

PUBLIC HEALTH ADVISORY BOARD

AN INTRODUCTION AND COLLABORATIVE WORKSHOP WITH THE WASHINGTON STATE PUBLIC HEALTH ADVISORY BOARD

October 21, 2025

Workshop Presenters



William K. Hirota, MD

PHAB Co-Chair

Representing a statewide
association of Washington
physicians



Heather Hill, BSN, RN

PHAB Member

Representing a local health
jurisdiction East of the Cascades
with a population between
200,000 – 600,000



Alice Fong, MSM

PHAB Member, Past Co-Chair

Representing a non-profit
organization of marginalized
populations

Facilitators



Gina Legaz, MPH

Director of Policy and Performance
Washington State Department
of Health



Molly Biehl, MPH

Policy Analyst
Washington State Department
of Health

Today's Agenda

Time	Topic
2:00 pm	Welcome and Introductions
2:05 pm	History and Responsibility of PHAB <ul style="list-style-type: none">• Legislative Formation• Governor Appointed Membership• Collaborative Recommendation Processes• PHAB Emergency Report Recommendations
2:15 pm	Question & Answer Panel Session <ul style="list-style-type: none">• Ask the PHAB!
2:30 pm	What is Performance Monitoring?
2:35 pm	Breakout Session <ul style="list-style-type: none">• The Governmental Public Health System and Performance Monitoring
3:05 pm	Breakout Debrief – Report Outs and Pulse Check
3:20 pm	Closing Comments and How to Stay Informed About PHAB
3:25 pm	Session Evaluation and Questionnaire
3:30 pm	Adjourn

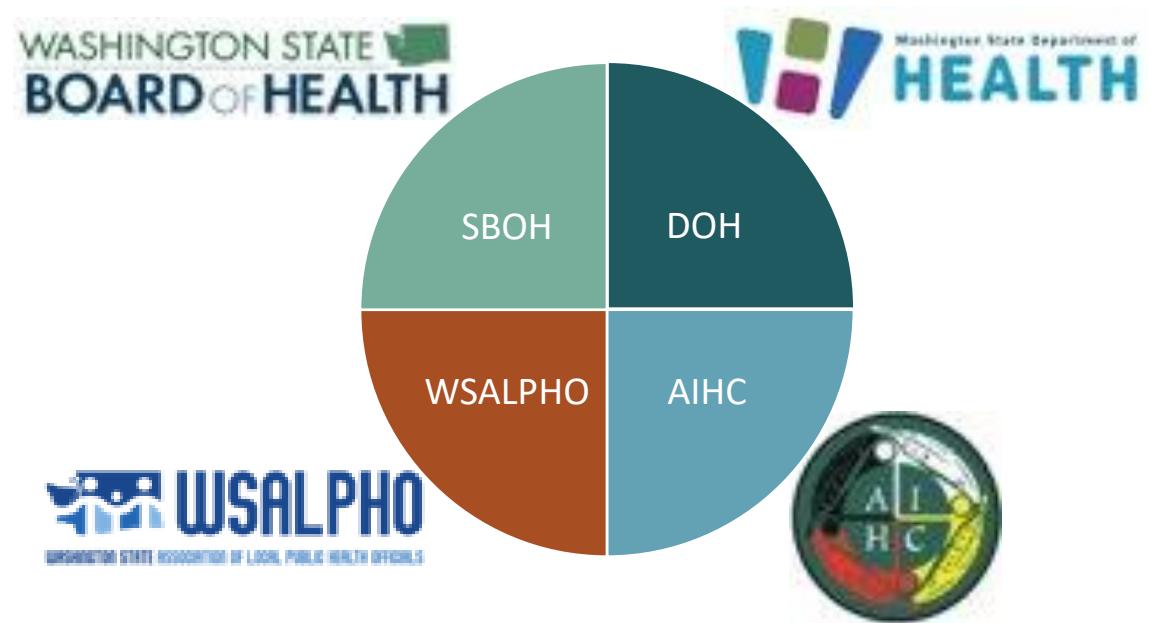
HISTORY AND RESPONSIBILITY OF THE PHAB



Washington's Governmental Public Health System

Under RCW 43.70.512, the Governmental Public Health System (GPHS) in Washington State is comprised of the following supporting all areas of FPHS:

- Washington State Department of Health (DOH)
- State Board of Health (SBOH)
- Local Health Jurisdictions (LHJs)
 - *Represented by the Washington State Association of Local Public Health Officials (WSALPHO)*
- Sovereign tribal governments and Indian health programs
 - *The American Indian Health Commission (AIHC) participates on their behalf*

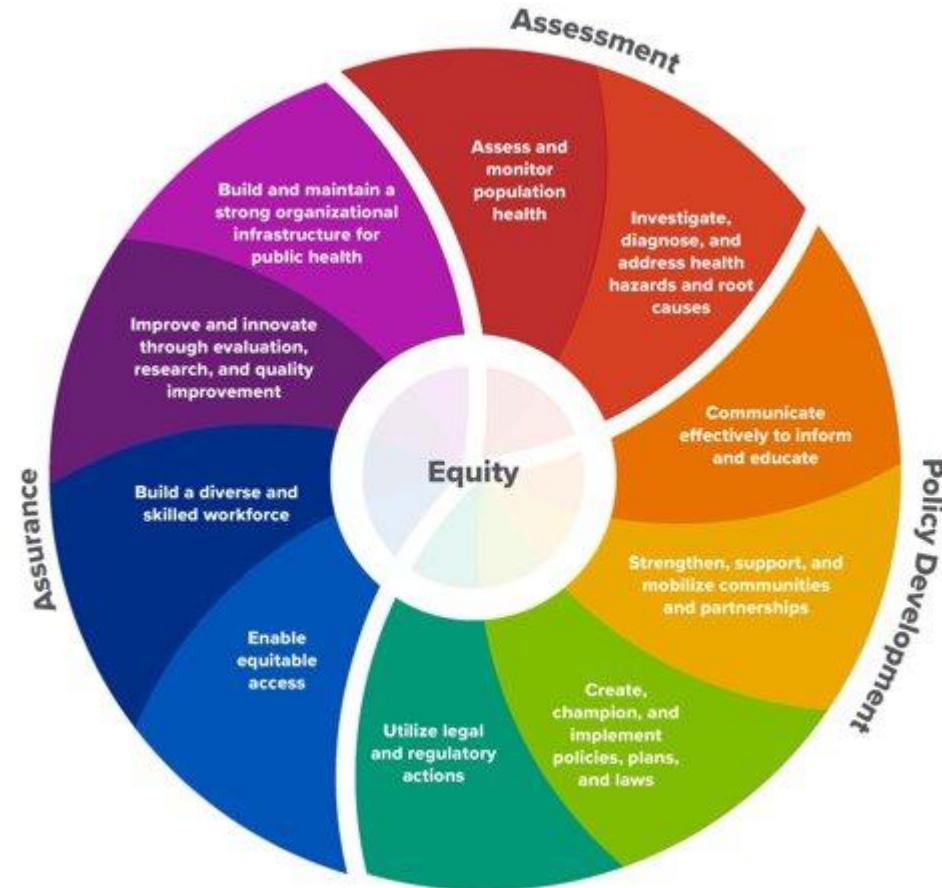
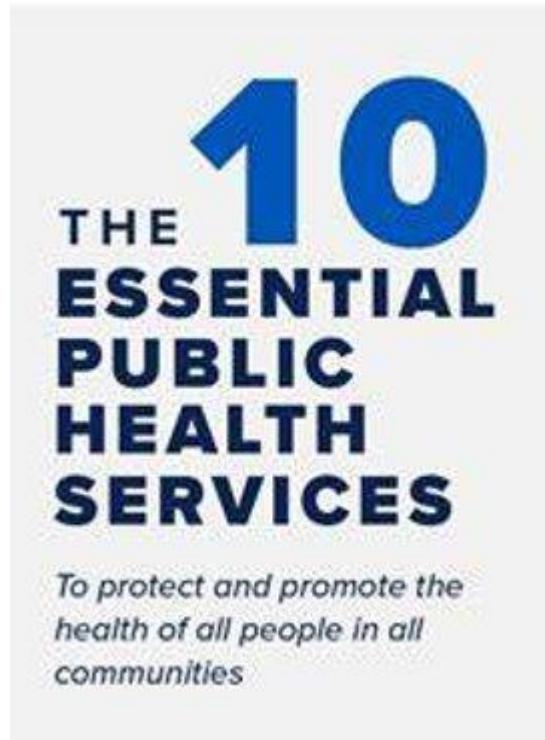


Foundational Public Health Services (FPHS) Vision -

A responsive and viable governmental public health system that supports healthy and economically vital communities across Washington.

Foundational Public Health Services are codified in law within RCW [43.70.515](#)

Together, the GPHS is responsible for Essential Public Health Services



History of the PHAB

First of its kind in Washington State, bringing together cross-sector partners to advise and make recommendations on public health priorities



Founding

- ESSHB 1152
- Passed by Legislature in 2021
- RCW 43.70.675 dictates the responsibilities of the PHAB



Convening

- 20 Governor appointed positions chosen from public and non-public health entities
- 4 Legislative positions also represented
- Support services provided by DOH
- First meeting held in Q1 2022



Initial Focus

- Research and develop *“Recommendations for Public Health Emergency and COVID-19 Responses”* (published November 2024)

Language of ESSHB 1152

The legislature finds that the COVID-19 pandemic has highlighted the need for a strong governmental public health system. Local public health provides the first line of defense against communicable diseases and other public health threats. Local health jurisdictions and the state department of health must have the capacity and resources to respond effectively to public health emergencies, to protect the health of all Washington residents, and to reduce health disparities that put some communities at greater risk.

The legislature further finds that accountability and transparency are critical to ensuring the effectiveness of the governmental public health system. It is therefore the intent of the legislature to provide stronger accountability, to improve the structure of local public health boards, to ensure more consistent and effective public health services statewide, and to create a public health advisory board to guide and evaluate the performance of the governmental public health system.

Washington State PHAB Representation

Appointees from the following areas –

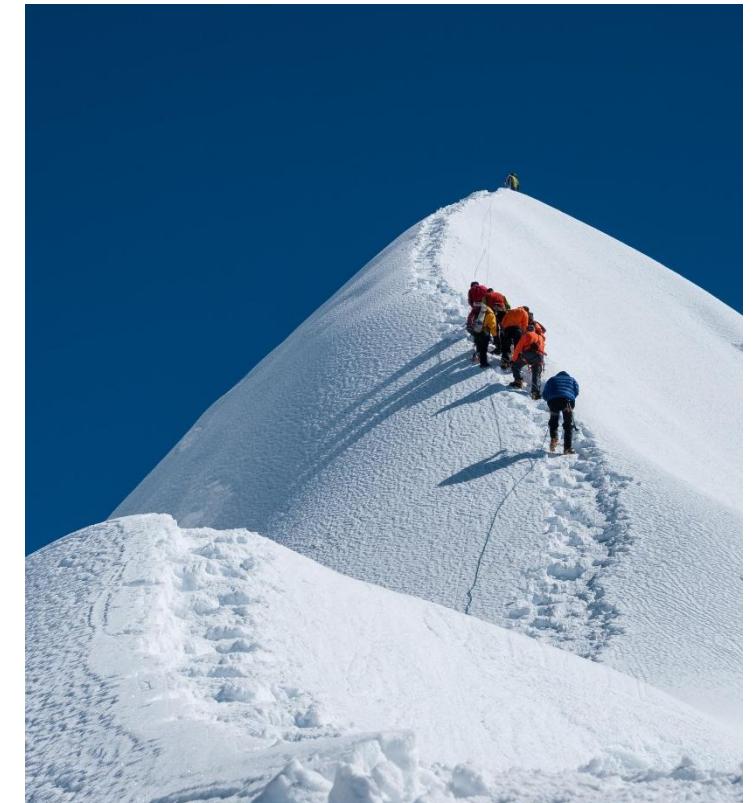
- The Governor's office
- The Director of the Washington State Board of Health or designee;
- The Secretary of the Department of Health or designee;
- The Chair of the Governor's Interagency Council on Health Disparities;
- Two representatives selected by the American Indian Health Commission;
- Member of a county legislative authority from an eastern Washington county;
- Member of a county legislative authority from a western Washington county;
- Member of an organization representing businesses in a region of the state;
- Member of a statewide association of community and migrant health centers;
- Member of a statewide association representing Washington cities;
- Four representatives from local health jurisdictions selected by a statewide association representing local public health officials, including
 - East of the Cascade mountains with a population between 200,000 and 600,000;
 - East of the Cascade mountains with a population under 200,000;
 - West of the Cascade mountains with a population between 200,000 and 600,000;
 - West of the Cascade mountains with a population less than 200,000;
- Member of a statewide association representing Washington hospitals;
- Member of a statewide association representing Washington physicians;
- Member of a statewide association representing Washington nurses;
- Member of a statewide association representing Washington public health or public health professionals; and
- Member of a consumer nonprofit organization representing marginalized populations



■ Combined Local Health Jurisdiction

RCW 43.70.675 – Public Health Advisory Board

- **Advise and provide feedback to the governmental public health system and provide formal public recommendations on public health;**
- **Monitor the performance of the governmental public health system;**
- **Develop goals and a direction for public health** in Washington and provide recommendations to improve public health performance and to achieve the identified goals and direction;
- **Advise and report to the secretary;**
- **Coordinate with the governor's office, department, state board of health, local health jurisdictions, and the secretary;**
- **Evaluate public health emergency response and provide recommendations for future response**, including coordinating with relevant committees, task forces, and stakeholders to analyze the COVID-19 public health response; and
- **Evaluate the use of foundational public health services funding** by the governmental public health system.

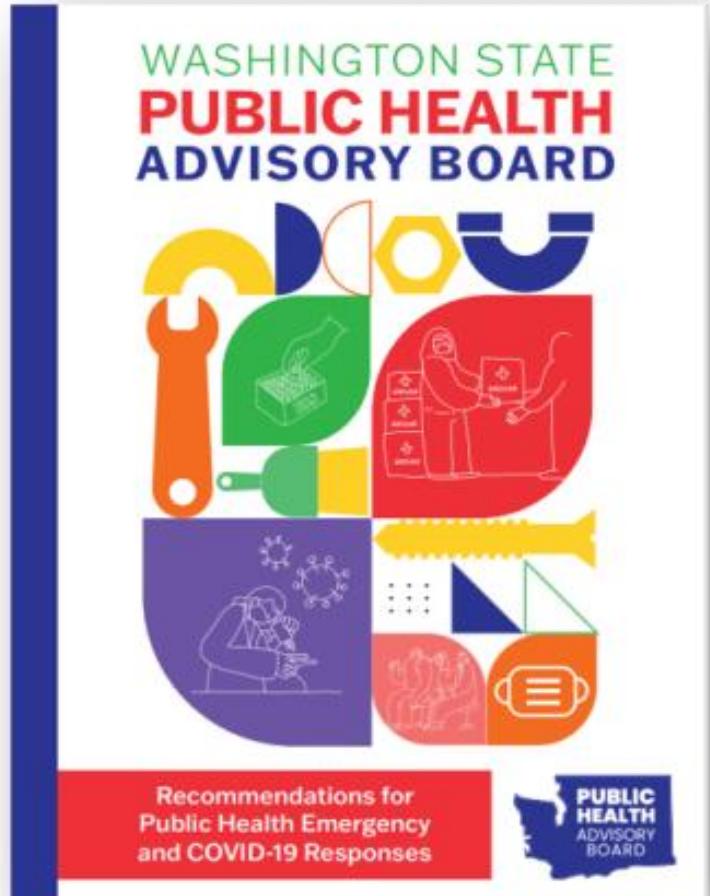


Collaborative Recommendation Process

- Values-based leadership culture building and integrating
- In-person and/or hybrid meetings every six weeks
- Foundation building presentations on the Washington State Public Health System and Initiatives
- Provide feedback to DOH on strategic priorities to improve health
 - Available to advise the Secretary of Health on emerging or current public health issues
- Identify a small number of core recommendations that can act as catalysts for improvement for larger initiatives or charge of RCW



PHAB Emergency Report Recommendations



- Adequately fund capacity to build and sustain relationships and partnerships
- Identify and sustainably fund streamlined data and communication systems
- Prioritize community integrated health and emergency response planning that supports improved system capacity, funding flow, and decision-making

Question & Answer Panel Session



ASK THE PHAB!



Ask the PHAB!



Alice Fong, MSM

Representing a non-profit organization of marginalized populations

Non-Public Health Representative



Tyler Breier, DNP, BSN, PHN

Representing a statewide Association of Washington nurses

Non-Public Health Representative



Heather Hill, BSN, RN

Representing a local health jurisdiction East of the Cascades with a population between 200,000 – 600,000

Public Health Representative Non-Public Health Representative

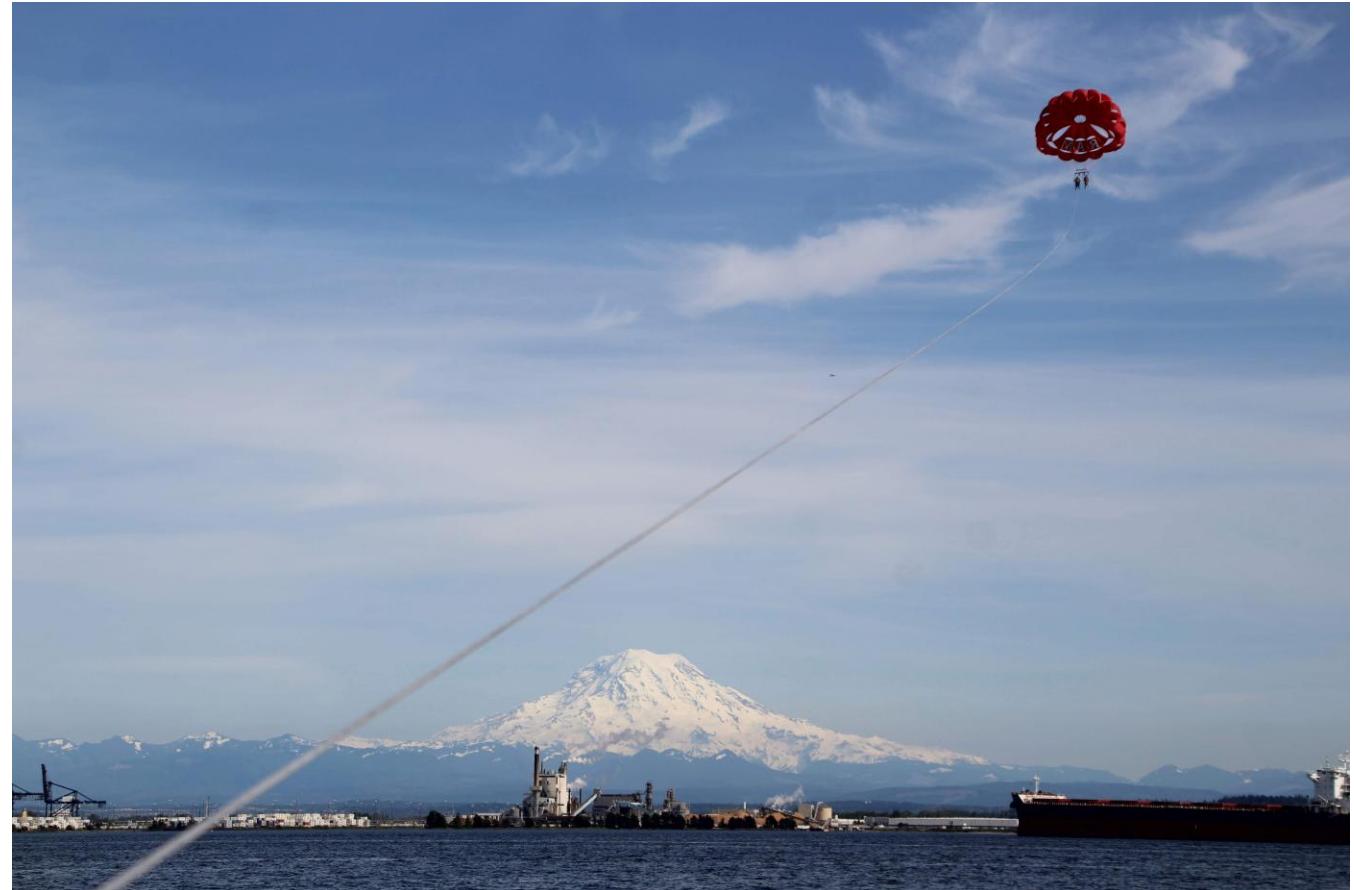


William K. Hirota, MD

Representing an Association of Washington physicians

15 minutes

WHAT IS PERFORMANCE MONITORING?



What is Performance Monitoring?

Performance monitoring is the act of regularly collecting and using performance measurement data to track progress over time.

Performance measurement is the use of quantitative measures to summarize *how much*, *how well*, and *what effect* programs, services, products have within a given period of time.

- **Performance measures** can be represented in a multitude of ways and are often tied to specific goals or benchmarks.



Population Outcomes Matter...but they don't tell the whole story



Population-level outcomes (indicators) are:

- NOT fair assessments of the quality and impact of an agency or program.
- NOT sufficient to address how the broader system is functioning, nor can they determine how individual parts are performing.

Whereas **Performance Measures**:

- May contribute to critical population outcomes (indicators) that need improvement;
- So, system performance goals can be set to drive focus on those measures;
- Then it is possible to quantify system effort, system efficiency and system effectiveness in delivering impact.

Examples



Population Indicator

- In 2023, 9.5% of Washington households experienced food insecurity.

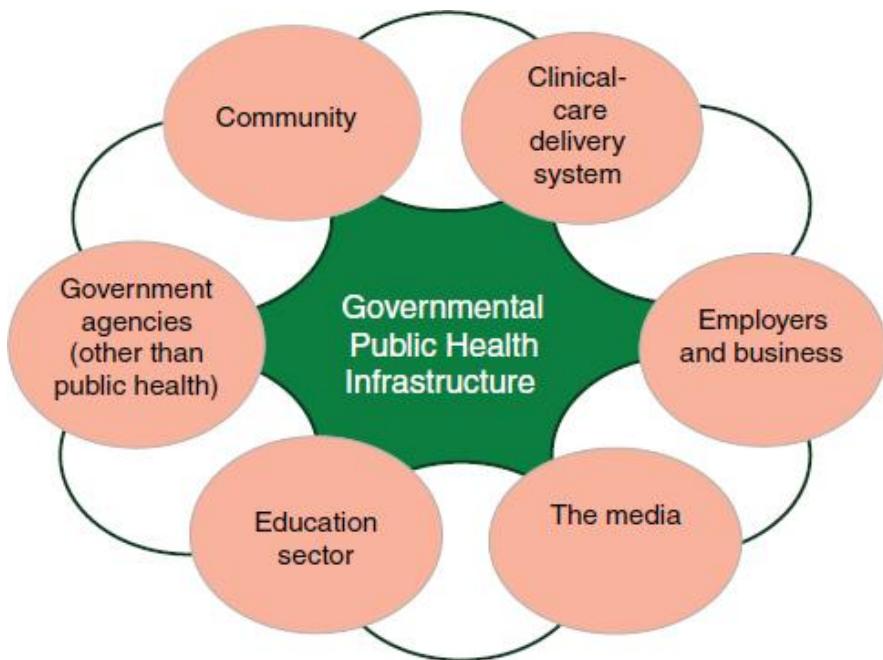
To help address this issue, the Washington State Department of Health in partnership with local clinics administers the Women, Infant, and Children (WIC) Program which served 135,482 individuals in 2023.



Performance Measure

- Number of WIC families provided formula or food assistance in 2025.
- The percentage of WIC recipients consuming sufficient fruits and vegetables daily.
- Percentage of WIC recipients breastfeeding at one year.

PHAB's Role and Approach



- PHAB will make recommendations on a framework and potential measures for monitoring the performance of the GPHS
 - It is not responsible for implementation; recommendations may require additional resources to implement
 - Vantage point is at the system-level as a whole/how system partners are working together
- PHAB will engage with others (e.g. GPHS partners, subject matter experts, community) for their expertise, buy-in, support, and ensure recommendations are meaningful and impactful
- PHAB may identify the need for multiple phases to develop its recommendations for performance monitoring

The Governmental Public Health System and Performance Monitoring



BREAKOUT SESSION



Questions to Focus On



- 1) Understanding the System** – What aspects of Washington’s Governmental Public Health System (GPHS) and 10 Essential Functions were new or surprising to you?
- 2) Performance Monitoring** – What does “performance monitoring” mean to you in your work?
- 3) Performance Monitoring** – What would you like to see measured about the system?
- 4) Performance Monitoring** – What communication would you like to see regarding results?

Report Outs & Pulse Check



BREAKOUT DEBRIEF



PHAB's Direction Moving Forward

The Future of the PHAB

- Seeking engagement and learning to make recommendations about GPHS Performance Monitoring
- Establishing goals and direction for public health in the State of Washington
- Reviewing and providing recommendations on FPHS funding
- Advising and report to the Secretary as needed on public health topics

How PHAB Engages Stakeholders

- As a point of influence to build strong connections to the scope of work
- Encouraging of people to get involved and be part of collaborative solutions
- Shares in PHAB Members Values of -

JUSTICE INTEGRITY AUTHENTICITY LOVE SERVICE HOPE

How to Stay Informed about PHAB

www.waportal.org

Public Health Advisory Board

- View Members
- Meeting Agendas
- Download Report(s)

We currently have open positions! Please reach out for more information if you want to serve.



Workshop Session Evaluation

Your feedback is valuable to help the PHAB learn and contribute to a strong Public Health System in WA





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