The Council on Linkages Between Academia and Public Health Practice

Retention and Recruitment Learning Community Report

February 20, 2025

Overview

The [Retention and Recruitment (R&R) Learning Community](#) is a new initiative of the [Council on Linkages Between Academia and Public Health Practice](#) (Council), approved during the March 2024 Council meeting. The R&R Learning Community aims to explore and address factors influencing workforce retention and recruitment, equipping public health agencies with valuable tools and resources. The intent of this community is to foster a collaborative environment where health departments and their partners can come together to share effective strategies, highlight successes, and discuss challenges related to workforce retention and recruitment to support health departments in meeting their capacity needs.

Development of the R&R Learning Community is guided by the [R&R Workgroup](#). The R&R Workgroup is comprised of over 70 members from health departments, academic institutions, and national organizations and is chaired by Terry Brandenburg, MBA, MPH, CPH, Director of the Master of Public Health Program and Co-Director of the Doctor of Public Health Program (retired) at the Medical College of Wisconsin and Council representative for the National Association of County and City Health Officials.

Webinars and Conferences

Council staff regularly share expertise at national, regional, and local events. For example, Council staff highlighted retention and recruitment strategies in a session at the 2024 [Public Health Learning Forum: Workforce Development in Action](#) titled, *Laying the Groundwork: Essentials of Public Health Workforce Development.* The [session recording](#) is available on the TRAIN Learning Network. Additionally, the Council session at the 2024 American Public Health Association Annual Meeting focused on supporting retention and recruitment of the public health workforce.

Resources

The Public Health Foundation (PHF), in collaboration with the [R&R Workgroup](#), developed a new [Retention & Recruitment Toolkit](#) that provides resources, tools, and practical strategies to improve retention, reduce recruitment needs, and build a diverse, skilled workforce. This initial version of the toolkit is a PDF document that includes the organizing framework that was developed with support of the R&R Workgroup along with links, examples, and strategies gathered over the past year. PHF will continue gathering resources and content to enhance this tool and later transition it into a more user-friendly web-based format.

Progress Toward Development of the R&R Learning Community

While significant progress has been made toward the development of the R&R Learning Community, additional efforts in this area will continue at a reduced rate while PHF explores opportunities for sustained funding of the Learning Community.

More information about the R&R Learning Community and Workgroup is available through the [R&R Learning Community](#) section of the Council website or by contacting Mayela Arana at marana@phf.org.