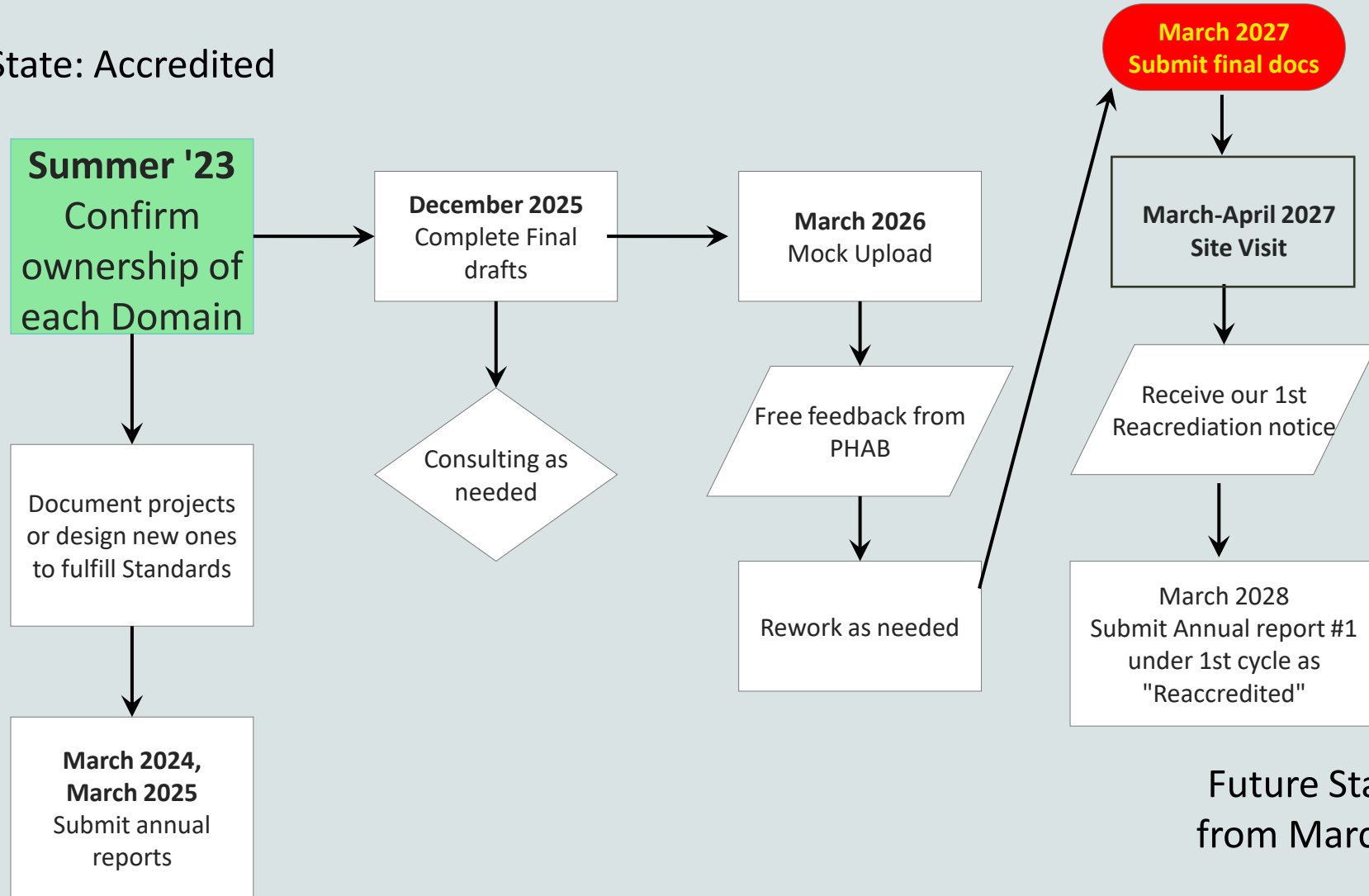
PHAB Reaccreditation Communication and Coordination Strategies (Sustainability)

Effective approaches for
organizational reaccreditation
success



Reaccreditation SITREP as of 7/22/2023

Current State: Accredited



Future State - Reaccredited
from March 2027 for 5 years

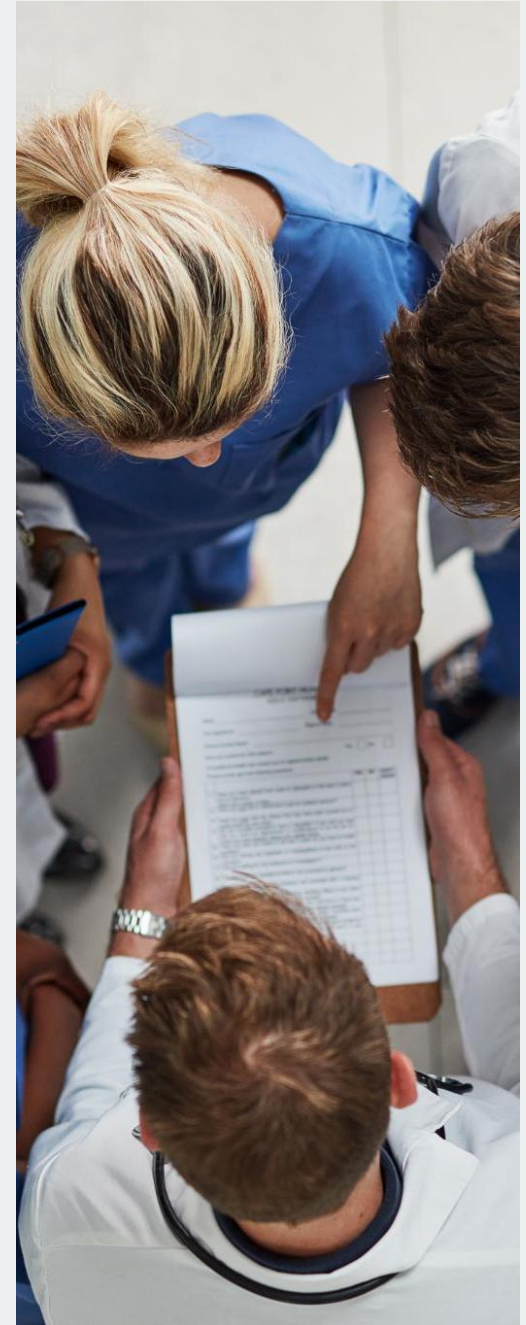
PHAB COORDINATOR (ACCREDITATION MANAGER) ACTIONS

Leadership in Reaccreditation

Documentation Management

Central Communication Point

Fostering Continuous Improvement



DATA & PROJECT MANAGEMENT



Lots of Options

1. PHAB Excel Tracker with Dashboard

2. Vendor tools like VMSG

3. BYOS

1. Build Your Own Spreadsheet

2. MS Teams

The table lists 10 domains under the heading 'Accreditation Process'. Each row includes a domain number and a description of the domain's focus.

Svc #	Service/Initiative Statement
1	Domain 1: Assess and monitor population health status, factors that influence health, and community needs and assets.
2	Domain 2: Investigate, diagnose, and address health problems and hazards affecting the population.
3	Domain 3: Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it.
4	Domain 4: Strengthen, support, and mobilize communities and partnerships to improve health.
5	Domain 5: Create, champion, and implement policies, plans, and laws that impact health.
6	Domain 6: Utilize legal and regulatory actions designed to improve and protect the public's health.
7	Domain 7: Contribute to an effective system that enables equitable access to the individual services and care needed to be healthy.
8	Domain 8: Build and support a diverse and skilled public health workforce.
9	Domain 9: Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement.
10	Domain 10: Build and maintain a strong organizational infrastructure for public health.

The screenshot shows a Microsoft Teams file list for a group named 'PHAB'. The list includes folders and files with their names and modification dates.

Name	Modified
1. Project overview and gettings started docs	July 28, 2023
2. Blank Cover Sheets (Submission Forms)	A few seconds a
3. How to Document	December 17, 20
4. Submission holding area for each Domain	December 18, 20
Foundational Capabilities	February 3
Group Briefing Presentations	July 26, 2024

COMMUNICATIONS WITH EXECUTIVE GROUP - QUARTERLY PRESENTATIONS

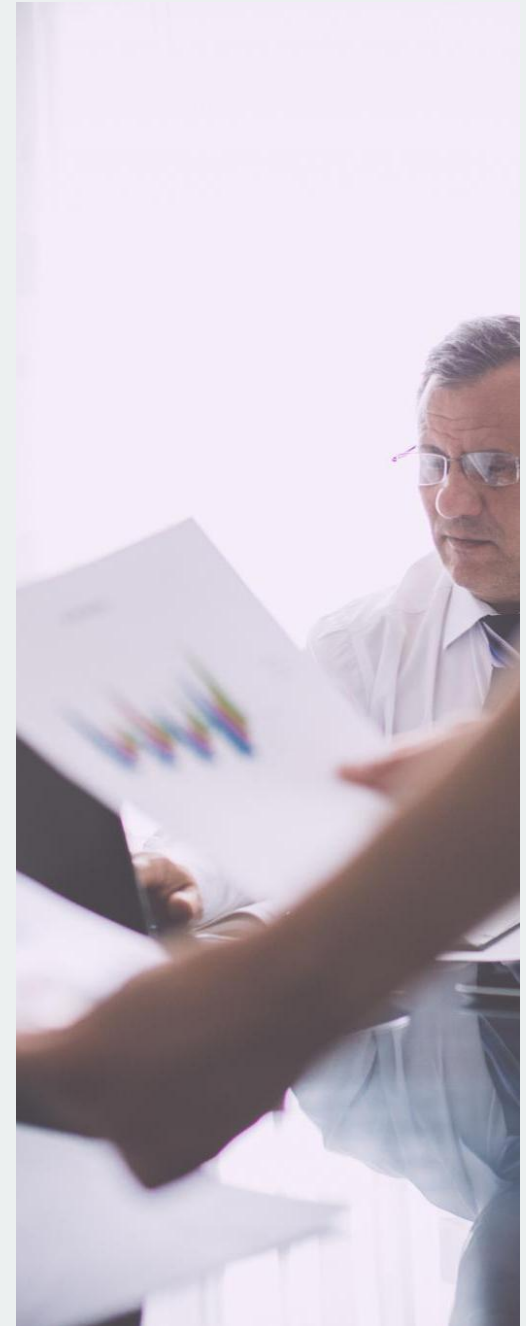
Structured Progress Updates

Engaging Leadership Support

Collaborative Feedback Opportunity

Recognition

Transparency



PHAB All-Hands for Contributors and Leadership Throughout the 5-Year Period

PHAB All-Hands Meetings - Virtual

Stakeholder Alignment

Celebrating and Addressing Challenges

Building Continuous Improvement Culture



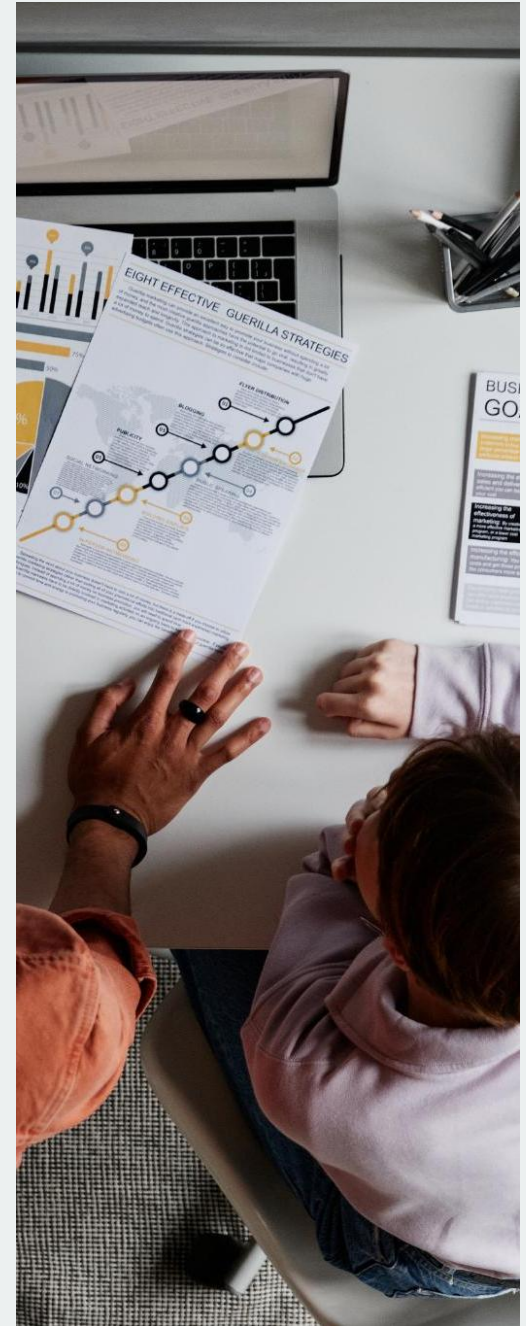
QUARTERLY CHECK-INS BY TEAM OR INDIVIDUAL

Structured Progress Reviews - Quarterly

Increased Check-in Frequency

Fostering Accountability and
Communication

Timely Strategy Adjustments



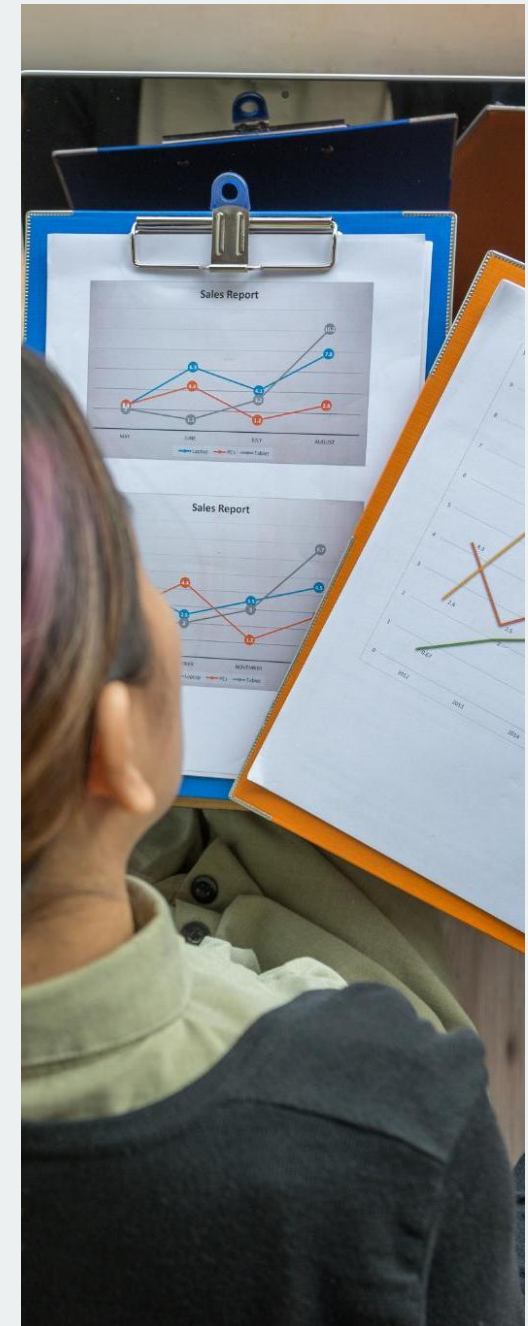
CRAFT UPDATES TO GOVERNING BOARD

Strategic Communication - informed and engaged in the reaccreditation process.

Highlighting Key Developments

Securing Support and Resources

Transparency and Commitment



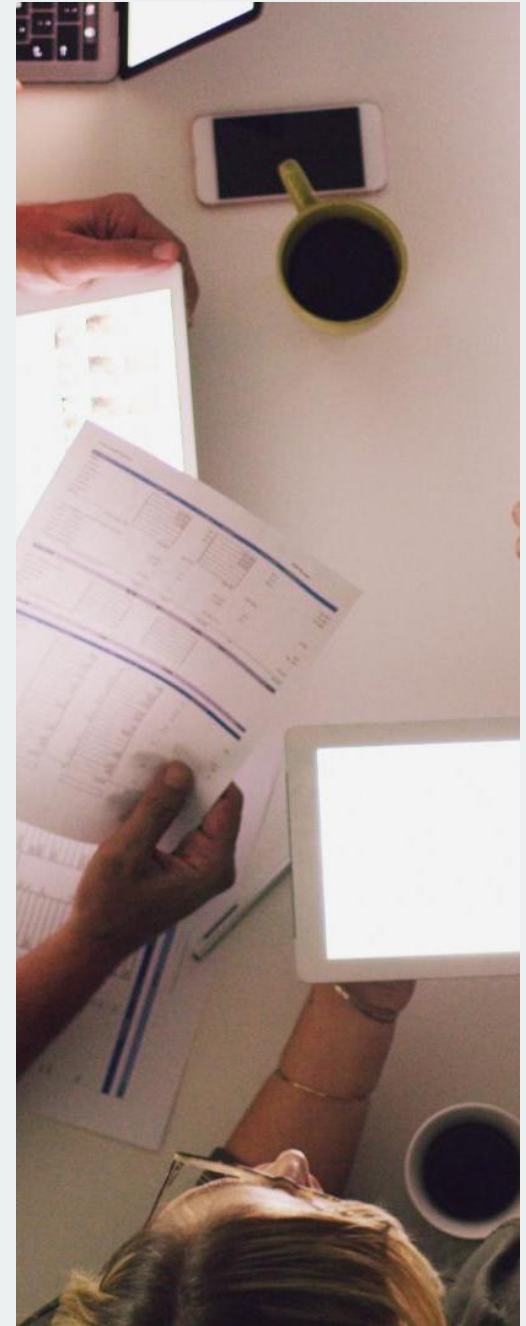
INTERNAL COMMUNICATIONS TEAM CONTRIBUTION

Coordinated Communication Strategies

Content Development Collaboration

Information Dissemination Tools

Fostering Shared Purpose



ASSIST WITH MONTHLY UPDATES TO LEADERSHIP MEETINGS

Ensuring Leader Engagement

Preparing Clear Content

Supporting Decision Making

Maintaining Organizational Alignment



DESIGN NOTICES FOR 'READER BOARDS' THROUGHOUT INTERNAL OFFICES

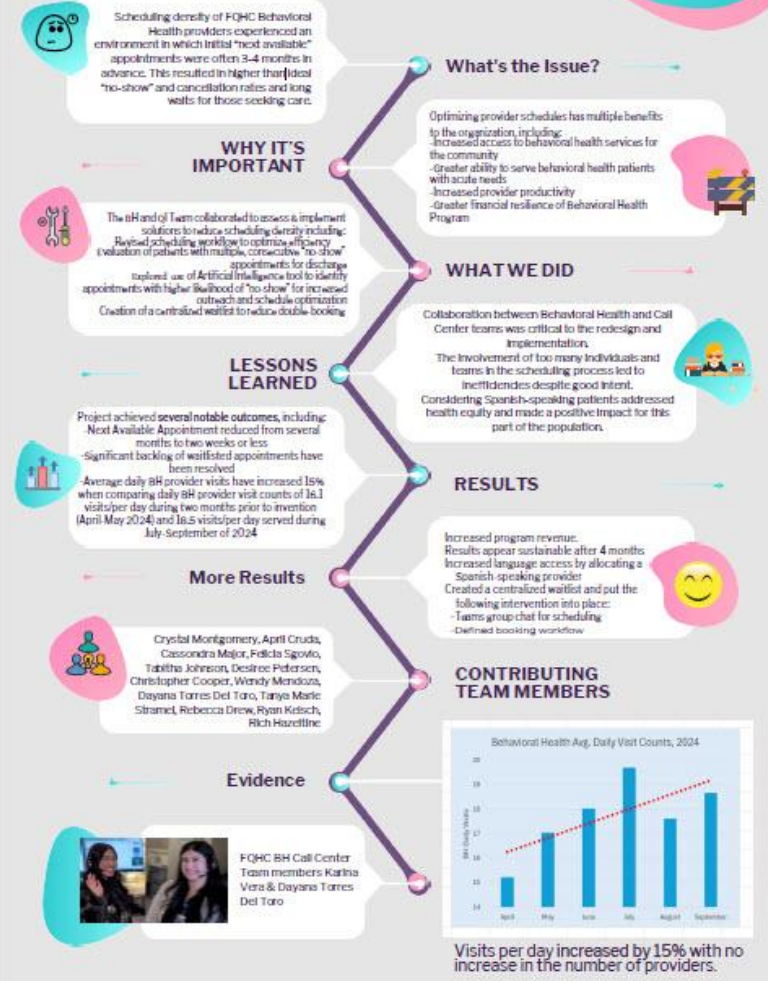
Purpose of Reader Boards

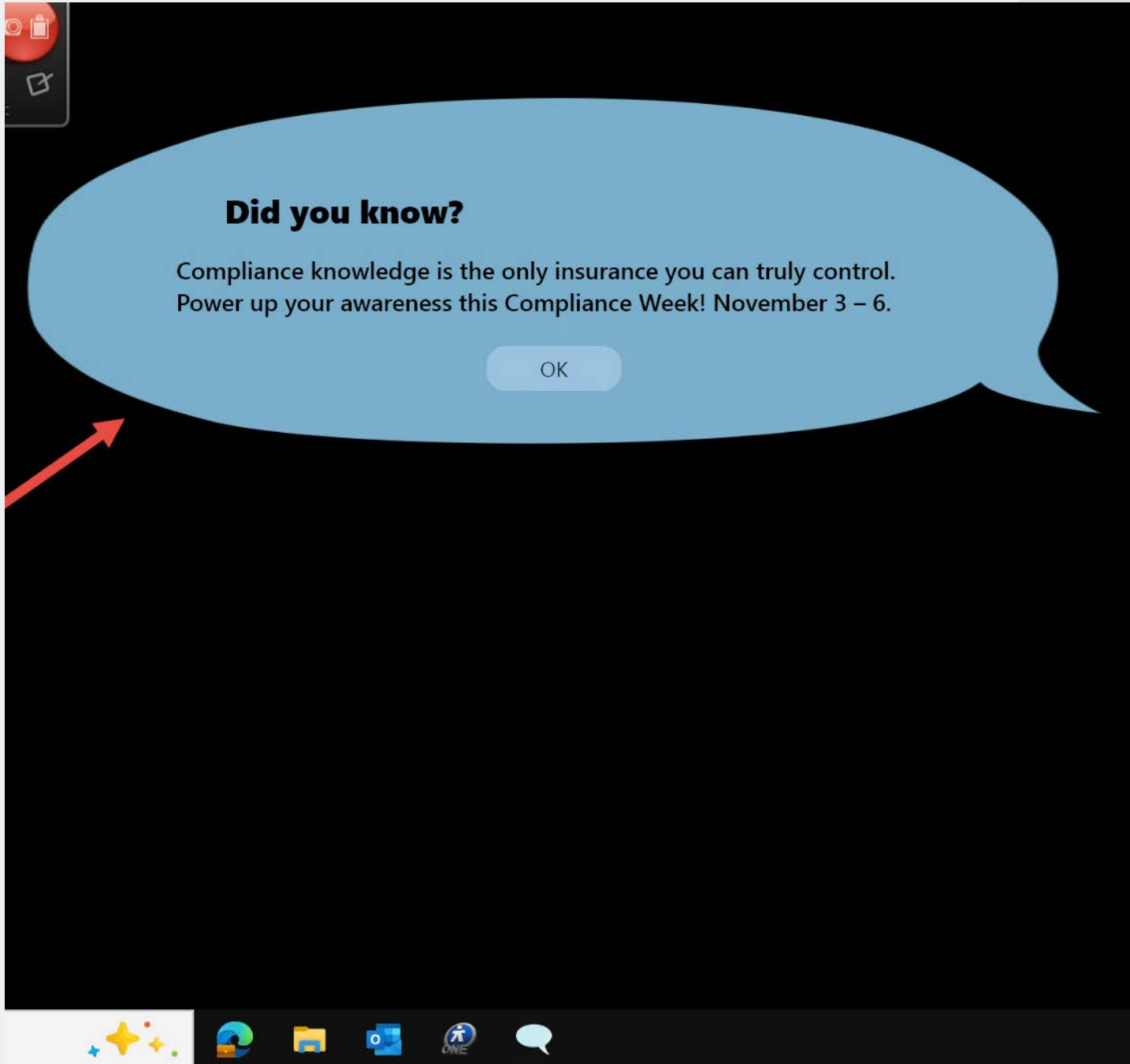
Design Elements

Strategic Placement

Enhancing Staff Engagement

QI Project Helps Improve Access to Behavioral Health Services





BUBBLE MESSAGES AT LOGIN

Purpose of Bubble
Messages

Content Design

Enhancing
Engagement



LESSONS LEARNED

Check in on communications methods

Deadlines and Parkinson's Law



WHAT
NOW

-Internal Review

-Mock Site Visit

-Launch a 3-
minute PHAB
Explainer video



Accreditation Intro Video as Part of All New-Hire Orientation Sessions

3-minute Video

Building Awareness
Early

Aligning Staff with
Mission



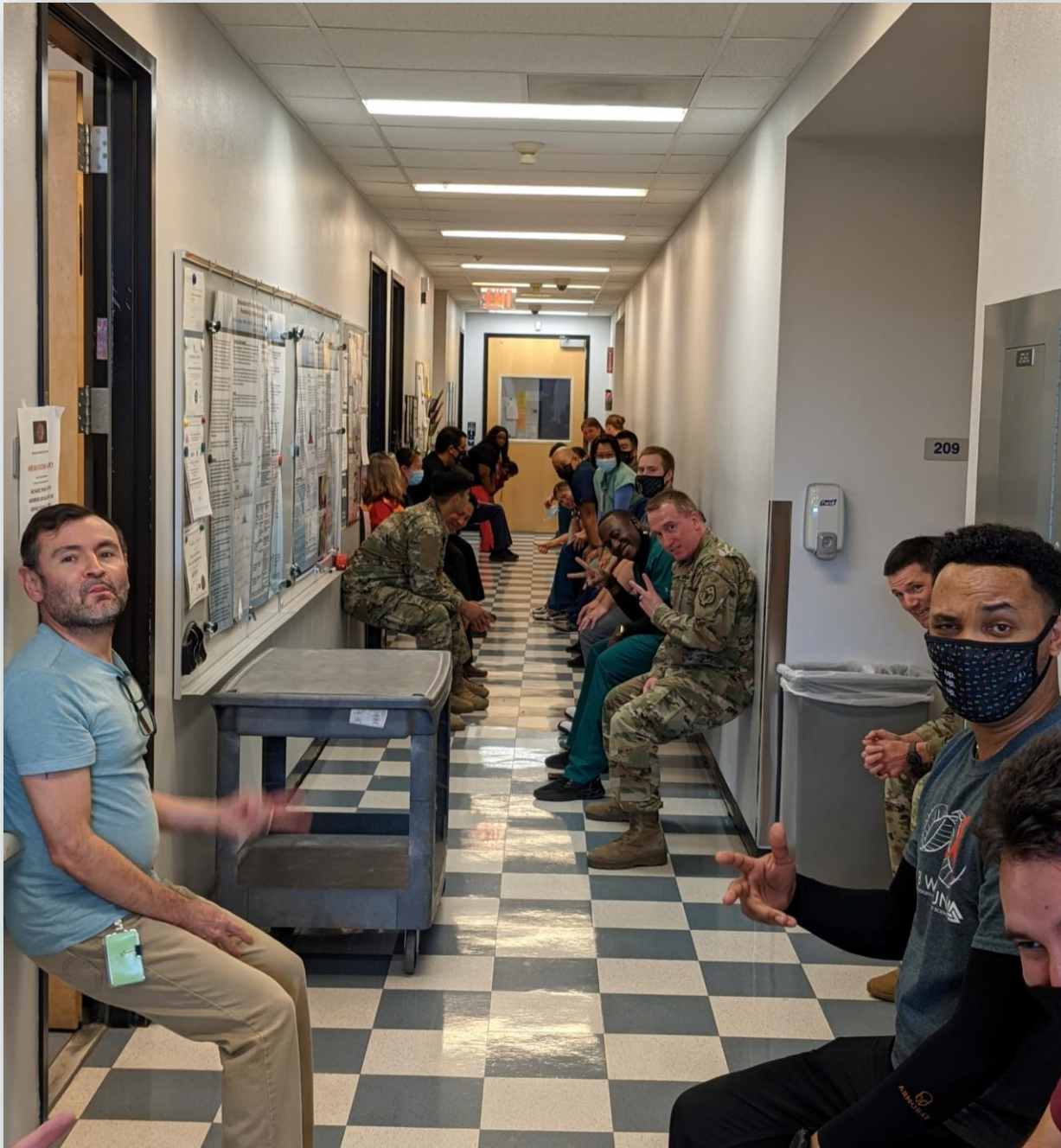
THANKS TO THE SUSTAINABILITY TEAM!

Rosanna Silva-Minnich

Community Outreach & Information Specialist • OOC

Malcolm Ahlo

Senior Health Educator • OCDPHP



THANK YOU

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**Please drop your
questions in the Q&A box.**



Register Today!

Webinar #2

Sustaining Accreditation Through
Smart Documentation Systems

November 6, 2025

3:00-4:15pm ET



Evaluation



Bit.ly Link:

<https://bit.ly/4ncPCT5>



Questions: performanceimprovement@astho.org