

**Public Health Advisory Board
Charter
September 2025**

I. Authority

The Public Health Advisory Board (PHAB) is established by ORS 431.122 as a body that reports to the Oregon Health Policy Board (OHPB). PHAB performs its work in accordance with its Health Equity Review Policy and Procedure.¹

The purpose of the PHAB is to advise and make recommendations for governmental public health in Oregon. The role of the PHAB includes:

- A commitment to leading intentionally with racial equity to facilitate public health outcomes.
- A commitment to health equity for all people as defined in OHPB's health equity definition.
- Alignment of modernization priorities (e.g., those established by the legislature, accountability metrics) with available resources for modernization. PHAB members and OHA are expected to bring emerging issues to PHAB meetings that may inform modernization priorities. PHAB members may also advise on public health resource and priority alignment more broadly, but will retain a core focus on modernization funding. PHAB members inform the development of the modernization Policy Option Package.
- Communicate on the importance of public health and the risk of chronic underinvestment. External communications include PHAB members' respective professional spaces and other formal decision-making spaces (e.g., Oregon Health Policy Board, Legislature). PHAB members inform strategic communications planning for modernization and may inform the communications work of external partner organizations (e.g., Conference of Local Health Officials).
- Guidance for Oregon Health Authority, Public Health Division-led strategic initiatives, including the State Health Assessment and State Health Improvement Plan. OHA commits to engaging PHAB members in the early stages of strategic initiatives and consistent engagement of PHAB members over time.
- Connect, convene and align LPHAs, Tribes, CBOs and other partners to maximize strengths across the public health system and serve community-identified needs.
- Support for state and local public health accreditation and public health modernization.

This charter defines the objectives, responsibilities, and scope of activities of the PHAB.

The charter will be reviewed no less than annually to ensure that the work of the PHAB is aligned with statute and the OHPB's strategic direction.

¹ <https://www.oregon.gov/oha/PH/ABOUT/Documents/phab/PHAB-health-equity.pdf>

Approved by PHAB 9/11/2025. Approved by Oregon Health Policy Board 12/9/2025.

II. Definitions

Governmental public health system: A network of state and local public health authorities and government-to-government relationships with federally recognized Tribes. In Oregon’s decentralized public health system, local and Tribal governments have authority over many public health functions to ensure the health and well-being of every person in their jurisdictions.

Public health system: A broad array of governmental public health authorities and partners working collectively to improve health through interventions that reach every person in Oregon with a focus on those experiencing health inequities. Partners include but are not limited to community-based organizations, regional health equity coalitions, health care and behavioral health providers, public safety agencies, faith-based institutions, schools, environmental agencies, and the business sector.

Community-based organizations (CBO): Non-governmental organizations that provide community-informed, culturally and linguistically responsive services to improve the community’s health and well-being. CBOs often provide services intended to reach those experiencing a disproportionate impact of health risks and disease. Within this charter, CBOs is used to refer to community-based organizations that currently are or in the future may be funded by OHA.

III. Deliverables

The duties of the PHAB as established by ORS 431.123 and the PHAB’s corresponding objectives include:

PHAB Duties per ORS 431.123	PHAB Objectives
a. Make recommendations to the OHPB on the development of statewide public health policies and goals.	• Ensure awareness of Oregon Health Policy Board (OHPB) agendas and priorities. • Create opportunities to elevate recommendations to OHPB • Engage in and provide input on Oregon’s State Health Assessment. • Regularly review state public health data to identify ongoing and emerging health issues. • Provide recommendations to OHPB on policies needed to address priority public health issues, including the social determinants of health, per PHAB’s health equity review policy and procedure.

b. Make recommendations to the OHPB on how other statewide priorities, such as the provision of early learning services and the delivery of health care services, affect and are affected by statewide public health policies and goals.	• Regularly review health system transformation priorities and explore how they intersect with statewide public health efforts • Recommend opportunities on how health system transformation priorities and statewide public health goals can best be aligned.
c. Make recommendations to strengthen foundational capabilities and programs for governmental public health and other public health programs and activities	• Participate in the administrative rulemaking process when appropriate. • Provide recommendations on updates to the Public Health Modernization Manual as needed. • Make recommendations on the roles and responsibilities of partners, including LPHAs, Tribes, CBOs, OHA and others to the governmental public health system • Identify opportunities to strengthen public health workforce development through training programs and collaborative partnerships.
d. Make recommendations to the OHPB on the adoption and updating of the statewide public health modernization assessment. e. Make recommendations to the OHPB on updates to and ongoing development of and any modification to the statewide public health modernization plan.	• Make recommendations to the OHPB on processes/procedures for updating the statewide public health modernization assessment and clarify how these recommendations are communicated. • Review and provide recommendations on system performance based on ongoing evaluation findings. • Advise on public health modernization plan as needed based on capacity. • Use assessment findings to inform PHAB priorities.

f. Establish accountability metrics for the purpose of evaluating the progress of the Oregon Health Authority (OHA), and local public health authorities in achieving statewide public health goals.	• Establish, review, and update public health accountability metrics as a core set of metrics that promote equity and reflect both program outcomes and system-level responsibilities. • Support the use of a menu of metrics, with organizations working in these areas eligible to receive incentives and advise on how incentives are structured to promote equity and system capacity.
g. Make recommendations to the Oregon Health Authority (OHA) and the OHPB on the development of and any modification to plans developed for the distribution of funds to local public health authorities, and the total cost to local public health authorities of implementing the foundational capabilities programs.	• Identify effective mechanisms and barriers related to accessing and applying for funding for foundational capabilities and programs. • Develop recommendations for how the OHA shall distribute funds to local public health authorities and community-based organizations. Continue to evaluate and update funding recommendations. • Follow Tribal Consultation policy on funding to federally recognized Tribes and the Urban Indian Health Program. • Review and apply findings from the Public Health Modernization Assessment report for estimates on the total cost for implementation of the foundational capabilities and programs, to inform funding strategies and recommendations. • Strategize and advise on flexible and sustainable funding approaches that support modernization and respond to community needs.
h. Make recommendations to the Oregon Health Policy Board on the incorporation and use of accountability metrics by the Oregon Health Authority to encourage the effective and equitable provision of public health services by local public health authorities,	• Develop and update public health accountability metrics. • Provide recommendations for the application of accountability metrics to incentive payments as a part of the local public health authority funding formula. • Make recommendations regarding the extension of metrics and use of incentive metrics, including CBOs funded by OHA, federally recognized Tribes and the Urban Indian Health Program, if approved through Tribal Consultation Policy.

	Consider public health system’s integration as it relates to achievement of accountability metrics.
i. Make recommendations to the OHPB on the incorporation and use of incentives by the OHA to encourage the effective and equitable provision of public health services by local public health authorities.	- Support and review models to incentivize investment in and equitable provision of public health services across Oregon. - Solicit feedback on incentive models to inform improvements and broader funding strategies, including alignment with CCO recommendations.
j. Provide support to local public health authorities in developing local plans to apply the foundational capabilities and implement the foundational programs for governmental public health.	- Engage in high-level review of local modernization plans to understand system needs and ensure collaboration with CLHO, when appropriate - Provide support and vision for Tribal planning as requested by Tribes through the Tribal Consultation process. - Explore how PHAB can support systemwide modernization by learning from local modernization plans and identifying opportunities for alignment.
k. Monitor the progress of local public health authorities in meeting statewide public health goals, including employing the foundational capabilities and implementing the foundational programs for governmental public health.	- Provide guidance and accountability for Oregon’s State Health Improvement Plan by receiving updates and providing feedback for improvement, as needed. - Provide support and guidance for local public health authorities in the pursuit of statewide public health goals. - Provide guidance and accountability for the statewide public health modernization plan.

l. Assist the OHA in seeking funding, including in the form of federal grants, for the implementation of public health modernization.	• Provide letters of support and guidance on federal grant applications, as applicable. • Communicate with federal, state, and local partners and the legislature on public health modernization to support informed decision-making • Explore and recommend ways to expand sustainable and equitable funding for state and local public health and community health.
m. Assist the OHA in coordinating and collaborating with federal agencies.	• Provide guidance on work with OHA as needed.

Additionally, the Public Health Advisory Board is responsible for the following duties which are not specified in ORS 431.123:

Duties	PHAB Objectives
a. Review and advise the Director of the OHA Public Health Division and the public health system as a whole on important statewide public health issues or public health policy matters.	• Provide guidance and recommendations on statewide public health issues and public health policy.
b. Act as formal advisory committee for Oregon's Preventive Health and Health Services Block Grant.	• Review and provide feedback on the Preventive Health and Health Services Block Grant work plan priorities twice a year to meet the requirements
c. Provide guidance for the implementation of health equity initiatives across the public health system by leading with racial equity.	• Be aware of work from the Public Health Division Health Equity Committee. • Provide feedback to the OHA Public Health Division on health equity initiatives. • Participate in ongoing learning and continuing education to support PHAB priorities and initiatives • Participate in collaborative health equity efforts.

IV. Dependencies

PHAB has established two subcommittees that meet on an as-needed basis to comply with statutory requirements and support PHAB priorities and initiatives:

1. Accountability Metrics Subcommittee, which reviews existing public health data and

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metrics to propose biannual updates to public health accountability measures for consideration by the PHAB.

2. Incentives and Funding Subcommittee, which develops recommendations on the local public health authority funding formula for consideration by the PHAB. Incentives and Funding Subcommittee, which develops recommendations on the local public health authority public health modernization funding formula; and reviews and revises PHAB's priority areas for public health modernization state general fund investments for the biennium, including the roles of local public health authorities, community-based organizations, and the Oregon Health Authority in advancing each priority. Priority setting may also include development of related funding scenarios and other funding considerations. All recommendations for funding formula, priority areas, and funding scenarios are brought to full PHAB for review.

Subcommittees and their work will evolve based on PHAB priorities and deliverables. PHAB shall operate under the guidance of the OHPB.

V. Resources

The PHAB is staffed by the OHA, Public Health Division, as led by the Policy and Partnerships Director. Support will be provided by staff of the Public Health Division Policy and Partnerships Team and other leaders, staff, and consultants as requested or needed.

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