



Advancing
public health
performance



PHAB Toolkit Document

NEWS RELEASE

Congratulations on achieving PHAB accreditation!

The following news release is designed to be sent to local media to announce your accreditation. Customize it by copying it to your health department's letterhead and inserting your own information in place of the [brackets].

Send your customized news release to local newspapers, radio and TV stations, magazines, and trade journals.

Sample News Release

Suggested Headline: [Name of Your Health Department] One of First in Nation to Receive National Accreditation

Public Health Accreditation Board designation recognizes high-performing health departments

[Your Town, Your State] – [Month, day, year] – [Name of your health department] announced today that it has achieved national accreditation through the Public Health Accreditation Board (PHAB). The national accreditation program works to improve and protect the health of the public by advancing the quality and performance of the nation's Tribal, state, local, and territorial public health departments. [Name of your health department] is one of the first of hundreds of health departments across the country that are preparing to seek accreditation through PHAB, the independent organization that administers the national public health accreditation program.

"We are pleased and excited to be one of the first health departments in the nation to achieve national standards that foster effectiveness and promote continuous quality improvement," said [your spokesperson's first and last name, title], of the [name of your health department]. "The accreditation process helps to ensure that the programs and services we provide are as responsive as possible to the needs of our community. With accreditation, [name of your health department] is demonstrating increased accountability and credibility to the public, funders, elected officials and partner organizations with which we work."

The national accreditation program, jointly supported by the Centers for Disease Control and Prevention and the Robert Wood Johnson Foundation, sets standards against which the nation's more than 3,000 governmental public health departments can continuously improve the quality of their services and performance. To receive accreditation, a health department must undergo a rigorous, multi-faceted, peer-reviewed assessment process to ensure it meets or exceeds a set of quality standards and measures.

"Whenever you see our seal of accreditation, you will know that [name of your health department] has been rigorously examined and meets or exceeds national standards that promote continuous quality improvement for public health," [last name of your spokesperson] said. "By continuing to improve our services and performance, we can be sure we are meeting the public health needs of those we serve as effectively as possible."

Public health departments play a critical role in protecting and improving the health of people and communities. In cities, towns, and states across the nation, health departments provide a range of services aimed at promoting healthy behaviors; preventing diseases and injuries; ensuring access to safe food, water, clean air, and life-saving immunizations; and preparing for and responding to public health emergencies.

[Here, your health department may wish to add a two-sentence comment about its programs and services, or provide a couple of sentences about your community's health challenges.]

"[Name of your health department] is one of the first of many health departments that we look forward to being able to recognize as a high-performing public health department," said PHAB President and CEO Kaye Bender, PhD, RN, FAAN. "The peer-review process provides valuable feedback to inform health departments of their strengths and areas for improvement, so that they can better protect and promote the health of the people they serve in their communities."

The national accreditation program was created collaboratively over a 10-year period by hundreds of public health practitioners working at the national, Tribal, state, and local levels. Since the program's launch in September 2011, nearly 130 health departments have applied to PHAB for accreditation, and hundreds of public health practitioners from across the nation have been trained to serve as volunteer peer site visitors for the program.

"Achieving accreditation indicates that [name of your health department] is dedicated to improving and protecting the health of the community by striving to continuously improve the quality of the services it delivers," said PHAB Board of Directors Chair Carol Moehrle, MD. "Accreditation also promotes consistency in meeting standards. With an ever-increasing number of health departments now applying for and becoming accredited, you will be able to expect to receive the same quality of public health services wherever you go in the United States."



[Insert your organization's 2-to-4-sentence boilerplate description here. Include information about the type of services your agency provides, your location, phone number, web address, etc., as in the following paragraph.]

About the Public Health Accreditation Board

The Public Health Accreditation Board (PHAB), established in 2007, was created to serve as the national public health accrediting body, and is jointly funded by the Centers for Disease Control and Prevention and the Robert Wood Johnson Foundation. The development of national public health accreditation has involved, and is supported by, public health leaders and practitioners from the national, Tribal, state, and local levels. Learn more about PHAB or sign up for the PHAB e-newsletter by visiting www.phaboard.org.

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For more information, or to schedule an interview with [name of your health department's director or designated spokesperson] please call or email [contact's name] at [contact's phone number and email address].