

**HEALTH WORKFORCE DEVELOPMENT COUNCIL
ADVOCACY WORKGROUP
ACTION PLAN
OCTOBER 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	Develop HWDC overview document: <ul style="list-style-type: none"> • Mission • HWDC's Role • HWDC Focus Areas • The Role of HWDC Members 	Document that concisely discusses the priority issues that can be used by Council members and their constituencies	October 2014 Council meeting (finalize)	CWIB Staff, HWDC, Advocacy Workgroup	Stakeholders and policy makers have a clear understanding of the health workforce priority issues.
	Get final Council consensus 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		CWIB Staff, Advocacy Workgroup	Council members and their constituencies can clearly articulate the priority issues and discuss recommendations for implementation
	<ul style="list-style-type: none"> • Preparation of the healthcare workforce to 	A package of comprehensive tools that Council members can use to educate	November 2015	CWIB Staff, Advocacy Workgroup	

	<p>meet the needs of both current and future health system demand</p> <ul style="list-style-type: none"> • Support innovative funding mechanisms for healthcare-related education and training • 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 	<p>stakeholders and influence policy makers</p>			
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	Develop 2-3 page policy brief (with recommendations for action) for each item		November 2015	CWIB Staff, Advocacy Workgroup	
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>Develop informational legislative hearing</p>	<p>Activity should result in:</p> <ul style="list-style-type: none"> • A better understanding health workforce issues (payment structure, reimbursement). Residency. • Provide an opportunity for future engagement with legislative staff (informational briefings, legislative testimony, etc.) • Develop issue briefing strategies 	January - April 2015	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 engagement	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 support of the	Ongoing – Legislative status are updated monthly and sent to Council members for	CWIB Staff with Input from Council members	Council members have the opportunity to follow legislative bills of interest, provide feedback and attend hearing and testimony

		legislation	input.		where appropriate
	Add legislative update as standing Council agenda item	See above	Legislative document has been developed and will be included in the Council meeting packet.		
	Add funding opportunities as a standing Council agenda item	Council members and their constituencies would have more opportunity to collaborate on funding opportunities	Ongoing – Implemented		
	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 immediately	Deeper understanding of the work being done in the health sector and funding available for health workforce initiatives	Ongoing – Implemented		
		Opportunities to collaborate in the development of grant applications and provide technical	Ongoing		

		assistance to current and future grant opportunities.			
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