



Making the Workforce Case to State Legislators

Richard Hughes, IV, MPH
Director, State Health Policy

Legislative Advocacy Roles of HR Directors

- ▶ Testifying before legislative committees
- ▶ Direct legislative advocacy
- ▶ Supporting advocacy with data/information
- ▶ Workforce planning initiatives

Issues Impacting the Workforce

- ▶ Anticipated retirements
- ▶ Credentialing
- ▶ Agency accreditation
- ▶ State budget cuts
- ▶ Stimulus
- ▶ National/state health reform
- ▶ Agency restructuring attempts

Choosing the Right Message

- ▶ Convey the value of public health
- ▶ Leverage crises
- ▶ Meet legislator expectations

Conveying the Value of Public Health: Just the facts?

Intervention	Cost	Benefit	Cost Per QALY
Child Safety Seat (yrs 0-4)	\$46	\$1,900	< \$0
Primary Seatbelt	\$300	\$5,400	< \$0
10 p.m. Curfew	\$140	\$360	\$34,000
Motorcycle Helmet Law	\$1,400	\$4,300	\$31,000

A Legislative Success Story

“In his presentation to the Senate Public Health, Welfare and Labor Committee, Halverson noted that a baby born in prosperous Northwest Arkansas can expect to live to be 80.1 years old, while a baby born in Phillips County has a life expectancy of 70.1 years.”

“Armed with Halverson’s statistics, [Senator] Crumbly successfully pushed legislation... to improve health across the state and particularly in the Delta, home to some of the poorest counties in the nation and some of the highest mortality rates in the state.”

“‘ The thing that stuck with me was that there is a 10-year disparity in life expectancy between people who live in Benton County and people who live in Phillips County,’ the Democrat from Widener said, recalling [Halverson’s] report.”

Crisis = Opportunity

“Efforts to develop the public health workforce since 2001 have benefited from increased funding resulting from concerns over terrorism and other public health threats.”

Gebbie & Turnock (2006)

Budget Influences on Legislators

- ▶ Among 27 factors, 7 top influences:
 - Addresses well established need
 - Results in efficiencies
 - Agency representative trusted by legislator
 - Constituent support
 - Doesn't put budget out of balance
 - Program has good performance record
 - Proposal validated by analyst review

Study by Arvy Smith, Senior Deputy, North Dakota
Survey responses of legislators, legislative analysts and agency CFOs

References

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June 10, 2009

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Pacific Institute for Research and Evaluation, *Injury Prevention: What Works? A Summary of Cost-Outcome Analysis for Injury Prevention Programs*

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