**Association of State and Territorial Dental Directors Competencies and Public Health Accreditation Board Standards and Measures Crosswalk**

The crosswalk below highlights the congruency of the Association of State and Territorial Dental Directors’ (ASTDD) [Competencies for State Oral Health Programs](http://www.astdd.org/state-oral-health-program-competencies-and-competency-tools/) and the Public Health Accreditation Board’s (PHAB) [Standards and Measures.](http://www.phaboard.org/wp-content/uploads/SM-Version-1.5-Board-adopted-FINAL-01-24-2014.docx.pdf) The PHAB Standards and Measures serve as the official standards, measures, required documentation, and guidance blueprint for PHAB national public health department accreditation. The ASTDD *Competencies* represent those skill sets needed for a successful state oral health program, whether they are present in oral health program staff or are obtained from other programs or outside sources. In developing the *Competencies* document, ASTDD reviewed numerous professional public health competencies as well as the performance standards for the Public Health Accreditation Board’s national accreditation standards for health departments. State Oral Health Programs can use examples of achieving some of the Competencies and activities in the [Guidelines for State and Territorial Oral Health Programs](http://www.astdd.org/state-guidelines/) to contribute to their health department receiving and maintaining PHAB accreditation.

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| **Domain 1. Build Support: State oral health programs establish strong working relationships with stakeholders to build support for oral health through promotion, disease prevention and control.** |
| **ASTDD** | **PHAB** |
| * Establish and maintain linkages with key stakeholders
* Communicate in writing and electronically with professional and lay audiences
* Communicate orally with professional and lay audiences
* Compile compelling stories about oral health issues and programs
* Use the media, advanced technologies and community networks to strategically communicate information
* Listen to others in an unbiased manner, respecting and promoting differing points of view
* Advocate for oral health programs and resources
* Use collaboration strategies to build and sustain partnerships
* Lead or participate in groups to address emerging issues
* Present the business case for oral disease prevention
* Facilitate use of coalitions as change agents for oral health
* Develop social capital and political savvy to navigate organizational systems quickly
* Facilitate group interactions and decision-making
* Participate in national groups to facilitate support for and implementation of oral health programs
 | **Domain 3: Inform and Educate about Public Health Issues and Functions****Domain 4: Engage with the Community to Identify and Address Health Problems****Domain 7: Promote Strategies to Improve Access to Health Care** |
| **Domain 2. Plan and Evaluate Programs: State oral health programs develop and implement evidence-based interventions and conduct evaluations to ensure ongoing feedback and program effectiveness.** |
| **ASTDD** | **PHAB** |
| * Assess oral health needs of the population
* Conduct internal and external needs and assets assessments (SWOT assessment)
* Involve community members to develop program goals and objectives that reflect the community’s needs and assets
* Match intervention strategies to accomplish selected goals and objectives
* Apply principles of cultural competency to program design and evaluation
* Tailor information to reflect the community’s needs
* Formulate program, research, and policy evaluation questions
* Implement an evaluation plan that includes process and outcome measures
* Use logic models to inform decisions
* Use evaluation findings to guide decision making, generate recommendations and improve programs
* Monitor oral health needs using oral health surveillance methodology and indicators
* Respond to health hazards that affect oral health and the oral health workforce
* Create emergency preparedness and response plans
 | **Domain 1: Conduct and Disseminate Assessments Focused on Population Health Status And Public Health Issues Facing the Community****Domain 2: Investigate Health Problems and Environmental Public Health Hazards to Protect the Community****Domain 3: Inform and Educate about Public Health Issues and Functions****Domain 4: Engage with the Community to Identify and Address Health Problems****Domain 5: Develop Public Health Policies and Plans****Domain 9: Evaluate and Continuously Improve Processes, Programs, and Interventions** |
| **Domain 3. Influence Policies and Systems Change: State oral health programs promote and implement strategies to inform, enhance or change the health-related policies of organizations or governmental entities capable of affecting the health of populations.** |
| **ASTDD** | **PHAB** |
| * Use key informants and opinion leaders to assess public perceptions of oral health issues
* Communicate with change agents that are capable of effecting policy or systems changes
* Broaden the range of stakeholders who are engaged in policy development
* Combine data and stories to create compelling arguments to influence policies.
* Develop comprehensive risk communication strategies for oral health issues
* Apply historical perspective of the development, structure and interaction of public health and health care systems to current oral health policy issues
* Use health economics and business concepts and language to describe the value of oral health programs
 | **Domain 4: Engage with the Community to Identify and Address Health Problems****Domain 5: Develop Public Health Policies and Plans** |
| **Domain 4. Manage People: State oral health programs oversee and support the optimal performance and growth of team members.** |
| **ASTDD** | **PHAB** |
| * Manage effective teams
* Prioritize work responsibilities to accomplish multiple tasks
* Use time management skills
* Maintain a diverse workforce
* Assess team member skills and match skills to tasks
* Identify and resolve conflicts
* Conduct performance appraisals using constructive feedback
* Support professional and personal development
* Value and support personal and professional balance
* Facilitate productive meetings
* Motivate individuals and teams to achieve goals
 | **Domain 8: Maintain a Competent Public Health Workforce****Domain 11: Maintain Administrative and Management Capacity****Domain 12: Maintain Capacity to Engage the Public Health Governing Entity** |
| **Domain 5. Manage Programs and Resources: State oral health programs ensure the administrative, financial and staff support necessary to sustain activities and to build opportunities.** |
| **ASTDD** | **PHAB** |
| * Manage oral health programs within budget constraints
* Prioritize potential funding opportunities
* Prepare proposals to create a diversified funding base
* Justify a line item budget and an activity based budget
* Negotiate budgets and contract requirements with both funders and contractors
* Navigate bureaucratic systems to fulfill management functions
* Implement public health laws, regulations and policies related to oral health programs
* Provide technical assistance where needed or requested
* Manage information systems for collection, retrieval and use of data
 | **Domain 6: Enforce Public Health Laws****Domain 9: Evaluate and Continuously Improve Processes, Programs, and Interventions****Domain 11: Maintain Administrative and Management Capacity** |
| **Domain 6. Use Public Health Science: State oral health programs gather, analyze, interpret and disseminate data and research findings to assure that oral disease prevention and control approaches are evidence-based.** |
| **ASTDD** | **PHAB** |
| * Articulate the underlying causes and management of oral diseases, including behavioral, medical, genetic, environmental and social factors
* Use scientific evidence to inform program and policy decisions
* Assess determinants of oral health and how they create oral health disparities
* Use approaches to problems that take into account population differences
* Apply ethical principles to the collection, maintenance, use and dissemination of data and information
* Identify data and information sources
* Use accepted methods to collect oral health and program related data and information
* Use accepted methods for analyzing data and information
* Analyze oral epidemiologic and surveillance data to identify disease burden and trends, as well as potentially effective intervention strategies
* Identify promising models or best practice for possible adaptation or replication
* Identify factors that influence delivery and use of public health and oral health programs and services
 | **Domain 3: Inform and Educate about Public Health Issues and Functions****Domain 10: Contribute to and Apply the Evidence Base of Public Health** |
| **Domain 7. Lead Strategically: State oral health programs create strategic vision, serve as a catalyst for change and demonstrate program accomplishments.** |
| **ASTDD** | **PHAB** |
| * Demonstrate critical thinking
* Respond with flexibility to changing needs
* Leverage resources, both monetary and human
* Create key values and a shared vision
* Foster incorporation of new ideas
* Apply problem-solving processes and methods to challenging situations
* Facilitate integration between oral health programs and other state and local health related programs
* Create a culture of ethical standards within organizations and communities
* Oversee the development and implementation of a state oral health plan
* Translate policy into organizational plans, structures and programs
* Identify policy agendas for state oral health programs
* Assess state oral health program capacity within the context of the *Essential Public Health Services* *to Promote Oral Health* and core functions.
* Assist primary care providers, organizations and health plans to develop, implement or evaluate models of family-centered care or services across the lifespan
 | **Domain 7: Promote Strategies to Improve Access to Health Care****Domain 9: Evaluate and Continuously Improve Processes, Programs, and Interventions****Domain 12: Maintain Capacity to Engage the Public Health Governing Entity** |