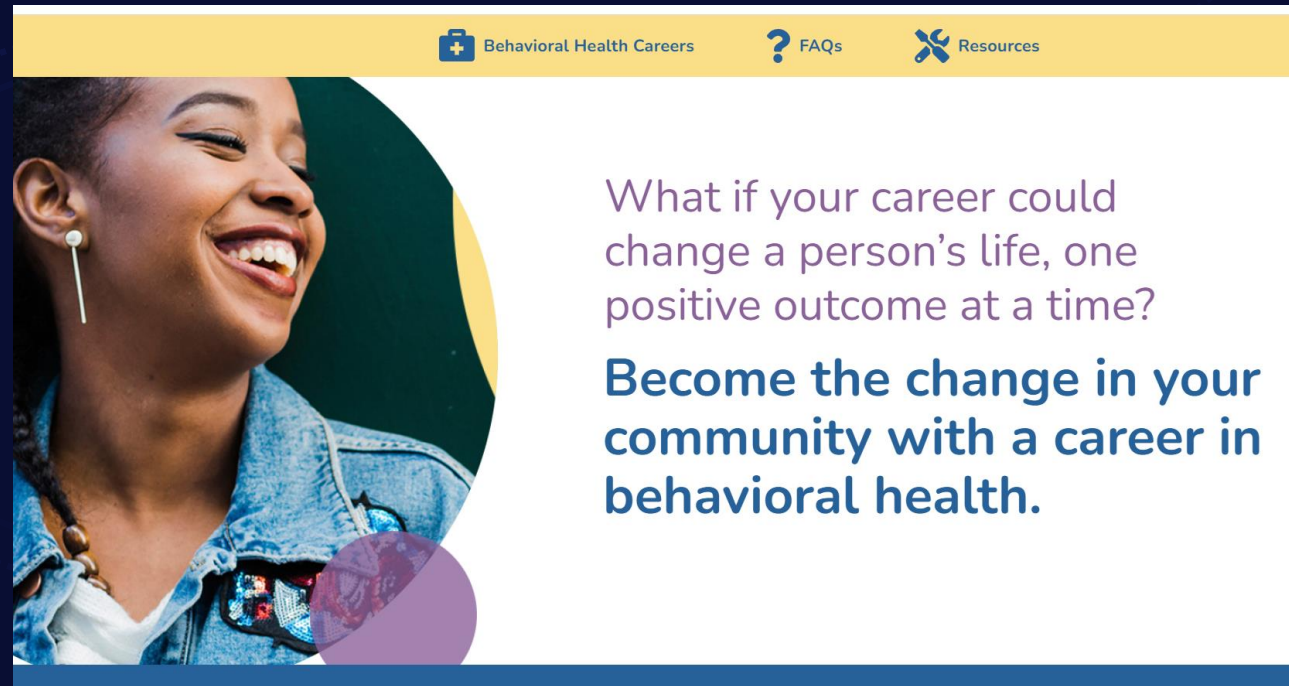



Workforce Shortages: A National Problem



Behavioral health careers marketing campaign



Behavioral Health Careers ? FAQs ✕ Resources



What if your career could change a person's life, one positive outcome at a time?

Become the change in your community with a career in behavioral health.

Behavioral
health
careers

Campaign
goal

Increase awareness of careers by driving target audiences to a landing page.

StartYourPath.org

Behavioral health careers marketing campaign

Phase II

- ▶ Expand audiences to include un-under employed, and career changers
- ▶ Worker/provider testimonials
- ▶ Engage celebrity spokesperson
- ▶ Align with college recruitment programs
- ▶ Develop community partner toolkit

Behavioral health careers marketing campaign

- ▶ Provider video interviews & community toolkit
 - ▶ Want to participate in a video interview?
 - ▶ What do you need in a toolkit?
 - ▶ Email Steve.perry@hca.wa.gov

Expand Peer Certification

\$400K to purchase classes by 17 classes

Add 680 new CPCs

Expand access for providers/payers to become train the trainers

6

HB 1504: Workforce education investment act

- Established 2 programs
 - Pilot programs to incentivize supervisor and intern pay
 - Training support grant program to provide flexible funding
- Contracted with ACHs
 - Both programs are in contracts
 - Provider procurements are underway

Teaching clinic enhancement rate



Develop recommendations for CBHA enhancement rate



Develop standards for classifying a teaching clinic



Provider survey completed



Actuarial analysis underway



Leg report due Dec. 2022

Questions?

Resources

Recruitment Onboarding Retention

- ▶ 3RNet-Factors to Market your Rural Community

https://academy.3rnet.org/uploads/2/6/8/3/26836754/3rnet_cah_factors.pdf

- ▶ National Rural Health Resource Center –Recruitment and Retention Plan

<https://www.ruralcenter.org/resource-library/recruitment-and-retention-planning-for-rural-health-networks-and-members>

- ▶ SHRM – Maximizing Success (Onboarding)

<https://www.shrm.org/foundation/ourwork/initiatives/resources-from-past-initiatives/Documents/Onboarding%20New%20Employees.pdf>

- ▶ OFM Recruiting Through the Great Resignation

<https://ofm.wa.gov/state-human-resources/hr-meetings/recruiting-through-great-resignation-best-practices-private-sector-recruiting>

Loan Repayment / Scholarships

- ▶ Scholarships for Disadvantaged Students (SDS) <https://www.hrsa.gov/grants/find-funding/hrsa-20-006>
- ▶ Opioid Workforce Expansion Programs (OWEP) for Professionals and Paraprofessionals <https://www.hrsa.gov/grants/find-funding/hrsa-19-085>
- ▶ Graduate Psychology Education (GPE) Program <https://www.hrsa.gov/grants/find-funding/hrsa-19-002>
- ▶ Behavioral Health Workforce Education and Training (BHWET) Program <https://www.hrsa.gov/grants/find-funding/hrsa-17-070>
- ▶ Addiction Medicine Fellowship Program <https://www.hrsa.gov/grants/find-funding/hrsa-20-013>
- ▶ Opioid-Impacted Family Support Program <https://www.hrsa.gov/grants/find-funding/hrsa-20-014>
- ▶ Minority Fellowship Program <https://www.samhsa.gov/minority-fellowship-program/about>
- ▶ National Health Service Corps (NHSC) Substance Use Disorder Loan Repayment Program <https://nhsc.hrsa.gov/loan-repayment/nhsc-sud-workforce-loan-repayment-program.html>
- ▶ Loan Repayment Program for Substance Use Disorder Treatment Workforce (authorized in SUPPORT Act) <https://nhsc.hrsa.gov/loan-repayment/nhsc-sud-workforce-loan-repayment-program.html>
- ▶ Substance Use Disorder Treatment and Recovery Loan (STAR LRP)
- ▶ <https://bhw.hrsa.gov/funding/apply-loan-repayment/star-lrp>