

# RESULTS-BASED ACCOUNTABILITY™

DO THE RIGHT THINGS AND DO THEM WELL



*Image from Clear Impact*



## LIVE WEBINARS

**February 14-16, 2023**  
Charlotte AHEC

**March 7-9, 2023**  
Wake AHEC

**April 4-6, 2023**  
Area L AHEC

**April 18-20, 2023**  
Piedmont AHEC

**May 9-11, 2023**  
Northwest AHEC

**June 7-9, 2023**  
MAHEC



NC DEPARTMENT OF  
HEALTH AND  
HUMAN SERVICES



North Carolina  
Public Health

**NC AHEC**

RECRUIT  
TRAIN  
RETAIN



FOUNDATION FOR HEALTH  
LEADERSHIP & INNOVATION

MOVING PEOPLE AND IDEAS INTO ACTION

Provided by North Carolina Area Health Education Centers (NC AHECs)  
In collaboration with the NC DHHS/Division of Public Health (DPH)  
and the Foundation for Health Leadership & Innovation (FHLI)

# Results-Based Accountability™

“Results-Based Accountability™ (RBA) is a disciplined way of thinking and taking action to improve entrenched and complex social problems. Communities use RBA to improve the lives of children, families, and the community as a whole. RBA is also used by agencies to improve the performance of their programs.” *Mark Friedman*

This RBA curriculum is developed by the NC AHECs, in collaboration with DPH and FHLI to build RBA capacity in North Carolina. [Healthy North Carolina 2030 \(HNC 2030\)](#) and the [North Carolina State Health Improvement Plan \(NC SHIP\)](#) inform the activities and the examples used in this course. Participants will gain knowledge in the RBA framework and skill in applying key concepts.

## Credit

### CHES®/MCHES®

Application for CHES® (entry-level) / MCHES® (advanced level) Category I continuing education contact hours (CECH) has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC).

### Other Professionals

10.0 AHEC Contact Hours will be awarded for participants who attend 90% of the workshop.

### CEUs

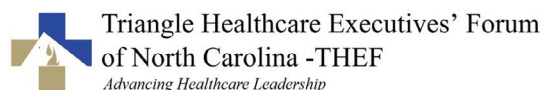
1.0 CEUs will be awarded for participants who attend 100% of the workshop.

*\*Note: Eastern AHEC and South East AHEC do not provide CEUs for activities.*

Certificates will be awarded after the participant completes the evaluation.

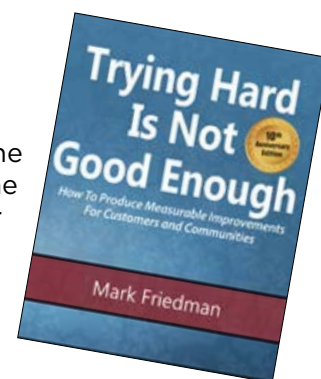
### ACHE

As an independent chartered chapter of the American College of Healthcare Executives, Triangle Healthcare Executives' Forum of North Carolina (THEF) is authorized to award 10 hours of ACHE Qualified Education credit toward advancement or recertification in the American College of Healthcare Executives. Participants in this program who wish to have it considered for ACHE Qualified Education credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.



### ***“Trying Hard is Not Good Enough” by Mark Friedman***

A copy of the book will be provided to all participants. Familiarizing yourself with the book, especially chapters one and two, will accelerate your learning. Participants are encouraged to register early in order to receive the book prior to the course.



## Who Should Attend

People who lead and support initiatives to improve the lives of people in North Carolina, including community-based organizations, healthcare systems, health departments, community activists, and others.



***Due to the participatory nature of this workshop, a computer with audio and video capabilities is required.***

## Objectives

At the completion of this course, participants will be able to:

- Describe the core concepts of Results Based Accountability™
- Distinguish between population indicators and program performance measures
- Apply turn-the-curve thinking to equity-centered community health work

# Results-Based Accountability™

## Agenda

### Day 1

- 8:00 a.m. Check-in
- 8:30 a.m. **Welcome / Introductions / Agenda / Overview of Course**
- 8:45 a.m. **Why Results-Based Accountability™**
- 9:30 a.m. Stretch Break
- 9:35 a.m. **Population Accountability – Results and Indicators**
- 10:30 a.m. Break
- 10:40 a.m. **Population Accountability – Turn the Curve Decision Making**
- 11:35 a.m. Stretch Break
- 11:40 a.m. **Interview with Dr. Betsey Tilson and Mark Friedman**
- 12:20 p.m. **Key Takeaways**
- 12:30 p.m. Adjourn

### Day 2

- 8:15 a.m. Check-in
- 8:30 a.m. **Reflection of Day 1**  
**Agenda / Overview of Day 2**
- 8:45 a.m. **Performance Accountability – Selecting Performance Measures**
- 9:45 a.m. Break
- 9:55 a.m. **Performance Accountability – Turn the Curve Decision Making**
- 10:55 a.m. Break
- 11:05 a.m. **Applying RBA to Community Health Improvement**
- 11:45 a.m. **Key Takeaways**
- 12:00 p.m. Adjourn

### Day 3

- 8:15 a.m. Check-in
- 8:30 a.m. **Reflection of Day 2**  
**Agenda / Overview of Day 3**
- 8:45 a.m. **RBA Key Concepts Review**
- 9:15 a.m. Break
- 9:25 a.m. **Activity: The Whole Distance – Population through Performance**
- 11:00 a.m. Break
- 11:10 a.m. **The RBA Scorecard**
- 11:40 a.m. **Key Takeaways**
- 11:50 a.m. **Summary & Evaluation**
- 12:00 p.m. Adjourn

# Results-Based Accountability™

## Registration

Registration Fee: \$50

Registration is online only and requires a current MyAHEC account. Registration will close the day before the program at 6:00 a.m. ***Due to the participatory nature of this workshop, a computer with audio and video capabilities is required.***



Space is limited. Advance registration is advised. Links and instructions for joining the webinar will be provided to registered participants by the host AHEC shortly before each event.

*Attendance at this activity grants permission for the North Carolina AHECs to use any photographs, audio, video, or other images from this activity for promotional or educational purposes. Please notify an AHEC staff member if you have concerns.*

*By registering for this activity, your name and email address may be shared with the above-mentioned joint providers of this continuing education activity.*

Click the workshop you would like to attend to register.

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## NC AHEC Cancellation Policy

- Cancellations must be in writing (fax, email or mail) to host AHEC.
- Registrants canceling between two weeks and two full business days prior to the first day of the event are refunded at 70% of the registration fee subject to a minimum \$25 cancellation fee.
- No refunds or credits will be given for cancellations received less than two full business days prior to the event.
- Cancellations greater than two weeks prior to the event will receive 100% refund.
- No vouchers will be issued in lieu of a refund.
- Transfers/substitute(s) welcome (notify in advance of the program).

## Handouts and Evaluations

Supplemental handouts to the *“Trying Hard is Not Good Enough”* book will be available online. Prior to the program, registrants will receive a confirmation email with instructions to access handouts along with other program information.

Evaluations will be emailed after the program. Once the evaluation has been completed, your certificate will be available.



*Please contact the host AHEC for assistance under the Americans with Disabilities Act.*

## All Rights Reserved Statement

You may not record, reproduce, publish, distribute, modify, create derivative works, or transmit any program content and/or material presented during continuing professional development (CPD) activities. Continuing professional credit will not be given for unauthorized copied and transmitted recordings of any CPD programs and other activities. Prior registration and attendance are required to receive continuing professional credit.