

The Colorado Public Health Workforce Collaborative

BACKGROUND

The Colorado Public Health Workforce Collaborative (CPHWC) is a partnership of organizations providing structure and support for the field of public health through coordination and collaboration across partners leading workforce initiatives in the state of Colorado.

Comprising partners from public health, governmental, academic, and nonprofit sectors, CPHWC was convened by Trailhead Institute in April of 2020 at the onset of the COVID-19 crisis to support the scaling of Colorado's disease containment workforce. The mission of CPHWC has since evolved to focus on broader workforce priorities in the field of public health, the primary of which is ensuring that Colorado has an experienced, diverse, ample, inclusive, and innovative workforce to address public health challenges for years to come.

EMERGENING FROM EMERGENCY RESPONSE

Since CPHWC's launch in April of 2020, the collaborative has spearheaded several initiatives in support of statewide public health including training over 1400 contact tracers, case investigators and resource coordinators; assessing gaps in data and resources needed to support Colorado's public health workers; and conducting a statewide communications analysis to evaluate current messaging strategies among local public health agencies. As Colorado and the nation have begun to transition from pandemic to endemic with response to COVID-19, CPHWC is proactively exploring initiatives focused on strengthening public health workforce system alignment and coordination; improving public health communication strategies; collecting and monitoring public health workforce data; developing and enhancing training and career pathways; cultivating effective recruitment and retention strategies; and implementing policy and organizational structures for a future workforce with a health equity-based lens.



KEY MILESTONES AT A GLANCE

MARCH 2020

Governor Polis issues stay-at-home order in response to the escalating COVID-19 crisis

APRIL 2020

Trailhead convenes the Colorado Public Health Workforce Collaborative to support scaling of Colorado's disease containment workforce

JUNE 2020

Rocky Mountain Public Health Training Center launches first training lab for contact tracers, case investigators and resource coordinators with support from the CPHWC Training Workgroup

AUGUST 2020

CPHWC spearheads the development of Public Health Career Pathways in partnership with Colorado Workforce Development Council (CWDC) to support recruitment and career exploration efforts within the public health field

SEPTEMBER 2020

CPHWC receives a portion of the \$12M CO-HELPS grant to launch the Public Health Pre-Apprenticeship Program, created to retain and advance case investigators, contact tracers and resource coordinators through the field of public health now and after the COVID-19 pandemic

MARHC 2021

CPHWC's Communications Workgroup launches Colorado Talks Health, an online repository of COVID-19 communications resources through funding from the Colorado Health Foundation

APRIL 2021

CPHWC's Communications Workgroup concludes a landscape assessment of COVID-19 communications strategies and needs within Local Public Health Agencies across Colorado in partnership with Natalie Collins, a Master's Candidate at the Colorado School of Public Health

APRIL 2021

Aligning with the training opportunities recommended in the Public Health Career Pathways, Colorado introduces a Community Health Worker / Patient Navigator Apprenticeship for the first time in the state

OCTOBER 2021

Colorado and CDPHE receive additional federal funding from the Center for Disease Control and Prevention to support public health workforce initiatives and a workforce gaps and needs assessment

MARCH 2022

CPHWC's Communications Workgroup begins exploration of partnership with CU Denver's College of Arts & Media to lead an innovative communications campaign around storytelling in the public health interest

APRIL 2022

CPHWC receives a first-year \$800K grant from AmeriCorps and the Center for Disease and Control to support the recruitment of 28 full-time AmeriCorps members in Colorado, with supplemental funding from the Schultz Family Foundation to integrate a public health apprenticeship program beginning in August 1, 2022

**OVER 200 WORKERS
HAVE COMPLETED
THE CAREER
EXPLORATION
PATHWAYS – A
METHOD FOR
RETAINING NEW
PUBLIC HEALTH
WORKERS AND
PROVIDING
WORKFORCE
DEVELOPMENT
OPTIONS**

**CPHWC SUPPORTED
TRAINING OF OVER
1400 CONTACT
TRACERS, CASE
INVESTIGATORS,
AND RESOURCE
COORDINATORS TO
AID THE COLORADO
COVID-19 RESPONSE
WORKFORCE**

Colorado Public Health Workforce Collaborative Partner Organizations

BOULDER COUNTY PUBLIC HEALTH

CENTRAL COLORADO AREA HEALTH EDUCATION CENTER

CITY AND COUNTY OF DENVER DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT

COLORADO ASSOCIATION OF LOCAL PUBLIC HEALTH OFFICIALS

COLORADO CROSS-DISABILITY COALITION

COLORADO DEPARTMENT OF PUBLIC HEALTH AND THE ENVIRONMENT

COLORADO HEALTH INSTITUTE

COLORADO HOSPITAL ASSOCIATION

COLORADO MEDICAL SOCIETY

COLORADO SAFETY-NET COLLABORATIVE

COLORADO SCHOOL OF PUBLIC HEALTH

COMMUNITY HEALTH WORKER, PATIENT NAVIGATOR AND PROMOTORES DE SALUD ALLIANCE

DENVER PREVENTION TRAINING CENTER

IMMUNIZE COLORADO

KIOWA COUNTY PUBLIC HEALTH

METRO DENVER PARTNERSHIP FOR HEALTH

PATIENT NAVIGATOR TRAINING COLLABORATIVE

PROWERS COUNTY PUBLIC HEALTH AND ENVIRONMENT

PUEBLO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT

ROCKY MOUNTAIN PUBLIC HEALTH TRAINING CENTER

THE HEALTH EDUCATION AND RESOURCES INSTITUTE

TRAILHEAD INSTITUTE

GET IN TOUCH

To learn more about initiatives underway with the Colorado Public Health Workforce Collaborative, reach us at info@trailhead.institute

