

# WORKFORCE CHAMPION WEBINAR

Weekly on Wednesdays at 2PM ET from June 9, 2021 to July 21, 2021



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**de Beaumont**  
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.

# PH WINS STAFF

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# PH WINS PARTNERS



REGION **V** PUBLIC HEALTH  
TRAINING CENTER



# DE BEAUMONT FOUNDATION

We advance policy, build partnerships, and strengthen the workforce to create communities where people can achieve their best possible health.

POLICY



PARTNERSHIPS



WORKFORCE



FORWARD-THINKING. PRACTICAL. INNOVATIVE.

# OBJECTIVES

- Provide a brief overview of PH WINS and the 2021 survey
- Discuss the role of and support for the workforce champions
- Discuss the criteria for the staff lists and allow listing
- Key Dates
- Discuss next steps
- Open discussion/Q&A

**PH WINS**

# OPENING ACTIVITY: PH WINS TRIVIA

1. What does PH WINS stand for?
  - a. Public Health Workers Interests and Needs Study
  - b. Public Health Workforce Interests and Needs Survey
  - c. Public Health Worker Insights and Needs Survey
2. Which type of agency is NOT a participant of PH WINS?
  - a. State health agencies
  - b. Big city health agencies
  - c. Federal agencies
  - d. Local health departments
3. What are the goals of PH WINS (Select all that apply)?
  - a. Influence investments in workforce development
  - b. Build the evidence base of training needs
  - c. Identify trends in attitudes, morale, and climate

# WHAT IS PH WINS?

The Public Health Workforce Interests and Needs Survey (PH WINS), the first and only nationally representative survey of state, city, and local public health workers, aims to:



**Influence investments in  
workforce development**



**Build the evidence  
base of training needs**

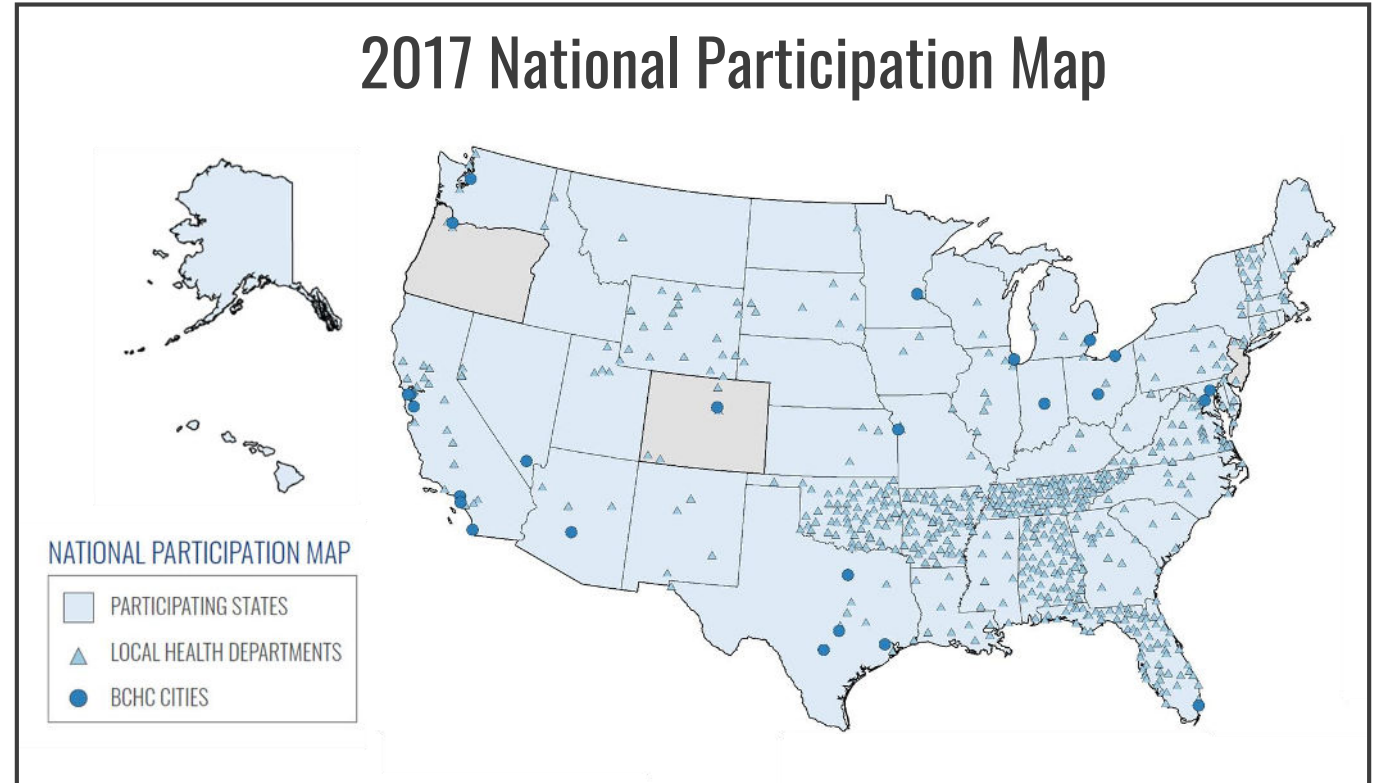


**Identify trends in attitudes,  
morale, and climate**



# PH WINS PARTICIPATION

- State Health Agencies – census
- Big City Agencies – census
- Local Health Departments – nationally representative sample
  - >25 staff and >25,000 population served
- New for 2021 – PH WINS for All Pilot
  - Region V PHTC
  - Region X PHTC



# PH WINS 2021

Goal: to be inclusive of the effect of COVID and its response on the workforce, but not to be exclusively about COVID

- **Length:** Approximately 20 minutes
- **Timeline:** Launch September 2021
- **Sections:**
  1. Workplace engagement, satisfaction, and intent to leave
  2. Training needs
  3. Modernization of the workforce
  4. Demographics & workforce characteristics

# HOW CAN YOUR AGENCY USE PH WINS?

- Include PH WINS metrics in the agency's strategic plan
- Create an agency workforce development plan – approved for accreditation
- Provide staff with training that meets their needs and perceived skill gaps
- Institute changes to increase engagement and satisfaction
- Foster a culture of continuous quality improvement
- Inform succession planning and recruitment and retention efforts

# PH WINS RESULTS

- Results will be available in the first half of 2022
- Formats/Types
  - Static agency reports\*
  - Password protected agency data visualization dashboards\*
  - National static reports
  - National data visualization dashboard with ability to look at specific workforce groups

\*In order to receive an agency report, your agency must reach the required response rate



# RESPONSE RATE REQUIREMENTS

Staff Size	Minimum Response Rate	Approximate # of Respondents
25	94%	24
40	91%	37
50	89%	45
60	87%	53
70	85%	60
80	83%	66
90	81%	73
100	80%	80
200	66%	132
300	56%	168
400+	50%	200+

# QUESTIONS BEFORE WE CONTINUE?

**WORKFORCE CHAMPIONS**

# PH WINS TIMELINE

1. Instrument Revisions & Stakeholder Engagement (completed)
2. Recruitment (now)
3. Pre-Administration (now – September 2021)
4. Administration (starts September 2021)
5. Analysis & Reporting (January – July 2022)



# ROLE OF THE WORKFORCE CHAMPION

- Serve as the primary point of contact for your agency's participation
  - Identify a secondary point of contact
- Assist in identifying IT point of contact
- Obtain staffing lists for the survey
- Assist with pilot test of survey and initial test emails
- Promote PH WINS 2021 within your agency and encourage participation
- Collaborate with de Beaumont to help ensure the success of PH WINS 2021

# SUPPORT FOR WORKFORCE CHAMPIONS

- Workforce Champion Implementation Kit
  - Key dates, FAQs and talking points, promotional materials, fielding materials, and fielding materials for the health official
  - Please modify as you see fit – you know your staff the best
- Designated PH WINS staff members to coordinate with you and assist in your efforts – [phwins@debeaumont.org](mailto:phwins@debeaumont.org)

# STAFF LISTS

- Deadline: August 13, 2021
- Information needed:
  - First name, last name, and email address
  - Additional helpful information: division, position, and/or title\*
- Please include\*:
  - All public health agency staff
  - Local offices if you are a centralized state
  - Contractors and federal employees working for the agency
- Format: excel spreadsheet
- Additional materials: organizational chart

\*If your agency includes divisions beyond public health and you would like them to participate, you MUST provide the division/unit of each staff member. All staff members must still be under the purview of the health official.

# ALLOW LISTING

- Deadline: August 27, 2021
- What is it?
  - Allow listing is a process that ensures the survey invitation email does not get caught in spam filters
  - We will work with an IT contact directly to get this done
- Information needed:
  - Name and email address of an IT contact
- You will provide this on the form shared in the follow-up email to this webinar

# KEY DATES



# NEXT STEPS

- Complete form to be sent in follow-up email
  - Identify a backup workforce champion
  - Identify an IT point of contact
    - Role: to assist in technical barriers to survey administration, including allow listing
  - Share organizational chart
- Work to get staff lists ready. Please send to [phwins@debeaumont.org](mailto:phwins@debeaumont.org) no later than August 13, 2021. The sooner the better.
- Use your customized zoom background for internal calls and put the PH WINS Workforce Champion badge at the bottom of your email!

# CLOSING ACTIVITY: PH WINS TRIVIA

1. By what date should you submit your staff list?
  - a. July 31, 2021
  - b. August 13, 2021
  - c. September 1, 2021
2. What does allow listing accomplish?
  - a. Promoting the survey to staff
  - b. Testing the survey for ease of use
  - c. Ensuring the survey doesn't get stuck in spam
3. What are the immediate next steps?
  - a. Identify a backup workforce champion
  - b. Identify an IT contact
  - c. Share an organizational chart
  - d. All of the above
  - e. None of the above

# CONTACT US

Learn more about PH WINS at [www.phwins.org](http://www.phwins.org)

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Your designated de Beaumont PH WINS contacts

General PH WINS inbox: [phwins@debeaumont.org](mailto:phwins@debeaumont.org)

Moriah Gendelman: [gendelman@debeaumont.org](mailto:gendelman@debeaumont.org)

Kay Schaffer: [schaffer@debeaumont.org](mailto:schaffer@debeaumont.org)





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PUBLIC HEALTH WORKFORCE  
INTERESTS AND NEEDS SURVEY

# QUESTIONS?



PUBLIC HEALTH WORKFORCE  
INTERESTS AND NEEDS SURVEY

**THANK YOU!**