

PD Practice #1: Sustain

Audio Descriptive Text

Title: Professional Development 101: The Basics; PD Practice #1: Sustain. Image of PD practices with an icon for each: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate. Image of CDC logo. Sustain icon.

Video Summary

A solid foundation establishes the standard of practice for a strong professional development infrastructure, which leads to sustainable change.

Audio Script

In the previous section, we briefly described the six professional development practices. Now, let's explore the first practice, **Sustain** a Professional Development Infrastructure, in more detail.

We can think of the PD practices in the same way that we think of the architecture of a house. The **sustain** practice provides the underlying foundation for all the other professional development practices.

A solid foundation establishes the standard of practice for a strong PD infrastructure, which leads to sustainable change.

Sustaining a PD infrastructure sets the stage for success through:

- Strong leadership;
- Advocacy for professional development;
- A skilled team of staff and trainers;
- Alignment with other organizational planning tools, such as your strategic plan or work plan; and
- A plan for evaluation.

Key Strategies

Key strategies to ensure a sustainable infrastructure include:

- Identify a person to provide PD leadership.
- Secure financial and human resources to support PD.
- Establish and implement a PD plan.
- Develop a recruitment, development, and assessment process to ensure use of qualified PD providers.