

**HEALTH WORKFORCE DEVELOPMENT COUNCIL  
ADVOCACY WORKGROUP  
ACTION PLAN  
JULY 2014**

*Develop an advocacy/communication strategy to educate and inform stakeholders and policy makers regarding health care workforce development issues and opportunities*

Objective	Activities	Anticipated outcome	Timeline	Lead and Resources	How Do We Know If We Were Successful?
Develop educational/policy documents that support advocacy initiatives	Create consensus within the Council on the 3 priority items for that impact multiple area for 2014-2015:	Clear direction that will be used in the development of educational/policy documents	July 2014 Council meeting	CWIB Staff, HWDC, Advocacy Workgroup	Stakeholders and policy makers have a clear understanding of the health workforce priority issues.
	<ul style="list-style-type: none"> <li>Preparation of the healthcare workforce to meet the needs of both current and future health system demand</li> <li>Support innovative funding mechanisms for healthcare-</li> </ul>	Document that concisely discusses the priority issues that can be used by Council members and their constituencies	July 2014 Council meeting	CWIB Staff, Advocacy Workgroup	Council members and their constituencies can clearly articulate the priority issues and discuss recommendations for implementation
		A package of comprehensive tools that Council members can use to educate		CWIB Staff, Advocacy Workgroup	

	<p>related education and training</p> <ul style="list-style-type: none"> <li>• Provide a forum for employers (hospitals, primary care clinics, long term care, etc.), education, workforce, and economic development partners to discuss solutions regarding the transformation of the healthcare system and its impact on training and workforce development</li> </ul> <p>Develop 2-3 page policy brief (with recommendations for action) for each item</p> <p>Develop 1-page HWDC “elevator speech”:</p> <ul style="list-style-type: none"> <li>• Mission</li> </ul>	<p>stakeholders and influence policy makers</p>			
--	---	---	--	--	--

	<ul style="list-style-type: none"> <li>• HWDC's Role</li> <li>• HWDC Focus Areas</li> <li>• The Role of HWDC Members</li> </ul>				
Educate legislative staff (specifically those with members on the Senate & Assembly Health Committees, Senate Business & Professional, Assembly Aging, Assembly Labor & Employment and Select Committee on Workforce & Vocational Development in California)	<p>Create legislative briefing</p> <p>Schedule staff briefing</p> <p>Evaluate effectiveness of the briefing</p>	<p>Activity should result in:</p> <ul style="list-style-type: none"> <li>• A better understanding health workforce issues (payment structure, reimbursement). Residency.</li> <li>• Provide an opportunity for future engagement with legislative staff (informational briefings, legislative testimony, etc.)</li> <li>• Develop issue briefing strategies</li> </ul>	January 2014	CWIB, CHA, Advocacy Workgroup	<p>Legislation has been introduced that focuses on the priority items identified by the Council</p> <p>Legislators and their staff solicit input from Council members in the preparation of legislation</p>
Provide Council members with information on legislation, grants and other funding opportunities and opportunities for	Develop monthly legislative update (including bills, informational hearings, opportunities for testimony, etc.)	More comprehensive understanding of health care workforce-related legislation and opportunities for Council members to advocate/testify in	Ongoing – Legislative status are updated monthly and sent to Council	CWIB Staff with Input from Council members	Council members have the opportunity to follow legislative bills of interest, provide feedback and attend hearing

engagement	<p>Add legislative update as standing Council agenda item</p> <p>Add funding opportunities as a standing Council agenda item</p> <p>Provide monthly updates on relevant initiatives, updates on current grants, upcoming grants and other funding opportunities and reports/studies (items that are time sensitive will be sent out</p>	<p>support of the legislation</p> <p>See above</p> <p>Council members and their constituencies would have more opportunity to collaborate on funding opportunities</p> <p>Deeper understanding of the work being done in the health sector and funding available for health workforce initiatives</p> <p>Opportunities to collaborate in the development of grant applications and</p>	<p>members for input.</p> <p>Legislative document has been developed and will be included in the Council meeting packet.</p> <p>Ongoing – Implemented</p> <p>Ongoing – Implemented</p> <p>Ongoing</p>		and testimony where appropriate
------------	---	--	---	--	---------------------------------

	immediately	provide technical assistance to current and future grant opportunities.			
--	-------------	---	--	--	--