

24th National Conference on Health Promotion and Education

A Competent Workforce: Today's Trends Impacting Tomorrow's Health

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Workforce Issues

- Challenges of sustaining workforce
 - Budget cuts, retirements.
 - Recruitment and retention.
 - Public health worker shortage.



Recruiting & Retaining the Workforce in Iowa

- Model RN Tracking System
- Statewide initiative for redesigning public health in Iowa
<http://www.idph.state.ia.us/rphi>
- Training Center builds infrastructure



Training Curriculum

- Excellence in Public Health Practice series.
- Practice-based course for new public health leaders.
- Public Health – Science in Action video.
- Prepare Iowa Learning Management System.
- Mentorship program.



Impact of the Workforce

- Top job creation industry.
- Generates 1 in 5 jobs statewide.
- Employs 21% of workforce.



A Viable Health Sector

- Includes:
 - Access to health care results in productive labor force.
 - Quality health sector attracts business and industry.
 - Companies may prefer communities with lower health care costs.



Harkin Wellness Grants

- Promote individual & community health.
- Prevent the incidence of chronic disease.
- Initiatives benefit youth and adults.
- Competent workforce needed to implement innovative programs.



ASTHO Workforce Development Policy

- Qualified workforce personnel.
- Improved systems of data gathering.
- Continuing education and training for state health agencies.
- Improving incentive strategies.



Strategies

- Policy development.
- Legislative support.
- Educational products.



The Role of Setting Policy

- Public Health Preparedness & Workforce Development Act of 2005
 - Incentives for health professionals to enter governmental public health practice.
 - Ensure individuals commit designated number of years in public health agencies.
 - Help retain current employees in public health.



Legislative Support Case Example

- Public Health Block Grant.
- Bi-weekly emails to local public health and other stakeholders.
- Letters to local boards of health.
- Direct calls to federal delegation.
- ASTHO day on the hill.



ASTHO Materials

- Public Health Workforce Issue Brief series.
- Address shortages, challenges or emerging professions for critical positions:
 - Laboratory scientists.
 - Technicians and public health nurses.
 - Environmental health practitioners.
 - Epidemiologists.



Future ASTHO Activities

- Succession planning guide.
- Updated 2004 Worker Shortage Report.
- Enumeration project explores environmental health workforce and one other area.



CDC Morbidity & Mortality Report 1999

- People live 30 years longer than they did 100 years ago.
- 25 of those years can be attributed to public health.
- Health promotion and education need to continue this trend.



A Healthy Tomorrow

