Navigating the Seas of Public Health Workforce Development: What Every Practitioner and Academic Needs to Know

APHA 143rd Annual Meeting

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Presenter Disclosures

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(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

Overview

› Introductions

› National public health workforce development initiatives

› How these initiatives align and build upon one another

› Questions and discussion

› Wrap-up

The Council on Linkages
Between Academia and
Public Health Practice

Today's Speakers

- C. William Keck, MD, MPH, Council on Linkages Between Academia and Public Health Practice

- Donna Petersen, ScD, MHS, CPH, Framing the Future Task Force, Association of Schools and Programs of Public Health

- Laura Rasar King, MPH, MCHES, Council on Education for Public Health
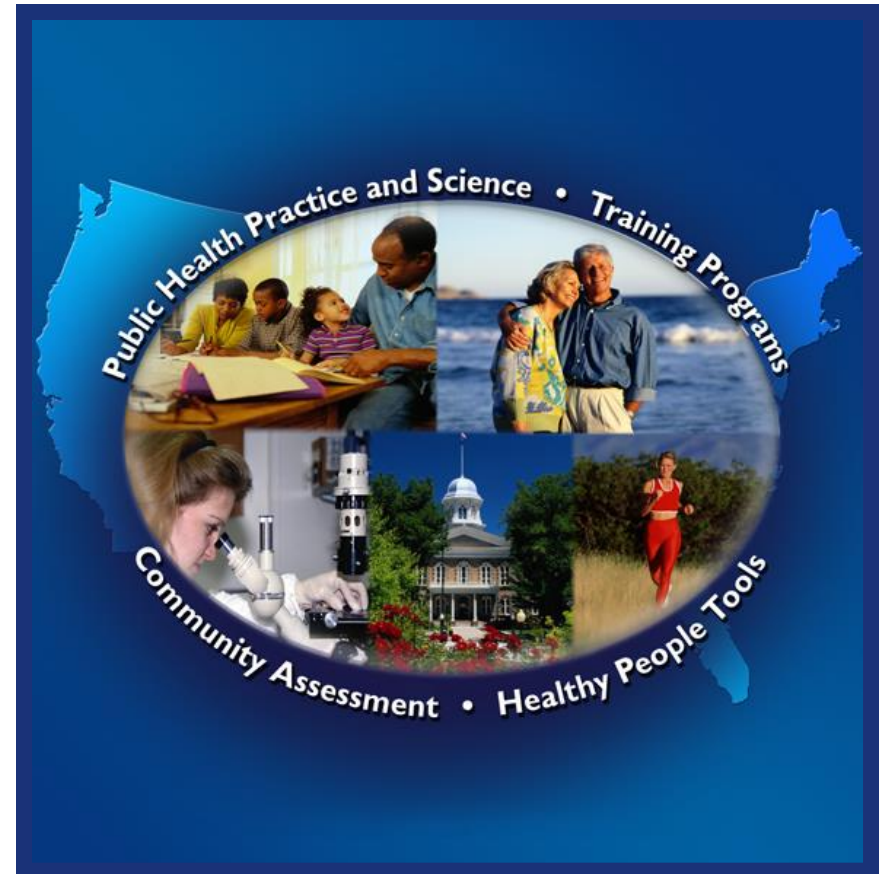
- Edward Hunter, MA, de Beaumont Foundation

The Council on Linkages
Between Academia and
Public Health Practice

Public Health Foundation

PHF Mission:

We improve the public's health by strengthening the quality and performance of public health practice

❖ **Staff Council on Linkages**

www.phf.org

Healthy Practices
Healthy People
Healthy Places

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Between Academia and
Public Health Practice

Core Competencies for Public Health Professionals

C. William Keck, MD, MPH

Chair, Council on Linkages Between Academia and Public Health Practice

Council on Linkages Between Academia and Public Health Practice

> To improve public health practice, education, and research by:

  > Fostering, coordinating, and monitoring links among academia and the public health and healthcare community;

  > Developing and advancing innovative strategies to build and strengthen public health infrastructure; and

  > Creating a process for continuing public health education throughout one's career.

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> **20 National Public Health Organizations:**
  > American Association of Colleges of Nursing
  > American College of Preventive Medicine
  > American Public Health Association
  > Association for Prevention Teaching and Research
  > Association of Accredited Public Health Programs
  > Association of Public Health Laboratories
  > Association of Schools and Programs of Public Health
  > Association of State and Territorial Health Officials
  > Association of University Programs in Health Administration
  > Centers for Disease Control and Prevention
  > Community-Campus Partnerships for Health
  > Health Resources and Services Administration
  > National Association of County and City Health Officials
  > National Association of Local Boards of Health
  > National Environmental Health Association
  > National Library of Medicine
  > National Network of Public Health Institutes
  > National Public Health Leadership Development Network
  > Quad Council of Public Health Nursing Organizations
  > Society for Public Health Education

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Core Competencies for Public Health Professionals

> Are a set of skills desirable for the broad practice of public health

> Reflect characteristics that staff of public health organizations may want to possess as they work to protect and promote health in the community

> Are designed to **serve as a starting point** for practice and academic organizations to understand, assess, and meet training and workforce development needs

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Core Competencies for Public Health Professionals

› 8 Domains:
  › Analytical/Assessment Skills
  › Policy Development/Program Planning Skills
  › Communication Skills
  › Cultural Competency Skills
  › Community Dimensions of Practice Skills
  › Public Health Sciences Skills
  › Financial Planning and Management Skills
  › Leadership and Systems Thinking Skills
› 3 Tiers:
  › Tier 1 – Front Line Staff/Entry Level
  › Tier 2 – Program Management/Supervisory Level
  › Tier 3 – Senior Management/Executive Level

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Brief History of the Core Competencies

> April 2001: Original set adopted
>> Specified skill levels
>> Difficult to measure – intentional
>> Decision to revisit every 3 years

> May 2010: 1st revision adopted
>> Three tiers
>> More measurable
>> Turned focus to tool development

> June 2014: 2nd revision adopted
>> Addresses new concepts – accreditation and health reform
>> Clarifies and simplifies many competencies
>> Turned focus to tool development

2014 Core Competencies for Public Health Professionals

› Extensive review and revision process: March 2013-June 2014

› Engagement of Council on Linkages member organizations, Core Competencies Workgroup members, other professionals and organizations

› Adopted unanimously: June 26, 2014

› 3rd version released

Who Uses the Core Competencies?

› ~60% of State Health Departments (ASTHO, 2014)

› ~26% of Local Health Departments (NACCHO, 2013)

› >90% of Academic Public Health Programs (Council on Linkages, 2006)

› Core Competencies are also used by:
  › CDC
  › HRSA's Public Health Training Centers
  › TRAIN affiliates
  › Healthy People 2020
  › Public Health Accreditation Board
  › Others……..

Uses of the Core Competencies

> Job descriptions

> Performance objectives

> Performance reviews and evaluations

> Workforce competency/needs assessments

> Workforce development plans

> Training plans

> Course review and development

> Discipline-specific competencies

> Preparing for accreditation – PHAB Standards and Measures Domain 8

Resources and Tools to Support Use

› Crosswalk of 2014 and 2010 Core Competencies

› Crosswalk of 2014 Core Competencies and Essential Public Health Services

› Self-assessment instruments

› Job descriptions

› Workforce development plans

› FAQs

› Examples of use

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Additional Resources

› More information: www.phf.org/corecompetencies

› Resources and tools:
www.phf.org/corecompetenciestools

› Stay informed: *Council on Linkages Update* – email Janelle Nichols, jnichols@phf.org

› Email questions: Kathleen Amos, kamos@phf.org

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Charting a Course
for the Governmental
Public Health Workforce

- Donna J. Petersen, ScD, MHS, CPH
Chair, Framing the Future Task Force
Dean, College of Public Health, University of South Florida
APHA November 2, 2015

Framing the Future

- Broadly representative task force formed by the Education Committee of ASP(P)H in the fall of 2011 to take an empty room approach to education in public health, 100 years post Welch-Rose

- Considered all aspects of education in our field

- Task force discussions informed by town halls, presentations at various conferences, a web-page and a blog, all in the spirit of open dialogue, transparency, and conversations inspiring transformation

- Concluded its formative work in March 2015

Expert Panels

- Undergraduate Education in Public Health
- 21st Century MPH
- Community Colleges and Public Health
- 21st Century DrPH
- Population Health across All Professions

- All advised by a Blue Ribbon Employer Advisory Group

Last Expert Panel

- *Governmental Public Health Workforce Development*
- Formed in partnership with ASTHO and with NACCHO involvement
- Putting a stake in the ground for this part of the educational spectrum
- Modeled after earlier panel reports
  - Key Considerations
  - Design Elements
  - Content Considerations

Governmental Public Health Workforce Development Report

- Unique responsibility of accredited schools and programs to address post-professional training needs of the workforce

- Robust collaboration between practice and academia around research, service and pre-professional training, including faculty development around professional practice

Governmental Public Health Workforce Development Report (Continued)

- Agency accreditation models should meet real practice needs and include optimal standards for CE and professional development

- CEPH should highlight workforce development in its criteria

- Academic-agency cooperation in pre- and post-professional development that is of high quality, meets practice needs and enhances both entity's productivity and positive outcomes

Content Considerations

- Models of earlier expert panels informed this one

- Latest data available, including PHWINS and the Job Task Analysis conducted by the NBPHE

- Blue Ribbon Employer Advisory Group, 21st century MPH Expert Panel and the Council on Linkages

Lining up the Workforce Competencies

Council on Linkages	FTF Employers' Panel	FTF MPH Report	NBPHE JTA
Analytical/Assessment Skills	Analytic Methods, Technology and Information	Data Collection, Analysis, Interpretation, Evidence-Based Reasoning	Critical / Strategic Analysis
Communication Skills	Communications	PH-Specific Communication	Communication
Cultural Competency	Equity and Social Justice	Cultural Contexts & Respectful Engagement	Diversity and Cultural Proficiency
Policy Development	Policy and Law	Legal, Ethical, Other Dimensions of Policy	Advocacy
Systems Thinking	"System of Health"	Systems Thinking	Systems Thinking
Program Planning, Financial Planning and Management Skills	Budgeting and Finance, Management	Project Management & Implementation	Program Planning, Management, Finance
Community Dimensions of Practice Skills	How the Health System Works, Global Health	US & Global Health Care Systems	
Leadership	Leadership		Leadership
• Public Health Sciences Skills	• Teamwork • Problem Solving	• Teamwork & Interprofessional Skills • Biological, Social, Economic, etc. Determinants • Globalization & Sustainable Dvmt • History & Philosophy of PH • Population Health Concepts & Tools • Health Promotion	• Collaborating and Partnering • Biological & Environmental Applications • Ethics

Content Considerations

- Critical Strategic Analysis
- Informatics and Data Analysis
- Biological and Environmental Applications in Public Health
- Leadership and Systems Thinking
- Management, Finance and Policy
- Program Planning and Evaluation
- Collaboration and Partnering
- Advocacy
- Ethics
- Diversity and Cultural Proficiency
- Health Equity
- Public Health Law, Statutes and Governance
- Emergency Preparedness

Next Steps

- Framing the Future Task Force concluded March 2015

- Education and Public Health Practice Committees formulating new work plans and considering this topic

- Annual Meeting Planners considering opportunities to partner with ASTHO, NACCHO and others to keep the national leadership organizations together on this topic

- CEPH considering criteria revisions

- Each of us considering our own futures and hopefully embracing the opportunity to focus on the continuum of workforce development

For more information:

www.aspph.org

http://www.aspph.org/wp-content/uploads/2015/02/GovtPHWorkforce1.pdf

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ASPPH

Educating the Future Public Health Workforce

Laura Rasar King

Executive Director

Council on Education for Public Health

Two Important Initiatives: NBPHE

- Job Task Analysis
  - Steering committee of practitioners from all sectors (identify the common tasks)
  - Worked with psychometric firm
  - Identified in initial skills, domains, etc. from thorough literature review
  - Group agreed on 200 tasks in 10 domains
  - Wide distribution to approximately 125K individuals by over 50 organizations
  - Nearly 5000 usable responses – 50% has MPH, 70% at master's level, 20% doctoral level, 10% other
  - Tasks rated on frequency and importance

Two Important Initiatives: CEPH

- Criteria Revision
  - Our Challenges
    - Changing landscape of higher education, push for transparency
    - Growth in public health higher education
    - Assessment of outcomes versus inputs
  - Goals:
    - Ensure quality
    - Allow opportunities for flexibility and innovation
    - Simplify and reduce burden
  - What's Next?
    - Draft curriculum released earlier in 2015
    - Next draft released in the next week – comments due **January 8th**
    - **www.ceph.org/criteria-revision/**

COMING TOGETHER

CEPH Draft Competencies	Council on Linkages	FTF Employers' Panel	FTF MPH Report	NBPHE JTA
Data & Analysis	Analytical/Assessment Skills	Analytic Methods, Technology and Information	Data Collection, Analysis, Interpretation, Evidence-Based Reasoning	Critical / Strategic Analysis
Communication	Communication Skills	Communications	PH-Specific Communication	Communication
(Competencies Integrated Throughout Domains)	Cultural Competency		Cultural Contexts & Respectful Engagement	Diversity and Cultural Proficiency
Policy & Advocacy	Policy Development	Policy	Legal, Ethical, Other Dimensions of Policy	Advocacy
Systems Thinking	Systems Thinking		Systems Thinking	Systems Thinking
Program Planning, Management & Evaluation	Program Planning, Financial Planning and Management Skills	Budgeting and Finance, Management	Project Management & Implementation	Program Planning, Management, Finance
Health and Health Care Systems	Community Dimensions of Practice Skills	How the Health System Works, Global Health	US & Global Health Care Systems	
Leadership	Leadership	Leadership		Leadership
Profession & Science of Public Health **Factors Related to Human Health**	Public Health Sciences Skills		History & Phil. of PH Determinants of Health Globalization & Sus. Dev. Population Health	Bio. & Environ. App.
Interprofessional Practice		Teamwork	Teamwork and Interprofessional Skills	Collaborating and Partnering
		Problem Solving	Concepts & Tools Health Promotion	Ethics

QUESTIONS OR COMMENTS?

For CEPH & Criteria Revisions Contact:

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President and CEO
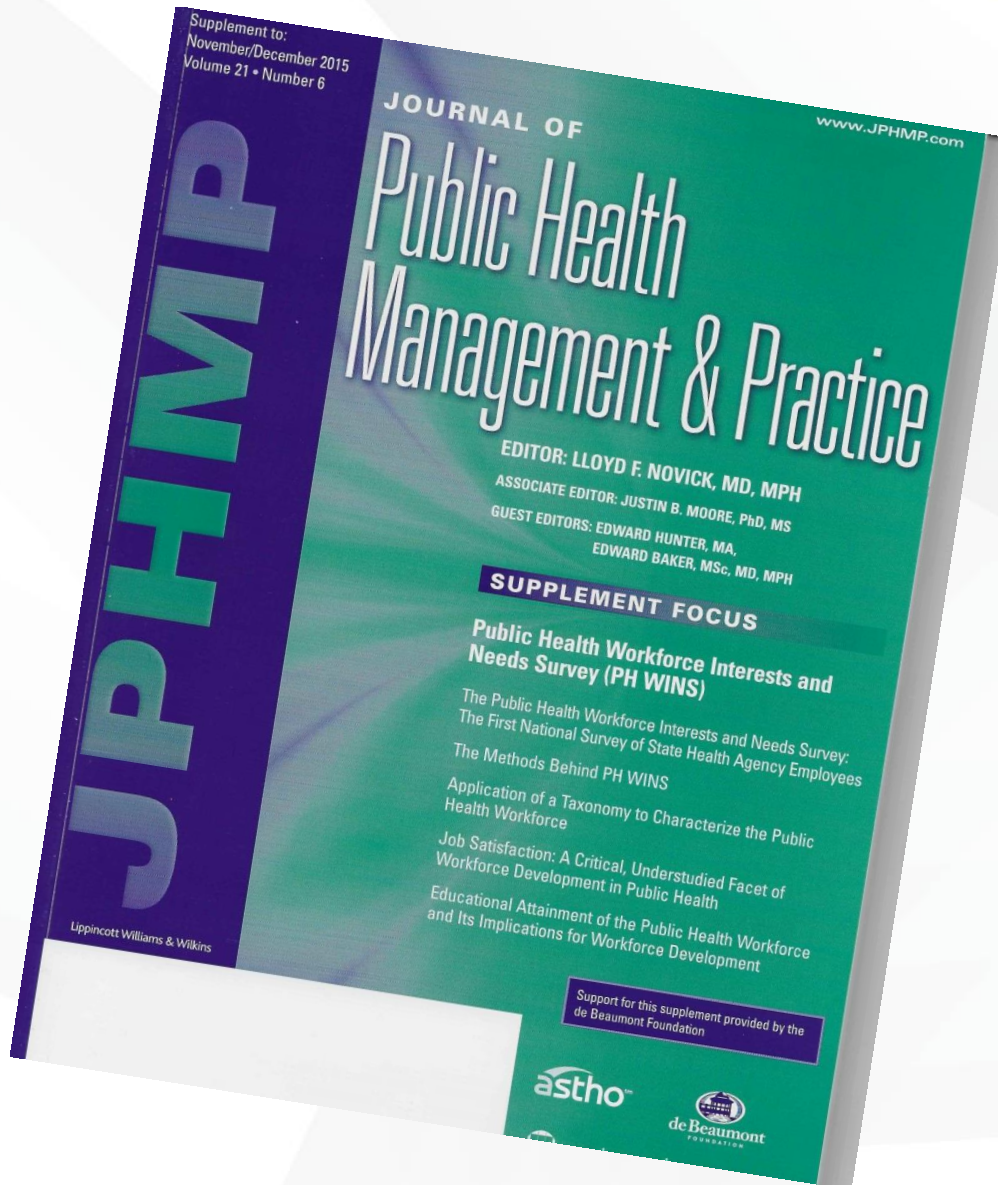
2015 American Public Health Association
Annual Meeting

de Beaumont Foundation Workforce Initiatives

Public Health Workforce Interests and Needs Survey

PH WINS Topics in JPHMP
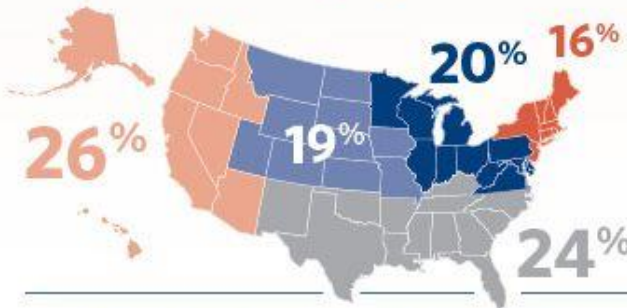
WORKFORCE TRAINING & SKILLS

**Executives and Employees Agreed the Top 3 Training Needs Are:**

1. Influencing policy development

2. Understanding the relationship between a new policy and many types of public health problems

3. Assessing the broad array of factors that influence specific public health problems

Roughly 1 in 2 respondents indicated that health departments provide sufficient technology training for the current workforce.

Although Public Health Informatics (PHI) is a very small segment of the public health workforce, workers across different disciplines indicated that more emphasis needs to be placed on the use of electronic health data.

OTHER PH WORKERS

4.1% IT SPECIALISTS

1.4% PHI SPECIALISTS
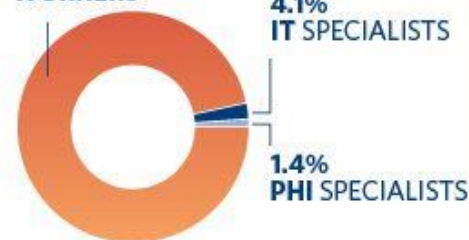
Most Important Skills Identified by Workers

Gather reliable information............... 96%

Communicate effectively with different audiences.................... 92%

Persuade others to act....................... 91%

Percent of Workers Aware of Emerging Trends

Trend	Percent
ACA	92%
Quality Improvement	83%
Health IT	81%
Evidence-Based Practice	75%
PH/Primary Care Integration	74%
Cross-Jurisdictional Sharing	72%
PH Systems Research	52%
Health in All Policies	52%

To read the full *Journal of Public Health Management and Practice PH WINS* supplement, visit: http://journals.lww.com/jphmp/toc/2015/11001

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Self-assessed priority training needs

- Influencing policy development
- Understanding the relationship between a new policy and many types of public health problems
- Assessing the broad array of factors that influence specific public health problems
- Preparing a program budget with justification
- Applying quality improvement concepts in my work

de Beaumont workforce focus

- Development of priority training resources
  - Cross-cutting skills
  - Informatics
  - Management and finance
- Workforce policies and practices
  - Best practices and model policies
  - Community of practice across health departments
  - Needs assessments and training resources
- Leadership and transition
  - Success factors for health officials
  - Best practices

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National Consortium for Public Health Workforce Development

ASTHO Peer Networks: Senior Deputies, Environmental Health Directors, Preparedness Directors, CFOs, Accreditation Coordinators, Primary Care Directors, Informatics Directors, State Legislative Liaisons/Legal Counsel, HR Directors

National Consortium – Cross-Cutting Priorities

- Systems thinking
- Change management
- Communicating persuasively
- Information and analytics
- Problem solving
- Diversity and inclusion
- Resource management
- Policy engagement

Contact us!

Visit the de Beaumont Foundation booth in the exhibit hall

www.debeaumont.org for:
- PH WINS overview infographics
- related APHA workforce sessions

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Questions & Discussion

Thank You!

Visit the Public Health Foundation at Booth #820

PHF