

Health Works East Bay

East Bay Health Workforce Partnership
June 21, 2016

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Goal: Connect boys and men of color to careers in healthcare

Activities:

- Engage and consult with community leadership
- Conduct local and national research
- Support increased alignment and integration of best practice responses to BMoC
- Engage healthcare employers to understand their needs, existing partnerships, and current model practices for diversity and inclusion
- Secure their agreements to explore ways to support employment of BMoC
- Disseminate best practices



What We've Done

- Established an Advisory Group dedicated to increasing employment in healthcare for young men of color
- Engaged with community stakeholders about their challenges, best practices, and relationship to regional workforce systems
- Interviewed healthcare employers to understand their workforce needs, existing partnerships, and current model practices for diversity and inclusion
- Conducted research to identify best practices for diversity and inclusion among healthcare employers
- Conducted research on voluntary employer agreements to support employment of young men of color



What's Next

- Development of a toolkit and guide to support employers in increasing employment of young men of color
- Agreements with employers to participate in HWEB by:
 - Contributing examples of current model practices
 - Participating in pipeline development
 - Hosting work-based learning opportunities
 - Benchmarking own diversity and inclusion practices against national best practices
 - Affirming commitment to goal of increasing employment in healthcare of young men of color
- Support for pipeline development, including topical groups



Employer Interviews: Needs

“More prevention, more community.”

- **Nursing** (RN, LVN in some cases, and back-filling CNA and MA vacancies created through career advancement)
- **Medical Assistant** (diversity in race, ethnicity, and gender particularly important for these positions)
- **Community Health** (Community Health Workers, Health Educators, Promotores de Salud)
- **Laboratory** (Medical Lab Technician – still restricted by scope of service issues; Clinical Lab Scientist)
- **Physical Therapy** (including possible availability of PT Aide positions)
- **Diagnostic Imaging** (well-paying at entry; more training capacity needed in Bay Area)



Employer Interviews: Sources

- **Community Colleges** (most often cited; seen as high quality source of diverse candidates; want more flexibility in course offerings and curriculum)
- **Community-Based Organizations** (described as more limited partnerships, often focused on areas where customization or job-readiness is needed)
- **Proprietary Schools** (seen as flexible in schedule and curriculum; expensive for students, even after exhausting financial aid)
- **In-House Programs** (often to advance incumbent workers; some offered through labor-management partnership)



Employer Interviews: Practices

“There is a journey towards greater inclusion and diversity.”

- **Diversity Team** and diverse leadership
- Creating and supporting **internal career paths**
- Use of **demographic data** on employees and patients to inform hiring and workforce development decisions
- **Look at experience** instead of academic credential (e.g. Bachelor’s degree) for some positions
- **Mentorship** of healthcare students by employees
- Connecting to the **K-12 educational system** as a source of future diverse candidates



Best Practices

- Analyze composition of your workforce compared to your community and your patient population
- Ensure inclusive recruitment:
 - Support pipeline programs
 - Implement targeted recruitment campaigns
 - Establish partnerships with training programs
 - Adjust hiring criteria
- Provide culturally-competent supervision
- Provide cultural competency training
- Promote internal advancement along career pathways
- Assess your current policies and practices
- Develop and/or update your diversity plan



Thank you!

For more information or to participate, please contact:

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