The National Public Health Workforce Strategic Roadmap

**Purpose:**
Strengthen the public health and healthcare workforce to improve the public’s health

**Goals**

A. Enhance the education system at multiple levels

   A1. Integrate population health into healthcare professional education
   A2. Expand practice-based population health in schools and programs of public health
   A3. Focus on faculty development
   A4. Enhance inter-professional education and teams
   A5. Influence boards, certifications, and licensure of individuals, and accreditation of educational institutions

B. Increase capability of existing workforce

   B1. Define target skills and competencies across disciplines
   B2. Expand training for the identified skills and competencies
   B3. Expand use of technology for ongoing and just-in-time learning
   B4. Develop robust leader and leadership development offerings

C. Improve pathways for public health careers

   C1. Recruit professionals into public health from disciplines outside traditional fields
   C2. Expand pipeline programs that promote public health as a career choice
   C3. Improve retention strategies for existing public health professionals
   C4. Modernize hiring and promotion rules and incentives

D. Strengthen systems and organizational capacity to support the workforce

   D1. Define the numbers and types of workers needed
   D2. Establish professional standards for public health disciplines
   D3. Promote organizational culture that supports workforce development

**Cross-cutting Strategies**

- Leverage efforts across multiple stakeholders and constituencies
- Adopt shared leadership
- Advance systems for measurement, evaluation, and continuous improvement
- Promote sustainable financing and effective policies to support workforce development

*Developed by CDC’s Division of Scientific Education and Professional Development with partner input*
Goal A. Enhance the education system at multiple levels

Goal A focuses on the academic preparation of health care and public health professionals at all levels including community colleges, undergraduate, and post-graduate education.

- **A1** Integrate population health into healthcare professional education
- **A2** Expand practice-based population health in schools and programs of public health
- **A3** Focus on faculty development
- **A4** Enhance inter-professional education and teams
- **A5** Influence boards, certifications, and licensure of individuals, and accreditation of educational institutions

Goal B. Increase capability of the existing workforce

Goal B aims to improve the preparation of current workers through multiple approaches, such as continuing education, re-training, and cross-training.

- **B1** Define target skills and competencies across disciplines
- **B2** Expand training for the identified skills and competencies
- **B3** Expand use of technology for ongoing and just-in-time learning
- **B4** Develop robust leader and leadership offerings

Goal C. Improve pathways for public health careers

Goal C focuses on various aspects of attracting, recruiting, and hiring new workers, and retaining existing workers.

- **C1** Recruit professionals into public health from disciplines outside traditional fields
- **C2** Expand pipeline programs that promote public health as a career choice
- **C3** Improve retention strategies for existing public health professionals
- **C4** Modernize hiring and promotion rules and incentives

Goal D. Strengthen systems and organizational capacity to support the workforce

Focuses on the context for workforce development and components that influence and inform one another (e.g., linkages and interactions).

- **D1** Define the numbers and types of workers needed
- **D2** Establish professional standards for public health disciplines
- **D3** Promote organizational culture that supports workforce development