# 24th National Conference on Health Promotion and Education

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

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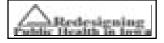
#### **Workforce Issues**

- · 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 lowa 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

PREPARE IOWA

# 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. ASTERD.
  - 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: CACTION
  - Laboratory scientists.
  - Technicians and public health
  - 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.

