

# Strategies for SHIP/CHIP Implementation

1

**MARNI MASON**  
**WA SHIP/CHIP LEARNING COLLABORATIVE**  
**JUNE 2, 2011**

# Topic Objectives

2

- **Describe link between SHIP/CHIP and PHAB Standards**
- **Review tools for prioritizing issues for the SHIP/CHIP**
- **Present resources for identifying promising practices in health improvement interventions**

# PHAB Prerequisites

3

- **Currently, PHAB has required that all applicants submit three documents with their request for an accreditation survey:**
  - Community/State Health Assessment
  - Community/State Health Improvement Plan
  - Agency Strategic Plan
- **All three of these documents provide evidence for several standards and support activities that address numerous other standards**

# Pre-requisite: SHIP/CHIP

4

- **SHIP/CHIP PHAB definition:** The *State or Community Health Improvement Plan* has a larger focus than the organization, and will involve partners in the assessment, planning, and development process, as well as in implementation of activities. An example of a unique activity in the SHIP/CHIP that may not be found in the STP or QI Plan may be coordinating immunization clinics with hospitals and schools.

# Standards-Domain 5: (Beta Test version)

5

**Standard 5.3 L/S: Conduct a comprehensive planning process resulting in a community health improvement plan [CHIP]/state health improvement plan [SHIP].**

5.3.1 L/S: Conduct a state health improvement process that includes broad participation from the community/stakeholders

5.3.2 L/S: Produce a state health improvement plan

5.3.3 L/S: Implement elements and strategies of the state health improvement plan, in partnership with others

5.3.4 L/S: Monitor progress on strategies and health improvement in order to revise the SHIP, as needed

5

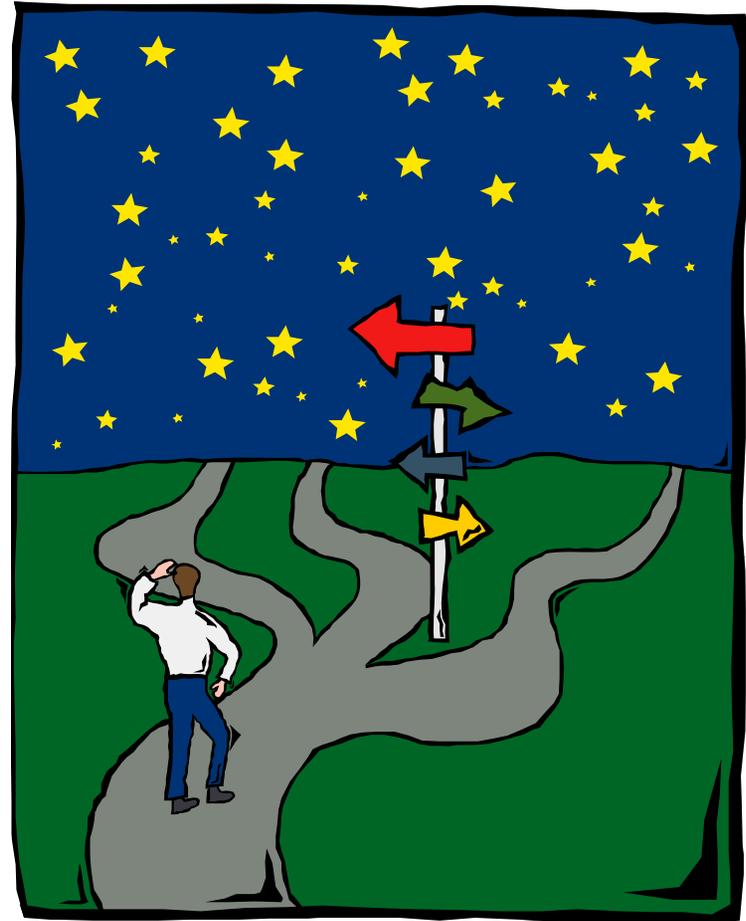
# Build PHAB requirements into SHIP/CHIP

6

- Ensure that SHIP/CHIP describes the planning process and how the process includes broad participation from the community/stakeholders
- Document implementation of elements and strategies of the state health improvement plan, in partnership with others
- Document how progress on SHIP/CHIP strategies are monitored in order to revise the SHIP/CHIP, as needed

“If You Don't  
Know where You  
Are Going, Any  
Path Will Do.”

**The Cheshire Cat, in Lewis  
Carroll's *Alice In Wonderland***



One way to determine the road to better health in our communities is to use criteria to identify the issues we will work on together.

# Criteria for Prioritizing Health Issues

8

Rank topics/issues that are:

- Important/ relevant to population
- Extent of control or influence
- High-risk
  - ✦ Seriousness of health issue
- High-volume
  - ✦ Size of the health issue
- Feasibility of improvement
  - ✦ Effectiveness of interventions

# Rate the Seriousness of the Health Problem

(Hanlon Method for Prioritizing Health Problems APEXPH Manual)

9

Give each health problem a numerical rating on a scale of 0 through 10 .  
The table below is an example of how the numerical rating might be established.

<b>How Serious a Health Problem is Considered</b>	<b>“Seriousness” Rating</b>
Very Serious (e.g., very high death rate; premature mortality; great impact on others; etc.)	9 or 10
Serious	6, 7, or 8
Moderately Serious	3, 4, or 5
Not Serious	0, 1, or 2

# Rate the Size of the Health Problems

10

Give each health problem a numerical rating on a scale of 0 through 10 (reflects % of the local population affected by the particular health problem)

The table below is an example of how the numerical rating might be established.

<b>Percent of Population with the Health Problem</b>	<b>“Size of the Problem” Rating</b>
25% or more	9 or 10
10% through 24.9%	7 or 8
1% through 9.9%	5 or 6
.1% through .9%	3 or 4
.01% through .09%	1 or 2
Less than .01% (1/10,000)	0

# Rate Effectiveness of Available Intervention

11

It may be helpful to define upper and lower limits of effectiveness and assess each intervention relative to these limits. For example, vaccines are a highly effective intervention for many diseases; those diseases would receive a high “Effectiveness of Intervention Rating.”

<b>Effectiveness of Available Interventions in Preventing the Health Problem</b>	<b>“Effectiveness” Rating</b>
Very Effective; 80% to 100% effective (e.g., vaccine)	9 or 10
Relatively Effective 60% to 80% effective	7 or 8
Effective 40% to 60%	5 or 6
Moderately Effective 20% to 40% effective	3 or 4
Relatively Ineffective 5% to 20% effective	1 or 2
Almost Entirely Ineffective Less than 5% effective	0

# Priority Setting Worksheet

12

<b>Health Problem</b>	<b>A Size</b>	<b>B Seriousness</b>	<b>C Effectiveness of Intervention</b>	<b>D Priority Score (A + 2B) C</b>	<b>E Rank</b>
Incidence of CV Disease	8	6	6	120	1

# Example of a Strategic Issue, Goal & Strategy

13



## Strategic Issue:

How can the public health community ensure access to population-based and personal health care services?

## Goal:

All persons living in our community will have access to affordable quality health care.

## Strategy:

Create a network of reduced cost primary care providers.

Provide free or reduced cost transportation services to care site.



# SHIP/CHIP Example

Strategic Issue: ***How can the Illinois [XYZ County] public health system monitor health disparities and identify and implement effective strategies to eliminate them?***

**Long-Term Outcomes:** A public health system actively engaged in addressing health disparities and the social determinants that affect health outcomes across the lifespan.

**Intermediate Outcomes:**

- Healthcare is accessible to all residents. (See access strategic issue)
- PH and HC workers are trained in health disparities and the role of social determinants
- PH and HC workforce is more diverse and culturally and linguistically competent. (See workforce strategic issue)

# 2010 ILLINOIS STATE HEALTH IMPROVEMENT PLAN

[http://www.idph.state.il.us/ship/09-10\\_Plan/FINAL\\_Hearing\\_SHIP\\_Draft.pdf](http://www.idph.state.il.us/ship/09-10_Plan/FINAL_Hearing_SHIP_Draft.pdf)



# IPLAN (Illinois Process for SHIP development)

16

- Analysis of Health Problems and Health Data
- Prioritize Community Health Problems
- Conduct Detailed Analysis of Community Health Problems
- Inventory Community Health Resources
- Develop a Community Plan - Including IPLAN Objectives
- Community Health Plan Worksheets
- <http://mapp.naccho.org>

# SHIP/CHIP Components

17

- Purpose statement
- Description of the planning process
- Description of each priority/strategy
- One measurable outcome objective (for each priority)
- One measurable impact objective (for each outcome objective)
- One proven intervention strategy (for each impact objective)
- Evaluation plan

# Model Practice Definitions

18

- **Terms are tossed about:**
  - *Promising approaches, best practice, model practice, evidence-based programs, scientific standards, state-of-the-art*
- **The Center for Best Practices defines a model program as:**
  - *A “packaged” or very specific promising, evidence-based, or science-based practice that indicates or results in positive public health outcomes and must be carefully implemented to maximize probability of repeated effectiveness.*

# Model (or Best) Practice Definitions

19

- **Promising Practice**
  - Based on past practice showing positive effects
- **Evidence-based Practice**
  - Has been evaluated and shows some positive results
- **Science-based Practice**
  - Has undergone rigorous research
  - Replicable and shows positive results in various settings
- **Exemplary Practice**
  - Best of the best examples put forward for Standards

# The Community Guide

20

- **Sponsored by CDC**
- **15 member taskforce**
- **Systematic review**
- **Analyze all available evidence**
- **Describe research gaps**
- **Assess the economic benefit**
- **Programs and policies for different settings**

**GUIDE TO**  
**COMMUNITY**  
 Preventive Services - **The Community Guide**  
 What works to promote health


 **SEARCH**

## What is the Community Guide?

The Guide to Community Preventive Services is a free resource to help you choose programs and policies to improve health and prevent disease in your community. Systematic reviews are used to answer these questions:

- Which program and policy interventions have been proven effective?
- Are there effective interventions that are right for my community?
- What might effective interventions cost; what is the likely return on investment?

Learn more [about the Community Guide](#), [collaborators](#) involved in its development and dissemination, and [methods](#) used to conduct the systematic reviews.

### All Community Guide Topics

- Adolescent Health
- Alcohol
- Asthma
- Birth Defects
- Cancer
- Diabetes
- HIV/AIDS, STIs & Pregnancy
- Mental Health
- Motor Vehicle
- Nutrition
- Obesity
- Oral Health
- Physical Activity
- Social Environment
- Tobacco
- Vaccines
- Violence
- Worksite

### News & Announcements



#### Ignition Interlocks Recommended to Prevent Impaired Driving Re-Arrests

New publication features evidence-based recommendations to reduce alcohol-impaired driving.

[More »](#)



#### Task Force Releases New Recommendations and Findings

Topics include excessive alcohol use, vaccination rates, and health communication campaigns.

[More »](#)



#### Did You Know?

"Safety is NO Accident" is the theme for National Public Health Week 2011. The Task Force recommends interventions to increase the use of child safety seats and safety belts, and reduce alcohol-impaired driving.

[More »](#)

Text size: **S** M L

[Email page](#)

[Print page](#)

[Bookmark and share](#)

[Get email updates](#)

To receive email updates about The Guide to Community Preventive Services enter your email address:

[What's this?](#)

### Task Force Meeting

**2011**  
June 15-16  
October 3-4

### Contact Us:

Community Guide Branch  
Epidemiology and Analysis Program Office (EAPO)  
Office of Surveillance, Epidemiology, and Laboratory Services

### Ways To Use The Community Guide

#### Policies

Legislation, organizational policies

#### Research

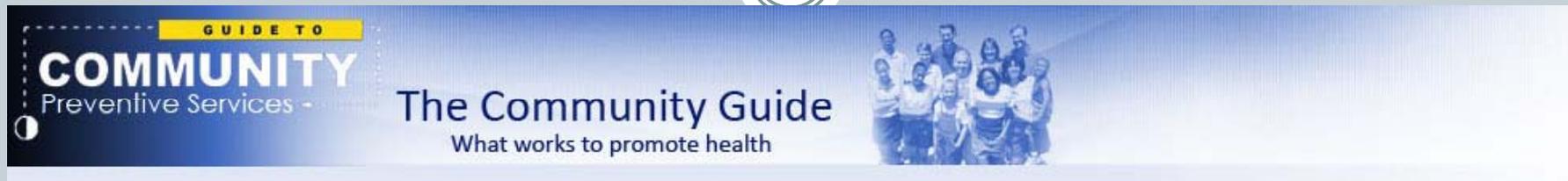
Identifying gaps, setting priorities

### Other Key Information

- [About the Community Guide](#)
- [Slides and Promotional Materials](#)
- [Collaborators](#)

# One Proven Intervention Strategy (for each Impact Objective)

22



What Works to Promote Health? [www.thecommunityguide.org](http://www.thecommunityguide.org)

Lists interventions for many health issues and conditions in 3 categories:

- Insufficient evidence
- Recommended (sufficient evidence)
- Recommended ( strong evidence)

## **EXAMPLE: Increasing Tobacco Cessation Use**

- Mass Media Contests (Insufficient evidence)
- Mass Media Campaign with other Interventions: Recommended (Strong evidence)
- Provider reminders used alone: Recommended (Sufficient evidence)
- Reduce out-of-pocket cost for cessation: Recommended (Sufficient evidence)
- Implementing last three bullets together is called “Bundling”

# Sources for Model Practice

24

## Public Health Issues

- Agency for Healthcare Research and Quality's National Guideline Clearinghouse
  - <http://www.guidelines.gov>
- National Association of County and City Health Officials, Model Practice Database
  - <http://www.naccho.org/topics/modelpractices/database/index.cfm>
- National Governors Association Center for Best Practices
  - <http://www.nga.org/center>
  - Preset PubMed searches on public health topics or direct access to [www.PubMed.org](http://www.PubMed.org)
- Taskforce on Community Preventive Services, Systematic Reviews and Evidence Based Recommendations for Public Health
  - <http://www.thecommunityguide.org>

What comments and questions do you have?

