

Council on Linkages Between Academia and Public Health Practice

Virtual Meeting

June 24, 2022

Welcome to Our Zoom Meeting!

- Audio:
 - Computer or phone
 - Please keep your audio on mute when you are not speaking
- Feel free to use the Chat box to share comments or questions
- We are recording this meeting

Council on Linkages

Mission:

- To improve the performance of individuals and organizations within public health by:
 - Fostering, coordinating, and monitoring collaboration among the academic, public health practice, and healthcare communities
 - Promoting public health education and training for health professionals throughout their careers
 - Developing and advancing innovative strategies to build and strengthen public health infrastructure

Council on Linkages



Council on Education for Public Health



Agenda

- Welcome and Overview of Agenda
- Approval of Minutes from March 31, 2022 Meeting
 - **Action Item:** Vote on Approval of Minutes
- Council Membership Vote – National Board of Public Health Examiners
 - **Action Item:** Vote on Membership Status
- Rebuilding the Public Health Workforce
- Academic Health Department Learning Community
- Core Competencies for Public Health Professionals
- Certified in Public Health Job Task Analysis
- Other Business and Next Steps

Approval of Minutes from March 31, 2022 Meeting

➤ **Action Item:** Vote on Approval of Minutes

Council Membership Vote – National Board of Public Health Examiners

> Action Item: Vote on Membership Status

Rebuilding the Public Health Workforce

Ron Bialek, MPP, Council Director

Michelle Carvalho, MPH, MCHES, CDC Council Representative

Steve Reynolds, MPH, Center for Surveillance, Epidemiology, and Laboratory Services, CDC

CDC supports training for the new workforce



Provide overview of public health practice



Prepare practitioners



Facilitate exploration of public health careers

CDC TRAIN curated training plan “Introduction to Public Health Practice”

1. Introduction to Public Health
2. Health Equity
3. Communication Skills
4. Community Partnerships
5. Data Analytics and Assessment
6. Policy Development & Program Planning
7. Public Health Sciences
8. Career Pathways


Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems

- CDC has released a landmark Notice of Funding Opportunity (NOFO) to rebuild public health infrastructure
 - *Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems*
- \$3.945 billion five-year initiative will “provide cross-cutting support to public health agencies for critical infrastructure needs related to workforce, foundational capabilities, and modernizing public health data systems”
- Component A grantees may be health departments
- Component B grantees may be organizations supporting the successful implementation of Component A grantees’ activities
- Estimated award date – Nov. 1st; Estimated start date – Nov. 18th

Public Health Workforce Development

[CDC](#) > [Public Health Workforce Development](#) > [Workforce Resources for Organizations](#)



 [Public Health Workforce Development](#)

[Workforce Resources for Organizations](#)

[Public Health AmeriCorps](#)



[PH Infrastructure Grant](#)

[Frequently Asked Questions for OE22-2203](#)

[Training and Education Resources for the Workforce](#)

[Careers at CDC](#)

Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems

CDC's [OE22-2203: Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems](#)  grant will provide funding to improve critical public health infrastructure needs. This investment, a key component of the [American Rescue Plan funding](#) , will help ensure that U.S. public health systems are ready to respond to public health emergencies like COVID-19 and to meet the evolving and complex needs of the communities and populations they serve.

Purpose

This program will help address the historic underinvestment in U.S. communities that have been economically or socially marginalized, located in rural geographic areas, are composed of people from racial and ethnic minority groups, are medically underserved, and those disproportionately affected by COVID-19 or other priority public health problems. OE22-2203 will provide cross-cutting support to public health agencies for critical infrastructure needs related to workforce, foundational capabilities, data modernization, and physical infrastructure. It will also provide funding to national public health partners to support this work. Investment in these areas will have lasting effects on public health capacity and systems across the country and will help public health agencies transform to meet the evolving and complex needs of the U.S. population.

<https://www.cdc.gov/workforce/resources/infrastructuregrant/index.html>

Academic Health Department Learning Community

Bill Keck, MD, MPH, Council Chair

Helping AHD Partnerships Grow



- National community of practitioners, educators, and researchers exploring AHD partnerships
- >1,200 members

Variety of Activities:

- Examples and stories of AHD partnerships
- Webinars by and about AHD partnerships
- Partnership agreements
- Listserv
- Technical assistance

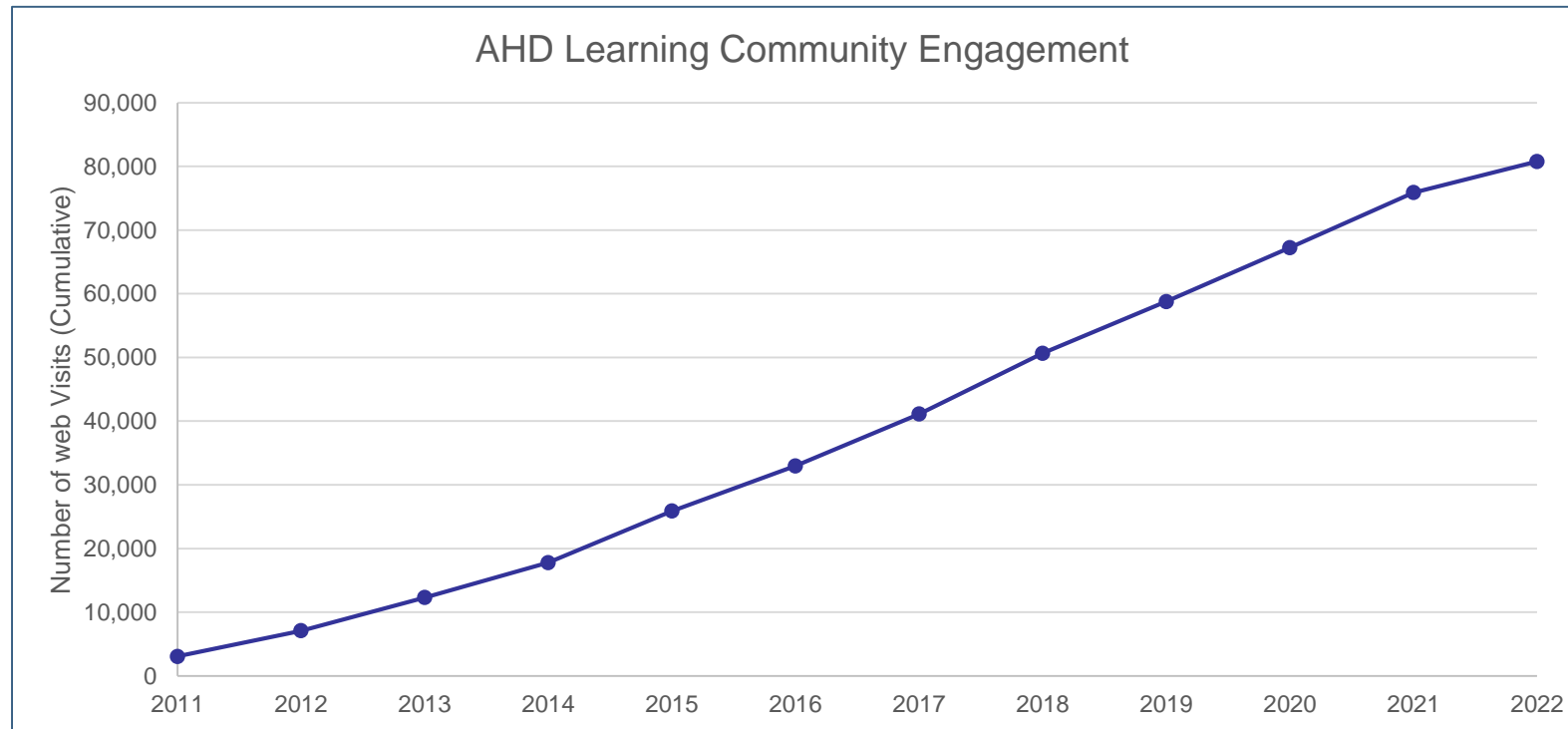
AHD Learning Community Engagement

➤ So far in 2022:

➤ ~5,000 online visits

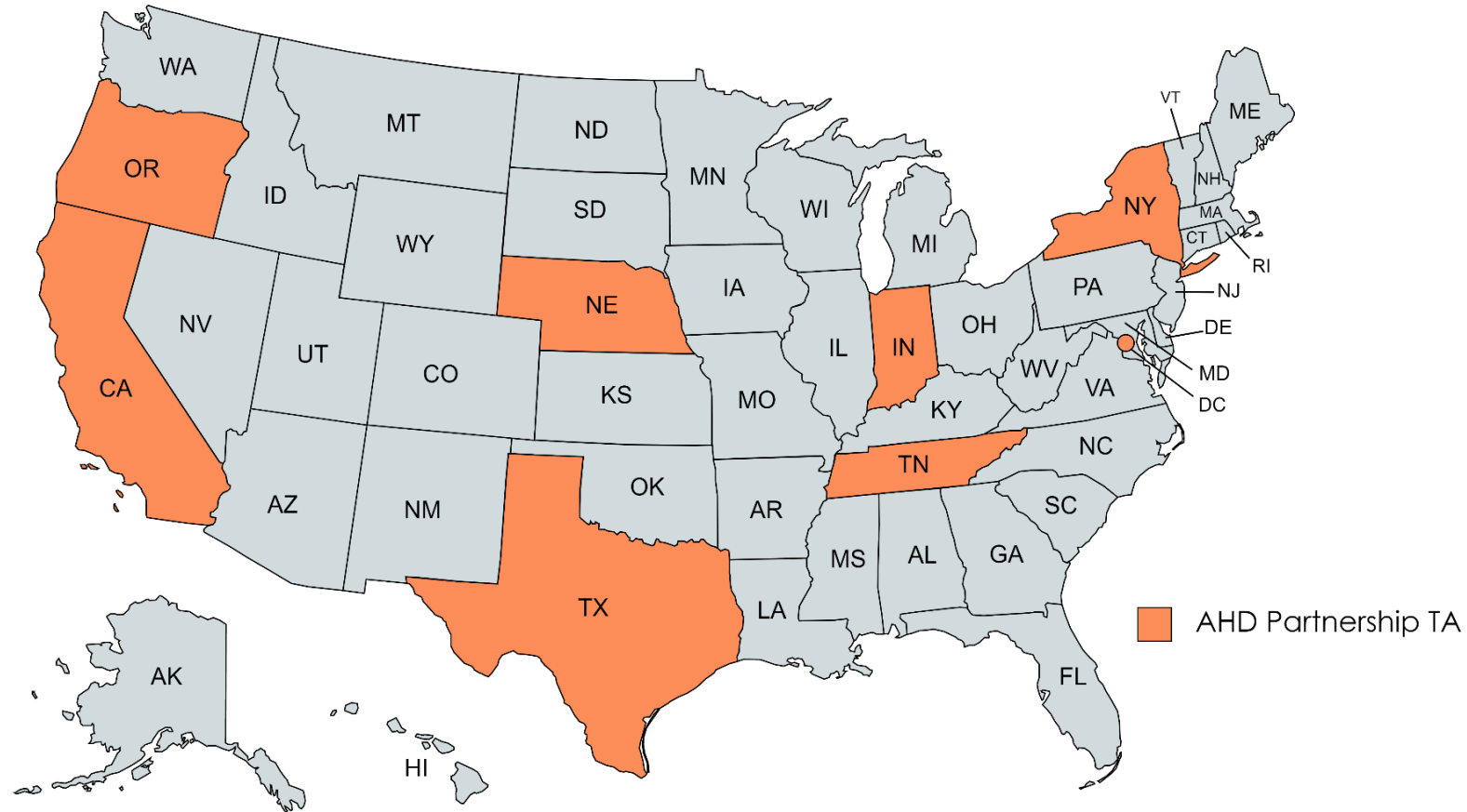
➤ Since 2011:

➤ >80,000 online visits



AHD Learning Community TA (2022)

➤ 10 technical assistance requests, serving organizations in 7 states and DC



Webinars and Conferences

➤ Webinars:

- [Partnerships Between Academic Health Departments and Schools of Nursing](#) (April 2022)

➤ Conferences:

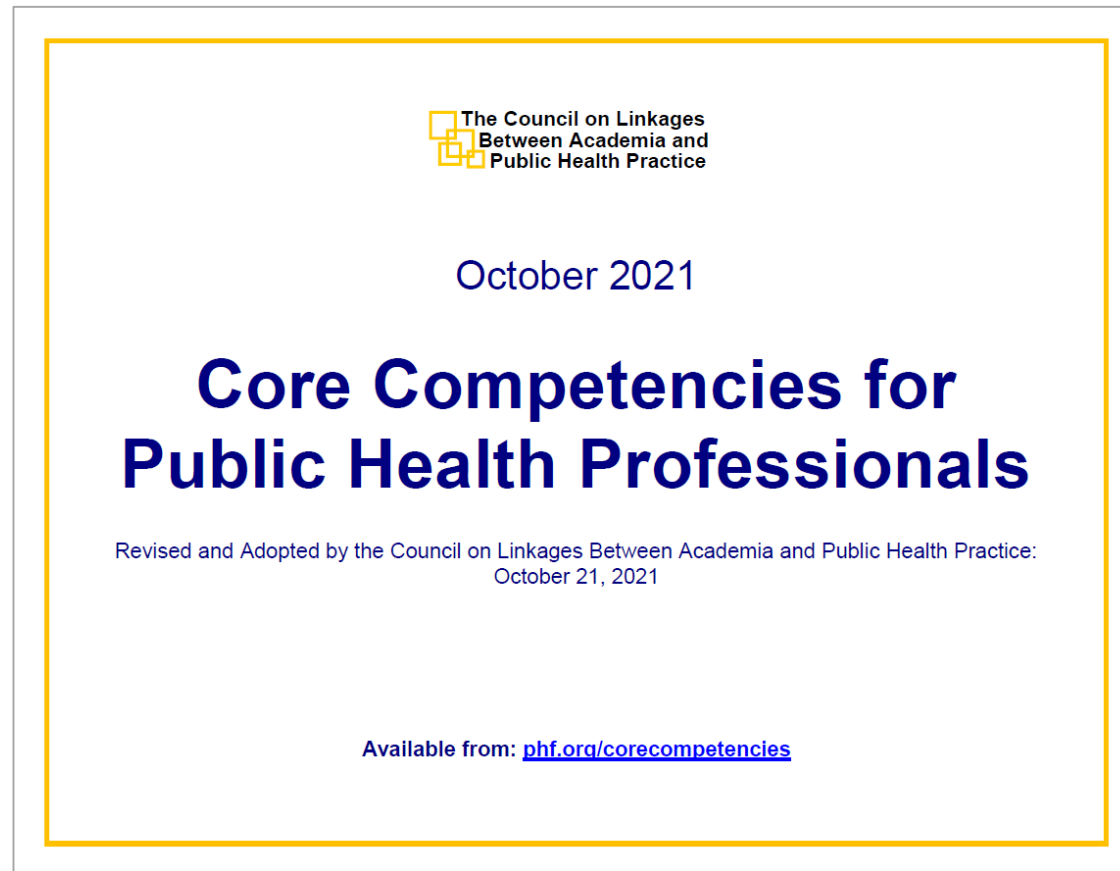
- Missoula Academic Health Department Conference (May 2022)
- [2022 NACCHO360 Conference](#): *Envisioning and Building the Public Health Workforce of the Future Through Partnerships* (July 21, 2022 from 2:30-3:30pm EDT)

Core Competencies for Public Health Professionals

Kathleen Amos, MLIS, Council Assistant Director

Core Competencies for Public Health Professionals

- Consensus set of foundational or crosscutting knowledge and skills for public health professionals



Core Competencies Use

➤ Used by:

- ~80% of state health departments
- ~60% of tribal health organizations
- ~45% of local health departments
- ~25% of territorial health departments
- ~90% of academic public health-focused programs

➤ Used in developing:

- Job descriptions
- Performance objectives
- Workforce competency/needs assessments
- Education and training
- Workforce development plans
- Discipline-specific competency sets

National Initiatives

- Healthy People 2030
 - Public Health Infrastructure Objectives: Increase the proportion of state/local/tribal/territorial public health agencies that use Core Competencies for Public Health Professionals in continuing education for personnel

- Accreditation
 - PHAB Domain 8/Standard 8.2: Build a competent public health workforce and leadership that practices cultural humility
 - CEPH: Core Competencies were used in developing foundational competencies for accreditation criteria

- TRAIN Learning Network
 - Course providers can select competencies aligned with their courses and learners can search by competencies to build their knowledge and skills

- 10 Essential Public Health Services

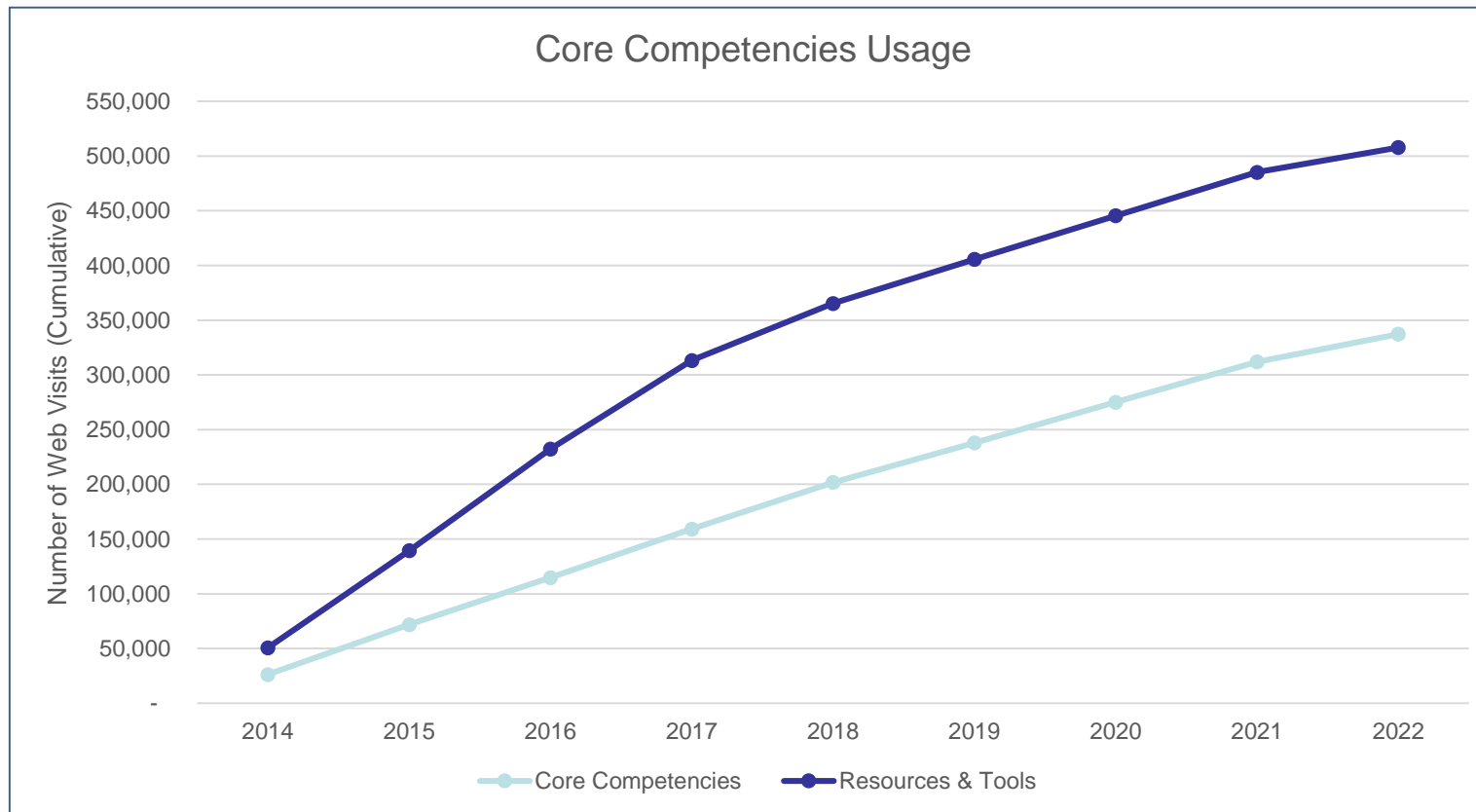
Core Competencies Usage

➤ So far in 2022:

- >25,000 online visits
- >22,000 online visits to resources and tools

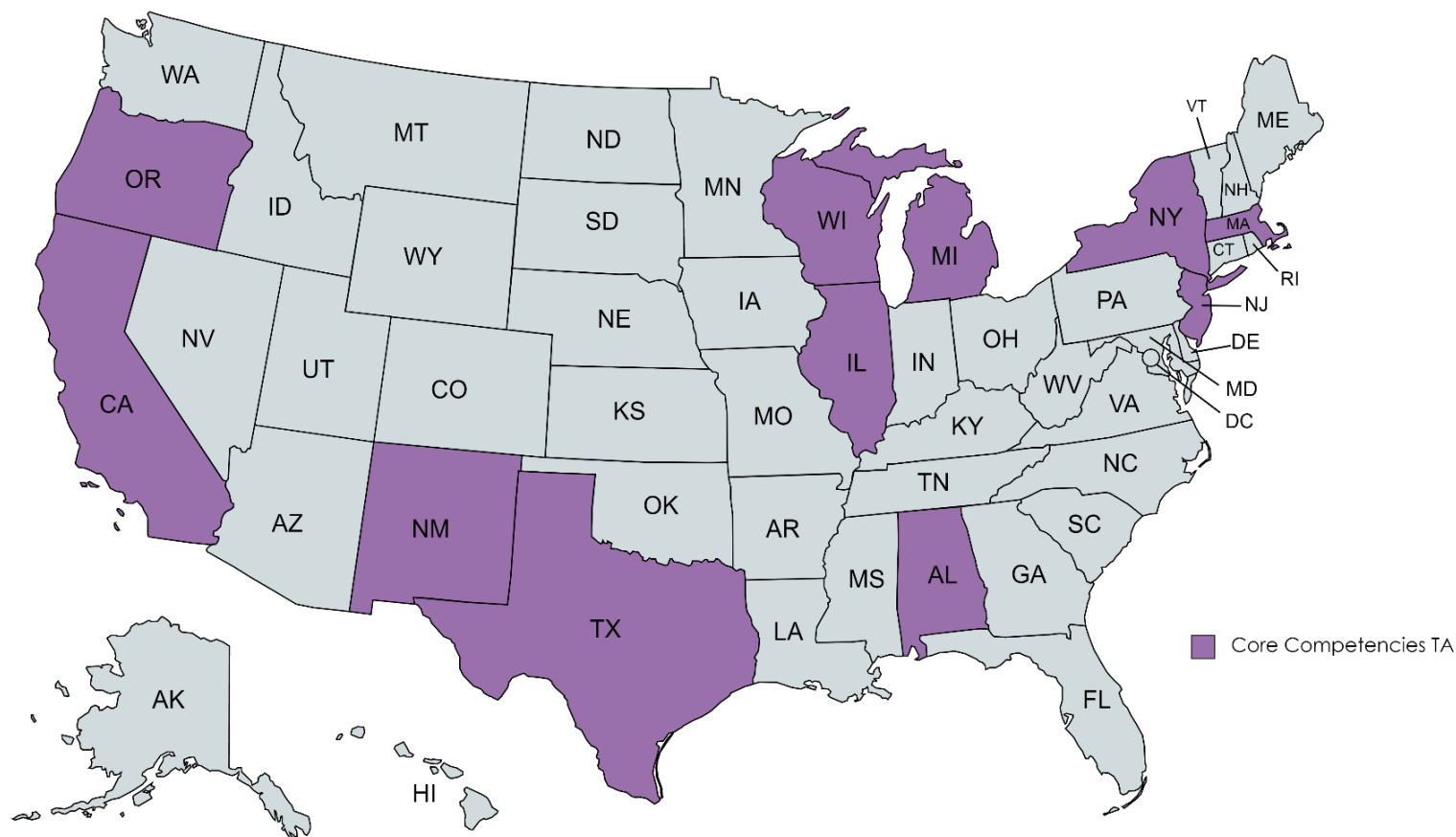
➤ Since 2021 release:

- >31,000 online visits



Core Competencies TA (2022)

➤ 17 technical assistance requests, serving organizations in 11 states



Core Competencies Dissemination

- Council website: www.phf.org/corecompetencies
- Emails
- Websites
- Newsletters
- Social media
- Meetings and webinars
- Conference sessions:
 - [Public Health Improvement Training](#) (June 2022)
 - [2022 NACCHO360 Conference: Introducing the 2021 Core Competencies for Public Health Professionals: Crosscutting Skills for a High-Performing Workforce](#) (On Demand in July 2022)

Core Competencies Resources and Tools

- Updating existing resources and tools to reflect changes in the 2021 Core Competencies
 - [Competency assessments](#)
 - [TRAIN Learning Network filters](#)
 - Prioritization tool
 - FAQs
- Developing resources and tools to help with the transition to the 2021 Core Competencies
 - Crosswalk of the 2014 and 2021 Core Competencies
 - Short video/slides introducing the 2021 Core Competencies
- Develop new resources and tools to support use of the Core Competencies

Certified in Public Health Job Task Analysis

Allison Foster, MBA, CAE, National Board of Public Health Examiners



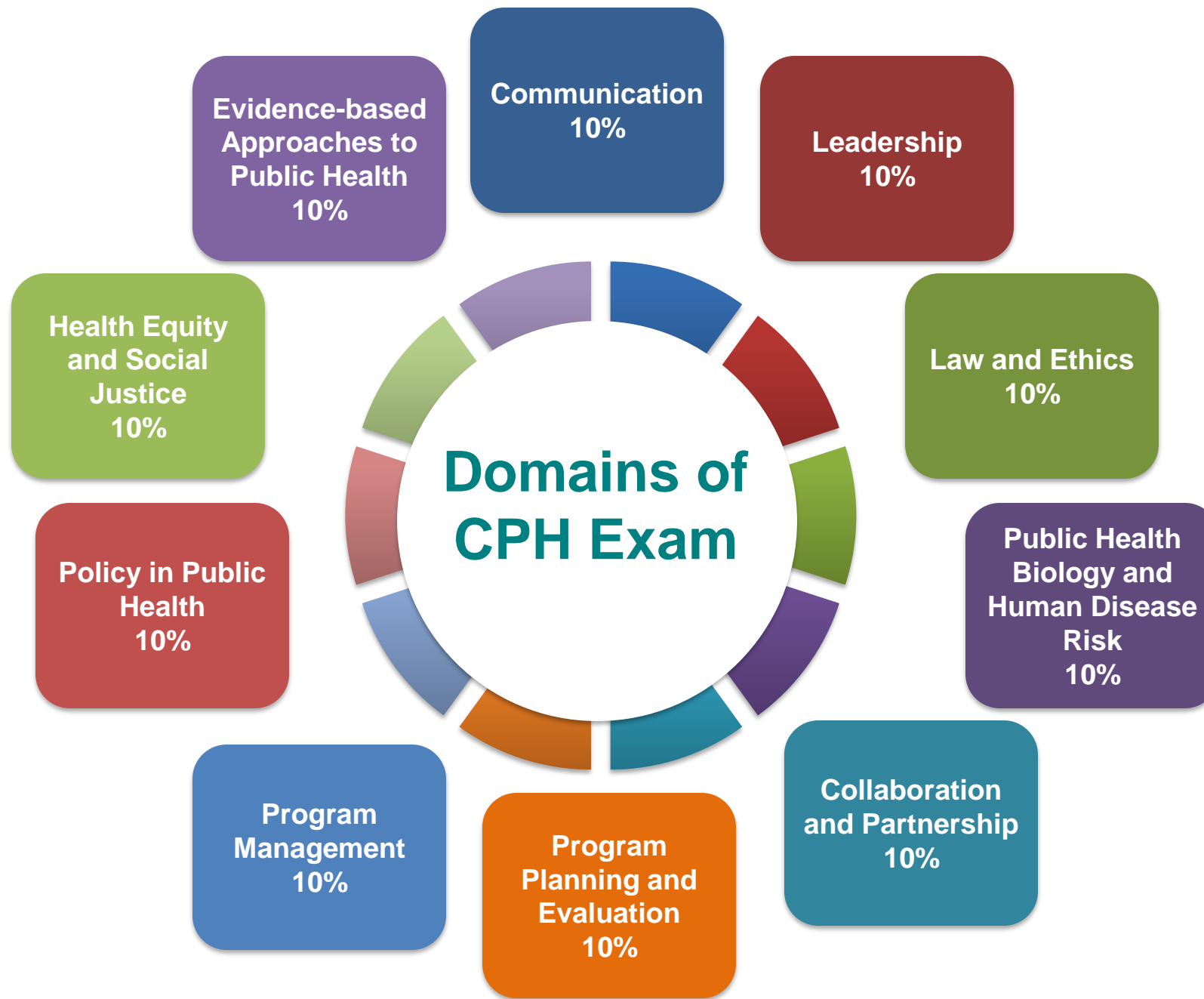
CPH Job Task Analysis 2022

CPH Certified in
Public Health
by National Board of Public Health Examiners

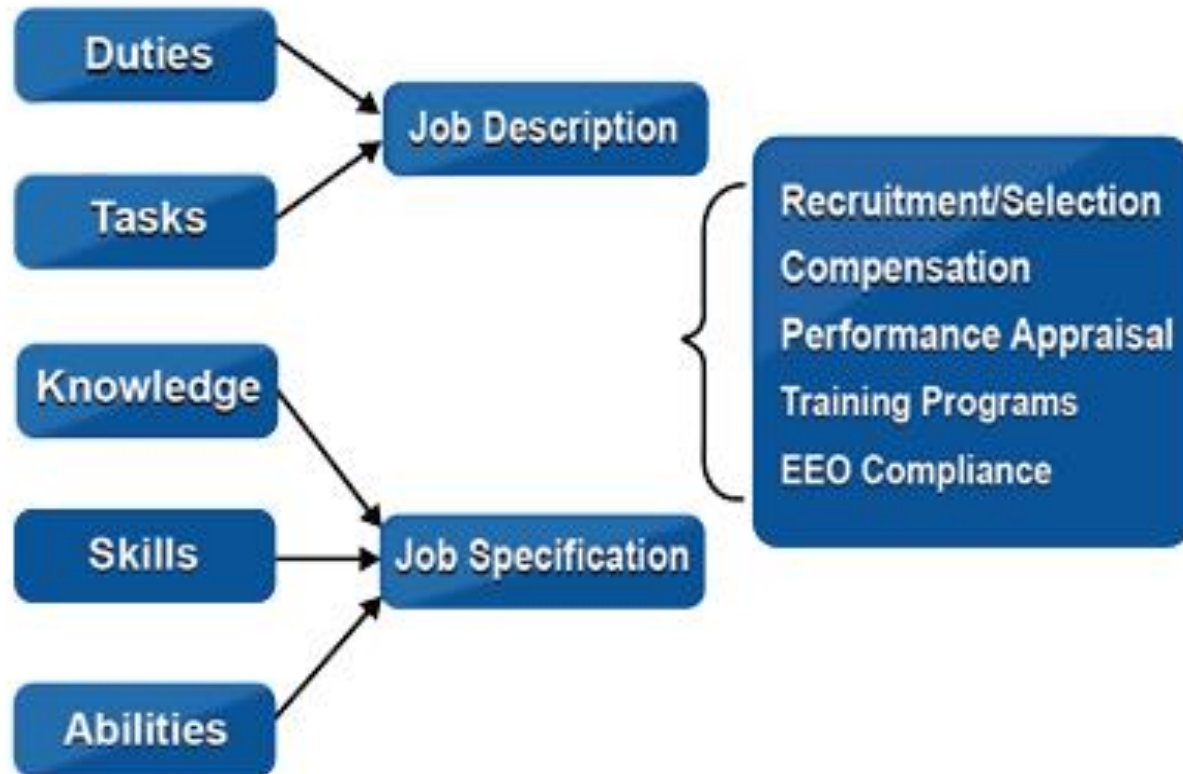


Certified in Public Health





What is a Job Task Analysis?



Survey to define performance domains and tasks performed by a professional group, and the necessary knowledge and skills associated with these tasks.

Job Task Analysis Committee

**International (Lebanon,
Japan, Italy, Grenada)**



Health Dept



Academic Public Health



Federal (IHS)



**Private Sector (Grant
Thorton)**



**Non profit (Safe States
Alliance)**



Example of current Job Tasks in Public Health

Program Management (10%) ^

Develop, justify, and defend organizational budgets and respond to changes in financial resources. Secure, manage, and leverage financial resources through contracts and other agreements to assure program sustainability. Give constructive feedback on team performance. Develop and implement a community health plan.

1. Develop program or organizational budgets with justification
2. Defend a programmatic or organizational budget
3. Operate programs within current and forecasted budget constraints
4. Respond to changes in financial resources
5. Develop proposals to secure financial support
6. Participate in the development of contracts or other agreements for the provision of services
7. Ensure implementation of contracts or other agreements for the provision of services
8. Leverage existing resources for program management
9. Identify methods for assuring health program sustainability
10. Give constructive feedback to others about their performance on the team
11. Develop monitoring and evaluation frameworks to assess programs
12. Implement a community health plan
13. Implement programs to ensure community health

Task and Rating Scales

Frequency – How often do you perform this task?

Never	1
Every few years	2
Every few months to yearly	3
Every few weeks to weekly	4
Every few days to weekly	5
Daily	6

Criticality – How important is this task?

Not important	1
Minimally important	2
Moderately important	3
Substantially important	4
Critically important	5

100+
Job Tasks



Analysis Process





Use of Job Task Analysis Data



Analysis characteristics

- Area of expertise
- Educational background
- Level of employment
- Years of experience
- Primary sector
- Geographic focus
- Citizenship
- Race/Ethnicity/Gender
- Most common tasks

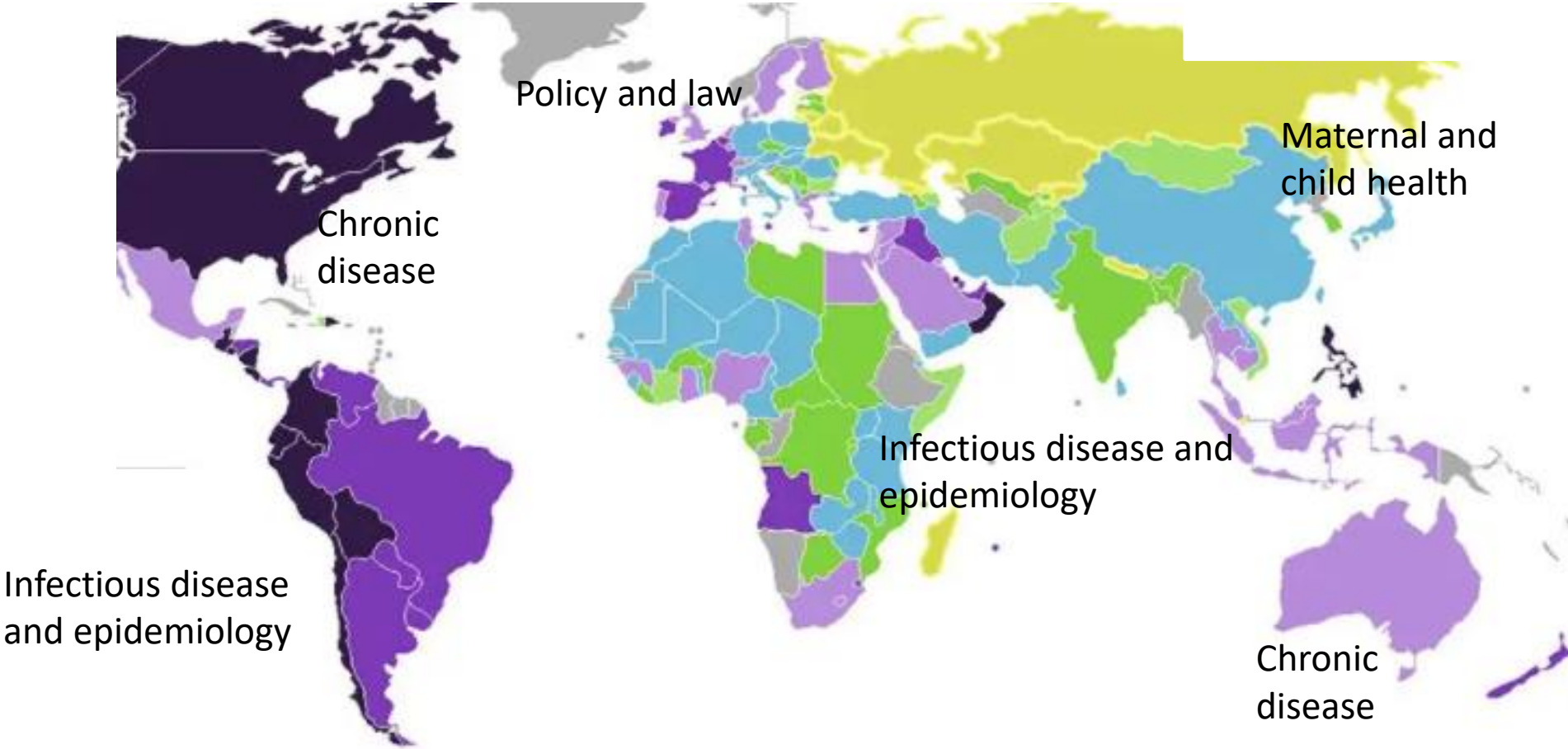
Example: Public health by state or region



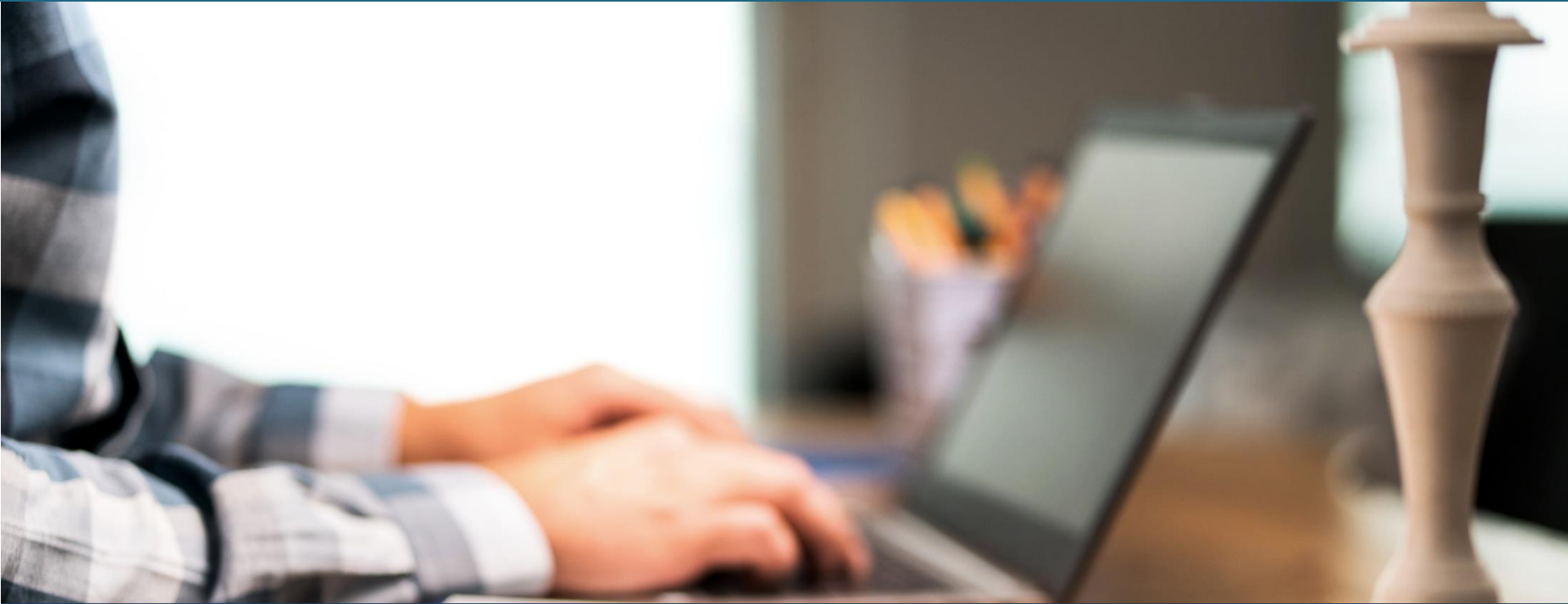
Survey administration in multiple languages



Example: Public health around the world



Goal



100,000 responses

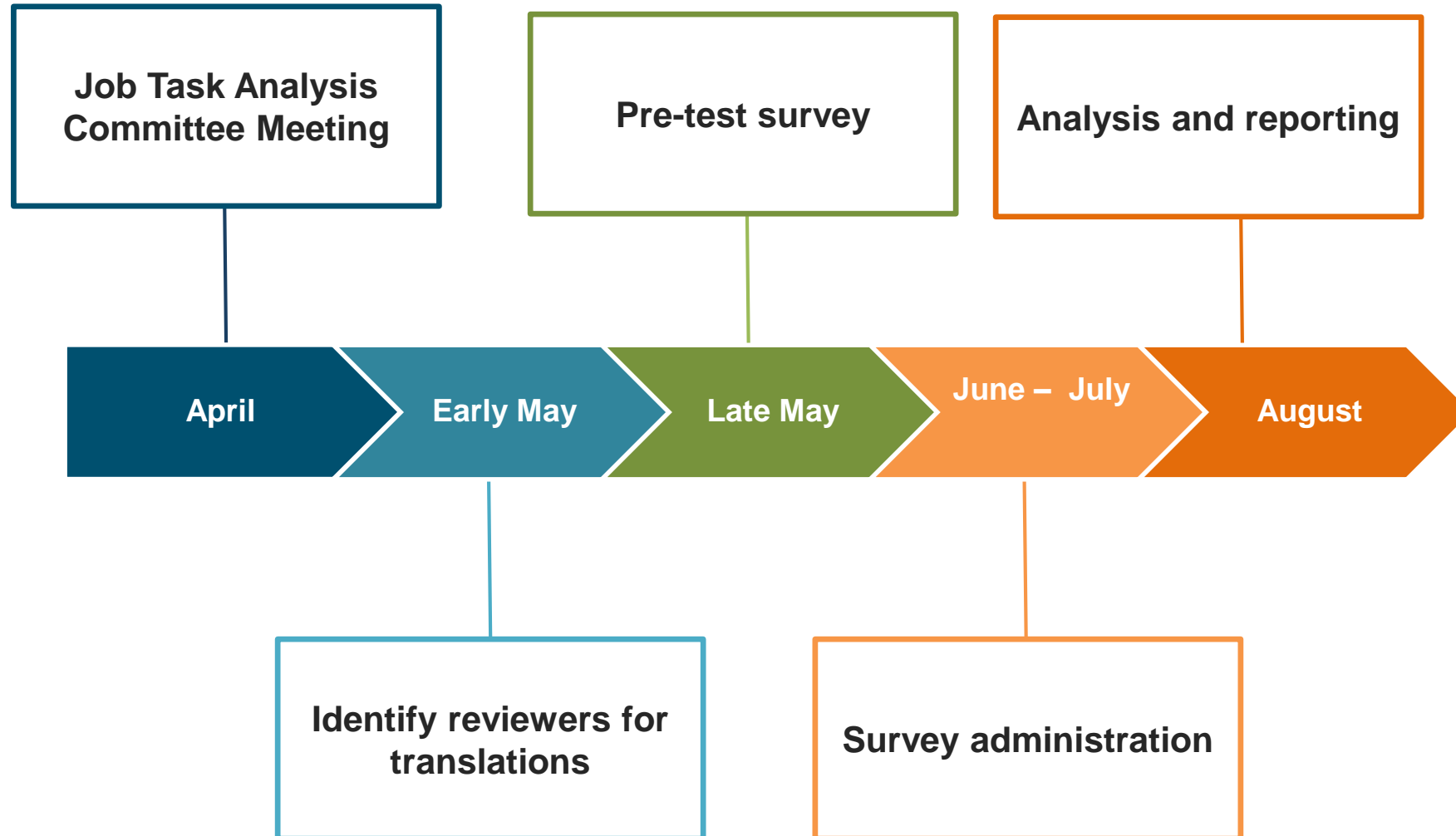
Be united!

Join the **WE ARE PUBLIC HEALTH** study.

Public health is evolving rapidly - tell us what you do as part of our profession

“
**WE ARE
PUBLIC
HEALTH**
”

Next Steps



Other Business and Next Steps

Thank You!

Questions: Kathleen Amos at kamos@phf.org