



# COMMUNITY CHIEF HEALTH STRATEGIST COMPETENCIES

▶ Local public health departments serve as the Community Chief Health Strategists for their communities, mobilizing community action to strengthen infrastructure, and form strategic partnerships across sectors and jurisdictions.

## The Community Chief Health Strategist will... ◀

### PRACTICE #1

adopt and adapt strategies to combat the evolving leading causes of illness, injury and premature death.

### PRACTICE #2

develop strategies for promoting health and well-being that work most effectively for communities of today and tomorrow.

### PRACTICE #3

identify, analyze and distribute information from new, big, and real time data sources.

### PRACTICE #4

build a more integrated, effective health system through collaboration between clinical care and public health.

### PRACTICE #5

collaborate with a broad array of allies, including those at the neighborhood-level and the non-health sectors – to build healthier and more vital communities.

### PRACTICE #6

replace outdated organizational practices with state-of-the-art business, accountability, and financing systems.

### PRACTICE #7

work with corresponding federal partners – ideally, a federal Community Chief Health Strategist – to effectively meet the needs of their communities.

## PRACTICE

## SKILLS

## ACTIVITY

PRACTICE	SKILLS	ACTIVITY
<p><b>PRACTICE #1</b></p> <p>The CHS will adopt and adapt strategies to combat the evolving leading causes of illness, injury and premature death.</p>	<p>Collaborates with community partners and stakeholders for population health improvement planning.</p>	<ul style="list-style-type: none"> <li>▪ Incorporates current events, crises, and emerging health trends in community health assessment (CHA) and surveillance.</li> <li>▪ Incorporates evidence in decision-making that affects the health of a community.</li> <li>▪ Ensures the adoption, implementation, and evaluation of a community health improvement plan (CHIP).</li> </ul>
<p><b>PRACTICE #2</b></p> <p>The CHS will develop strategies for promoting health and well-being that work most effectively for communities of today and tomorrow.</p>	<ul style="list-style-type: none"> <li>▪ Advocates for efforts that increase health equity and address social justice.</li> <li>▪ Supports community residents, partners, and allies that advocate to eliminate systemic inequities within a community.</li> <li>▪ In collaboration with community leaders, communicates and addresses the variances in health status experiences by certain community populations.</li> <li>▪ Develops strategies collaboratively with communities to promote health and well-being strategies that incorporate health equity.</li> <li>▪ Uses knowledge to tie sources of power/power differentials to health inequity when developing strategies to address health inequity in community health improvement planning.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ensures the adoption of strategies, policies, and programs into the community health improvement plan (CHIP) that seek to combat the root causes of health inequity.</li> <li>▪ Support efforts of agencies and individuals, including community members and grassroots organizations, to support community resilience.</li> <li>▪ Tracks legislation on national, state, and local levels for direct and indirect impact on at risk populations.</li> <li>▪ Uses emerging demographic patterns to inform our agencies' data-driven plans.</li> <li>▪ Contribute to a new evidence base through sharing of ideas, practices and work towards more cohesive practices efforts with populations.</li> <li>▪ Identifies and uses <i>existing and new</i> data <i>sources</i> to better understand the social, political and economic factors that contribute to health inequities.</li> </ul>
<p><b>PRACTICE #3</b></p> <p>The CHS will identify, analyze and distribute information from new, big, and real time data sources.</p>	<ul style="list-style-type: none"> <li>▪ Understands applications of different data sources.</li> <li>▪ Conveys clear, informative, and jargon free data and information to professionals and the public using a variety of approaches and information technology application.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Promotes the use of new and innovative information technology.</li> <li>▪ Identifies real-time data collection methods appropriate to the public health context.</li> <li>▪ Ensures organizational capacity and capability to accurately analyze community data.</li> </ul>

## PRACTICE

## SKILLS

## ACTIVITY

### PRACTICE #4

The CHS will build a more integrated, effective health system through collaboration between clinical care and public health.

- Promotes the roles and value of governmental public health in working with healthcare providers to improve the health of a community.
- Advocates for healthcare strategies that work toward the improvement of population health, controlling costs and eliminating disparities.
- Assesses the roles and responsibilities of governmental and non-governmental organizations in providing clinical programs and services to improve the health of a community.
- Influences policies that encourage integration of physical healthcare, behavioral healthcare, social determinants of health, and new payment models that improve individual health and population health while lowering costs and eliminating disparities.
- Identifies opportunities for integrated healthcare systems to develop shared measures that address the social determinants of health. (Systems Thinking)

- Uses data to assess the impact of local, state, and federal healthcare reform policies on improving community health by improving efficiencies and increasing quality of care to reduce disparities.

### PRACTICE #5

The CHS will collaborate with a broad array of allies, including those at the neighborhood-level and the non-health sectors – to build healthier and more vital communities.

- Promotes the role of community partners, particularly consumers, neighborhood organizations, and nonprofit organizations in collaborations to improve population health and eliminate health disparities.
- Communicates the roles of local governmental public health when interacting with public and private partners at the local, state, national, and global levels to influence the health of populations at all levels.

- Analyzes, interprets, and shares data in partnership with the community public health system.
- Shares public health data with community partners so that they can be active collaborators in community health improvement efforts.

**PRACTICE**

**SKILLS**

**ACTIVITY**

	<ul style="list-style-type: none"> <li>▪ Engages diverse community perspectives in developing, implementing, and evaluating policies, programs, and services that affect the health of the community. (Community engagement)</li> <li>▪ Leverages key intergovernmental relationships and collaborations to implement public health interventions.</li> </ul>	
<p><b>PRACTICE #6</b></p> <p>The CHS will replace outdated organizational practices with state-of-the-art business, accountability, and financing systems.</p>	<ul style="list-style-type: none"> <li>▪ Advances a culture of health equity within the agency.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develops new strategies, including but not limited to, the use of social media for communicating information to influence behavior and improve community health.</li> <li>▪ Uses a performance management system for planning and quality improvement.</li> <li>▪ Uses financial analysis methods for organizational improvement.</li> <li>▪ Develops, monitors, and evaluates an organizational strategic plan that includes steps to implement portions of the community health improvement plan.</li> </ul>
<p><b>PRACTICE #7</b></p> <p>The CHS will work with corresponding federal partners – ideally, a federal Community Chief Health Strategist – to effectively meet the needs of their communities.</p>	<ul style="list-style-type: none"> <li>▪ Advocates for community needs to government agencies with authority to address specific community health needs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Supports collaborative analysis of current-and-coming federal policies that may have an impact on the health of communities, in collaboration with the federal community chief health strategist.</li> <li>▪ Tracks legislation on national, state, and local levels for direct and indirect impact on LHD practice and health of the community.</li> </ul>