

2020-22 IMPACT REPORT



Our mission is to promote excellence in public health through training, research, and evaluation.



Northwest Center
FOR PUBLIC HEALTH PRACTICE



The Northwest Center for Public Health Practice (NWCPHP) has served the public health workforce for over 30 years, providing training, research, and evaluation services. As part of the University of Washington School of Public Health, NWCPHP promotes excellence in public health by linking academia and the practice community.

This impact report provides an overview of center activities from 2020-2022.



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MESSAGE FROM THE DIRECTOR



WE ENTERED THE PANDEMIC WITH SOME OF OUR LOWEST PER CAPITA NUMBERS IN THE PUBLIC HEALTH WORKFORCE THAT WE'VE HAD IN DECADES, IF NOT EVER.

As we now examine the current and future needs and capacity of the workforce and their communities, we can see that changes in funding and turnover among exhausted public health workers has lowered the age of the workforce in a relative heartbeat. As we've long worried about an 'aging' and too homogenous public health workforce, this influx of new and more diverse public health professionals is a wonderful change. Yet, this change brings with it a workforce with much less experience in public health and relatively fewer mentors to help people grow into their positions and develop as leaders.

"WE STRIVE TO MAKE STRONG, EQUITABLE PUBLIC HEALTH SYSTEMS A REALITY." - B.B.

diverse, youthful, smart, bright, eager group so they want to stay in public health and develop their new ideas. As a new workforce brings in new ways of thinking and new connections to more diverse communities, we are eager to embrace this, learn from their lived experience, and help public health workers get what they need to succeed in their new roles. This includes evaluating our efforts, supporting public health partners in evaluation activities, and generating the data and evidence needed to assure a thriving workforce and effective public health system.

NWCPHP is leaning in and doing everything we can to make the most out of this wonderfully

This past year we also welcomed a new cohort of scholars to our Leadership Institute. After a careful review, new training competencies were included in both to reflect the changing landscape regarding anti-racist practices in public health. The steady success of this intensive program has been evident in the need and the value that scholars, and their employers, receive – especially amidst these challenging times.

We've had some major ups and downs in the public health workforce this century, but along with our partners we're creating a new vision of what supporting that workforce can be.

Sincerely,

A handwritten signature in black ink that reads "Betty Bekemeier". The signature is fluid and cursive, with a small mark above the 'i' in "Bekemeier".

Betty Bekemeier, PhD, MPH, RN
Northwest Center for Public Health Practice

About Us

We are the outreach arm of the University of Washington School of Public Health (UW SPH), bringing public health academia and practice communities together. Within UW SPH, NWCPHP is housed in the Department of Health Systems and Population Health. We have faculty and staff with broad experience in practice-based research, training and workforce development, and data analysis. NWCPHP is also the Region X Public Health Training Center, part of the national Public Health Training Center Network.



TRAINING

We develop relevant, engaging training in a range of virtual and in-person formats to meet the needs of our region.



RESEARCH

We conduct practice-based research that builds upon a growing evidence base and informs decision-making by today's public health professionals.



EVALUATION

We provide evaluation and assessment services, including training and technical assistance in evaluation, to aid in program accountability and quality improvement.



TRAINING



Using principles of adult education, we develop relevant, engaging, and custom trainings in a range of virtual and in-person formats to meet the needs of our region.

TRAINING COLLABORATIVE CROSS-SECTOR EMERGING LEADERS

In 2020, we launched the Northwest Public Health & Primary Care Leadership Institute (pictured above), developed in collaboration with the Northwest Regional Primary Care Association. Since then, we have welcomed yearly cohorts of scholars from local, state, and Tribal health departments, community-based organizations, community health centers and other primary care institutions. The Leadership Institute, which centers health equity, brings together emerging leaders to develop more equitable and effective approaches to population health. Program faculty and dozens of regional leaders and advocates have presented on topics including adaptive leadership, systems thinking, change management, and healthcare transformation and system integration.

FREE, SELF-PACED COURSES DEVELOPED AND AVAILABLE ON PH LEARNLINK

An effective, competent workforce is the foundation of a successful public health organization. Our training products help public health professionals stay up-to-date on the latest research and best practices. All of our offerings can be found using our training search tool, PH LearnLink. The trainings below were added in 2020-2022:

2020:

Every Contact Counts: Contact Tracing for Public Health Professionals, Mentoring Matters, Policy Briefs: From Plan to Action, Suicide Prevention Training Series

2021:

Communicating Effectively, COVID-19 Information Navigator, Understanding Population Health Concepts, Visualizing Data Stories

2022:

Ready for Resilience: Preparedness in Practice, Ready for Resilience: Stress and Resiliency, Ready for Resilience: Supporting the Workforce

BY THE NUMBERS

TRAINING METRICS

A look at NWCPHP's reach within the public health workforce from 2020-2022



LIVE-LEARNING SERIES

Since the **Hot Topics in Practice** webinar series began in 2004, it has become a popular way for professionals in our region to gather and learn about emerging public health issues.

TOP 3 IN 2020

- Addressing Racism and COVID-19 (508 attendees)
- Mental Health and Suicide Prevention in Rural America (313 attendees)
- Managing Infodemics and Conspiracy Theories (244 attendees)

TOP 3 IN 2021

- Building Inclusive Data Visualizations (322 attendees)
- Racial Justice, Healing, and Action in Tacoma-Pierce County (312 attendees)
- Trauma-Informed Change Management (275 attendees)

TOP 3 IN 2022

- A Model for Addressing Racism and Belonging (376 attendees)
- Moving Beyond Fentanyl: Facts, Fiction, and Furthering Engagement (346 attendees)
- Abortion Access is Public Health (278 attendees)

SOCIAL MEDIA



1432 followers

A 215% increase since 2015



996 followers

A 651% increase since 2015

ONLINE PRESENCE



68 stories

published on nwcphp.org



10 articles

published in peer-reviewed journals



SELF-PACED COURSES

Thousands of learners rely on **PH LearnLink** for easy-to-access learning content based on the latest population health research.

FISCAL YEAR 2020-21

50,073 participants*

266 trainings accessed

FISCAL YEAR 2021-22

60,577 participants*

242 trainings accessed

*Numbers represent non-unique participants.



COHORT PROGRAMS

Scholars learn leadership skills and are able to earn a certificate of completion.

72 scholars

in the Northwest Public Health & Primary Care Leadership Institute with 24 each in 2020, 2021, and 2022.

40 scholars

in Leading with Insight in 2021

101 scholars

in Leading with Insight in 2022

STUDENT FIELD PLACEMENT PROGRAM

To be eligible for the program, the projects must establish or strengthen the placement of students in public or nonprofit health organizations, particularly ones serving underserved areas and populations, to work on a discrete public health project. This placement should provide structured opportunities or experiences to allow the student to apply acquired knowledge and skills in a public health practice setting.

CONTACT HOURS LOGGED

FISCAL YEAR 2020-21
2,400 hours

FISCAL YEAR 2021-22
2,280 hours



AT THE END OF THE FIELD PLACEMENT

- 100%** agreed the project **LEARNING OBJECTIVES WERE MET**
- 100%** agreed they identified **ACTIONS TO APPLY INFORMATION**
- 100%** agreed the information was **RELEVANT TO THEIR FUTURE CAREER**

FIELD PLACEMENTS BY AGENCY TYPE



20 Placements
Fiscal Year 2020-21*
(32 PH trainings evaluated)



19 Placements
Fiscal Year 2021-22*
(36 PH trainings evaluated)

- State Health Department
- Community Based Organizations
- Local Health Department
- Academic Institution
- Hospital
- State or Local Government Agencies

*Based on student and preceptor responses to the Public Health Training Center Network Common Metrics on placements completed July 2020 to June 2022 for Region 10, NWCPRP.



RESEARCH



We conduct practice-based research that builds upon a growing evidence base and informs decision-making by today's public health professionals.

SHARE-NW

For 5 years, ending in December 2022, the federal Office of Minority Health funded the SHARE-NW: Solutions in Health Analytics for Rural Equity across the Northwest project at NWCPHP to help address public health inequities in rural areas in our Northwest states (Alaska, Idaho, Oregon, and Washington). Through a multi-partner collaboration and guided by a region-wide Equity Advisory Committee, SHARE-NW's approach was to work with local and state public health leaders to increase the availability of, access to, and use of data that reflect the complex underlying social conditions that impact health in the region's rural areas. Addressing needs in these rural jurisdictions resulted in three parallel interventions. 1) linking desired data sets together with local-level indicators of a) the social determinants of health, b) existing public health resources, and c) the type and reach of current prevention services. 2) making the data easily accessible via a dashboard, with user-friendly interfaces and functionalities for interpretation, analysis, display, and data sharing with stakeholders and other systems. 3) And providing training and organizational support to build capacity in understanding how to interpret and integrate data into decision making.

Related resources:

[Solutions in Health Analytics for Rural Equity across the Northwest](#) | SHARE-NW (sharenw.nwcp.org)

[Addressing Rural Health Disparities with Data](#) | Northwest Center for Public Health Practice (nwcp.org)

[Using Data to Support Rural Health Equity](#) | Northwest Center for Public Health Practice (nwcp.org)

[Supporting rural public health practice to address local-level social determinants of health across Northwest states: Development of an interactive visualization dashboard](#) | Journal of Biomedical Informatics (sciencedirect.com)

EVALUATION OF THE YOUTH-CENTERED ENVIRONMENTAL SHIFT (YES!) PROGRAM TO REDUCE SEXUAL VIOLENCE IN MIDDLE SCHOOLS

Since 2020, this CDC-funded project has supported the rigorous evaluation of the Youth-Centered Environmental Shift (YES!) Program to reduce sexual violence in Washington middle schools. In partnership with Washington's Office of the Superintendent of Public Instruction, we have sought to generate evidence to guide the delivery of sexual violence prevention programming early in the adolescent life course. Through data collected among school staff, school board leaders, and others our results are contributing to national conversations and debates about how best to move forward with school-based sexual violence prevention and rigorous evaluation of these efforts.

Related resources:

[Youth-Centered Environmental Shift Program](https://ospi.k12.wa.us) | Washington Office of Superintendent of Public Instruction (ospi.k12.wa.us)

[Preventing Sexual Violence among Adolescents in Middle Schools](https://nwcphp.org) | Northwest Center for Public Health Practice (nwcphp.org)



NOTABLE CONTRIBUTIONS FROM FACULTY

9-1-1 AND YOU: PREPARING BYSTANDERS FOR EMERGENCIES

This training was the result of a collaboration between Public Health - Seattle & King County's Emergency Medical Services Division and the University of Washington School of Public Health. This three-part training covers the basics of calling 9-1-1 and the steps someone can take to recognize and respond to stroke and cardiac arrest. Each module includes practical tips and activities for sharing this life-saving information with the older adults in one's family and community, particularly those for whom English is not a primary or preferred language.

ADVANCING DATA MODERNIZATION FOR PUBLIC HEALTH

In 2022, the Washington State Department of Health, the University of Washington Department of Epidemiology, and NWCPHP began working together to advance data modernization efforts in Washington state. Specific attention was given to a gap analysis of public health infrastructure and workforce performance. The partnership aims to utilize these findings to support future data systems improvements.

COVID-19 INFORMATION NAVIGATOR

This training was developed to help linguistic and cultural bilingual volunteers who have relatives in Washington state be able to disseminate important health information to their loved ones. COVID-19 has disproportionately affected vulnerable populations all around Washington and because of this, there has been a lack of access to information for these communities. This training assists in minimizing that gap by promoting bilingual individuals to become "Information Navigators" for their own loved-ones and communities.

INTEGRATED FOOD SAFETY CENTER OF EXCELLENCE (COE)

The Washington State Department of Health and University of Washington School of Public Health were selected to establish an Integrated Food Safety Center of Excellence (CoE) in 2019. NWCPHP is honored to serve as the CoE for the Western Region, which includes Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington, and Guam.

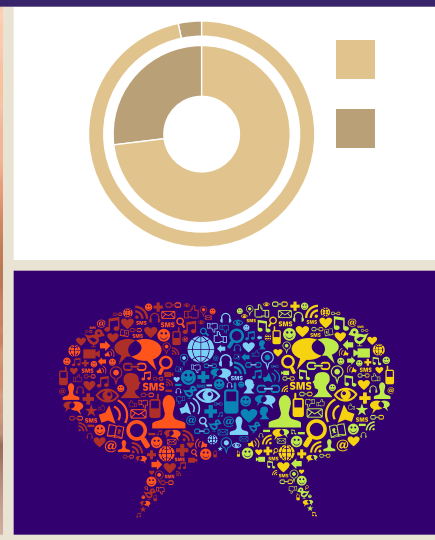
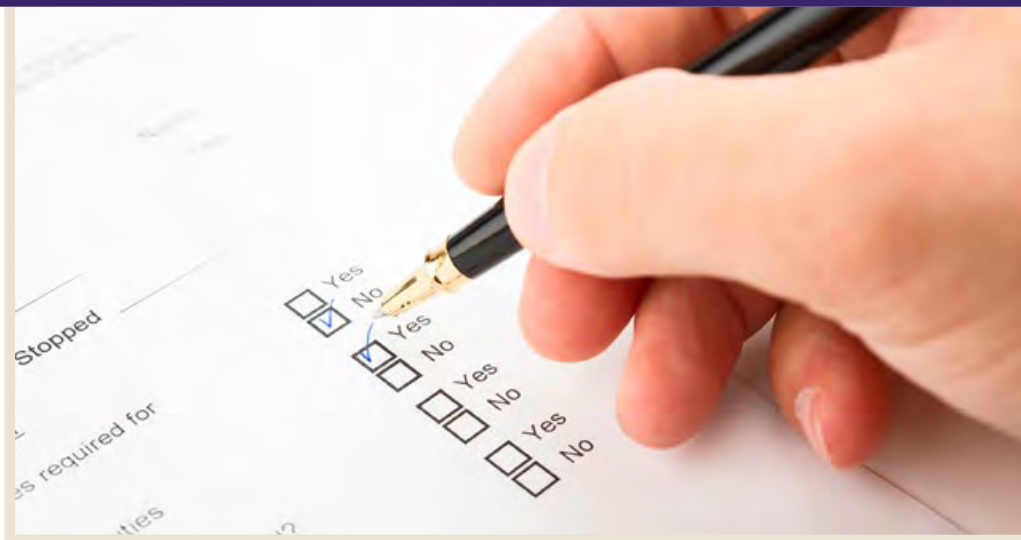
NWCPHP serves as a regional training hub and provides instructional design, web design, and graphic design for the Washington CoE.

This joint venture combines academic and public health expertise to strengthen food-borne illness outbreak detection and response in Washington and nationwide. The Washington CoE identified food safety best practices and serves as a regional resource for training and workforce development.

The Integrated Food Safety Centers of Excellence program was established by the Centers for Disease Control and Prevention (CDC) under the Food Safety Modernization Act (FSMA). Washington joined the existing regional centers in Colorado, Minnesota, New York, and Tennessee.



EVALUATION



We provide evaluation services, including technical assistance in evaluation, to aid in program accountability and quality improvement.

NEEDS ASSESSMENT

PH WINS FOR ALL

Regular national data collection specific to the public health workforce has been collected approximately every three years and jointly by the de Beaumont Foundation and the Association of State and Territorial Health Officials. In 2021, these entities expanded their data collection through a partnership with NWCPHP and the Region V Public Health Training Center in the upper mid-west. In so doing, the Public Health Workforce Interests and Needs Survey (PH WINS) went from a national sampling of state health departments and large local health departments to include a census survey of all state and local health departments in our two regions—including small, rural, understudied agencies. This pilot, termed PH WINS for All, provided additional data that have supported critical research regarding rural-specific workforce assets, needs, and challenges as well as provided additional data to guide workforce development activities in our Northwest states.

Related resources:

[PH WINS for the Future: Understanding the Strengths and Needs of Rural Public Health](#) | Northwest Center for Public Health Practice (nwcphp.org)

[PH WINS for All: The Critical Role of Partnerships for Engaging All Local Health Departments in the Public Health Workforce Interests and Needs Survey](#) | Journal of Public Health Management & Practice (journalsl.lww.com)

[Making PH WINS for All: Two Regional Public Health Training Centers Team Up to Reach Small Health Departments for Crucial Workforce Insights](#) | de Beaumont (debeaumont.org)

PH WINS for All: A Cross-Regional Initiative

Partnership

- de Beaumont Foundation
- Regions V and X Public Health Training Centers
 - Region V: IL, MI, IN, MN, OH, WI (~500 LHDs)
 - Region X: AK, ID, OR, WA (~80 LHDs)

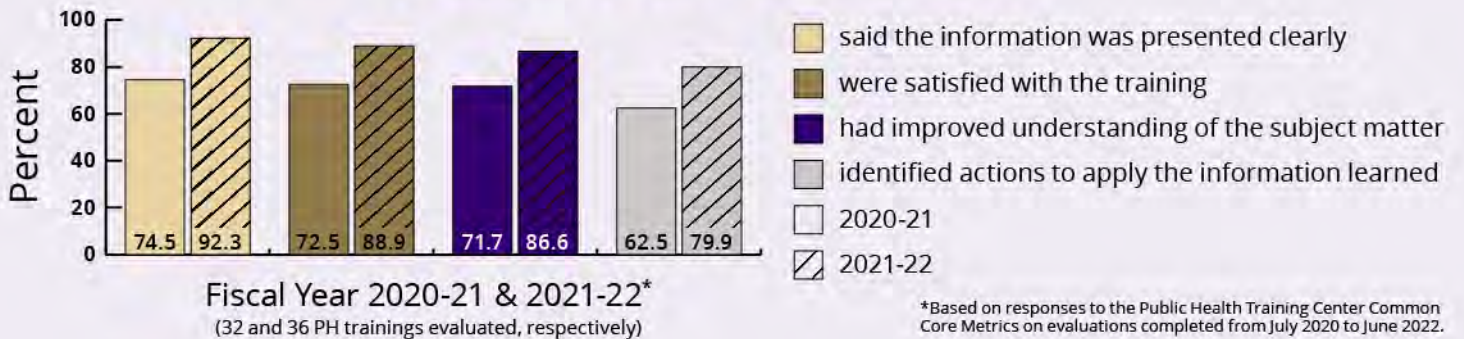
Participation

- 8,097 individuals across 223 LHDs in Regions V and X
 - 47% response rate
- National response rate: 35%



TRAINING OUTCOME

PARTICIPANT REACTIONS





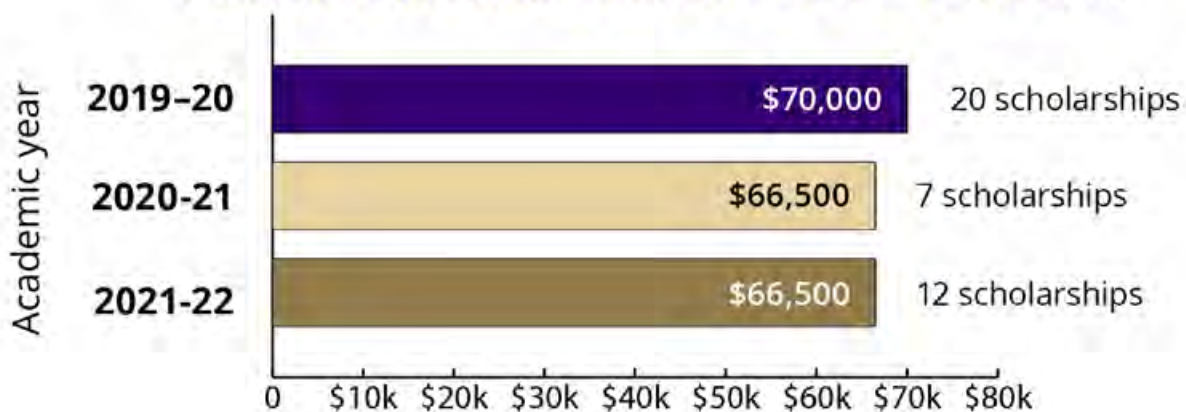
FINANCIALS



STUDENT STIPENDS

NWCPHP supports students working on a variety of projects in Alaska, Idaho, Oregon, and Washington. Proposals are evaluated based on public health practice focus, attention to underserved areas and populations, and feasibility. Eligible projects are funded up to \$3,500. Stipends are distributed directly to students to help defray living expenses during their hands-on learning experience.

FUNDING AWARDED TO PUBLIC HEALTH STUDENTS



Featured stories:



[Student Project Supports Local Filipino Seniors During COVID-19](#)



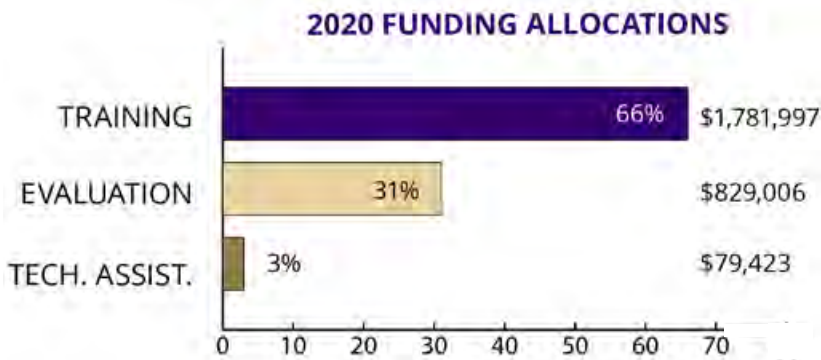
[Student Helps Prevent Unnecessary 9-1-1 Calls](#)



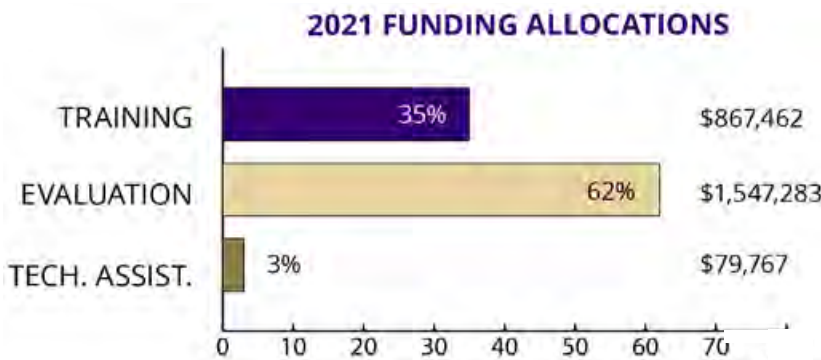
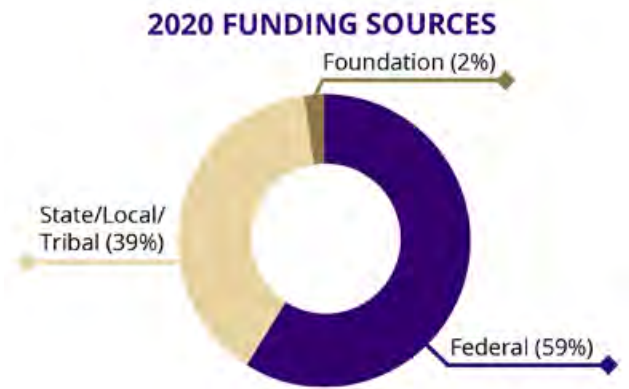
[Studying Caseworkers Who Serve the Unhoused in Seattle](#)

NWCPHP FUNDING SOURCES

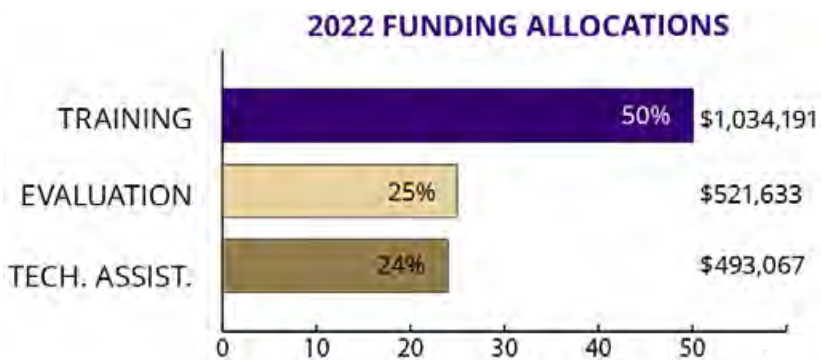
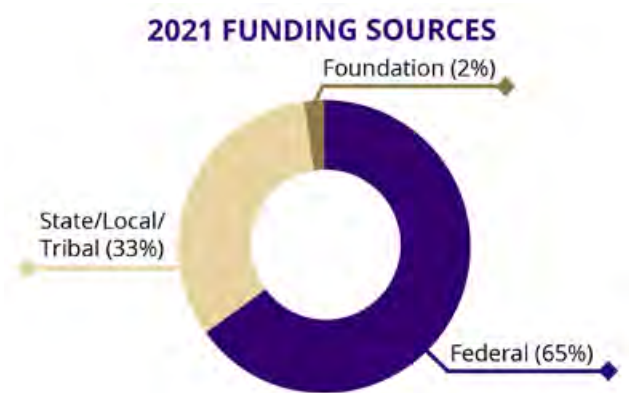
From 2020 to 2022, NWCPHP was funded by nine grants and twenty contracts. Grants came from several government organizations and foundations, while contracts came from state, local, and tribal health departments and organizations that requested NWCPHP’s services or technical support. This data represents grants/contracts awarded in each year (including renewals); award amounts reflect total annual budgets inclusive of indirects.



Total funding awarded in 2020 was \$2,690,426.*



Total funding awarded in 2021 was \$2,494,512.*

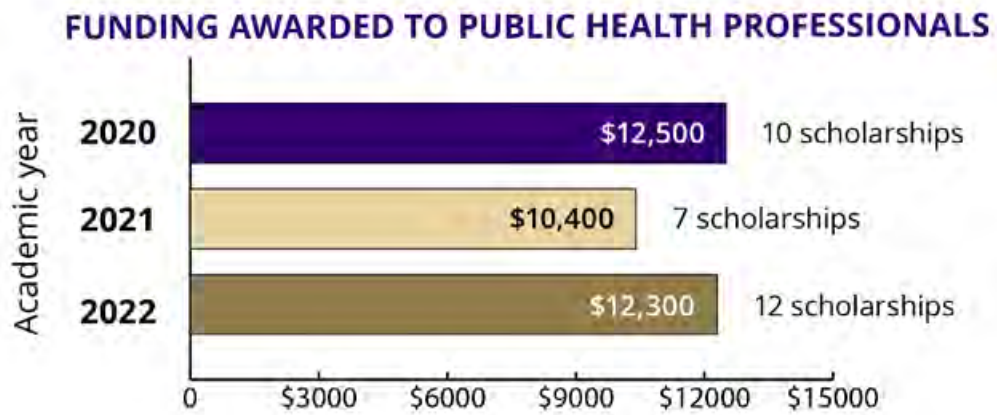


Total funding awarded in 2022 was \$2,048,891.*

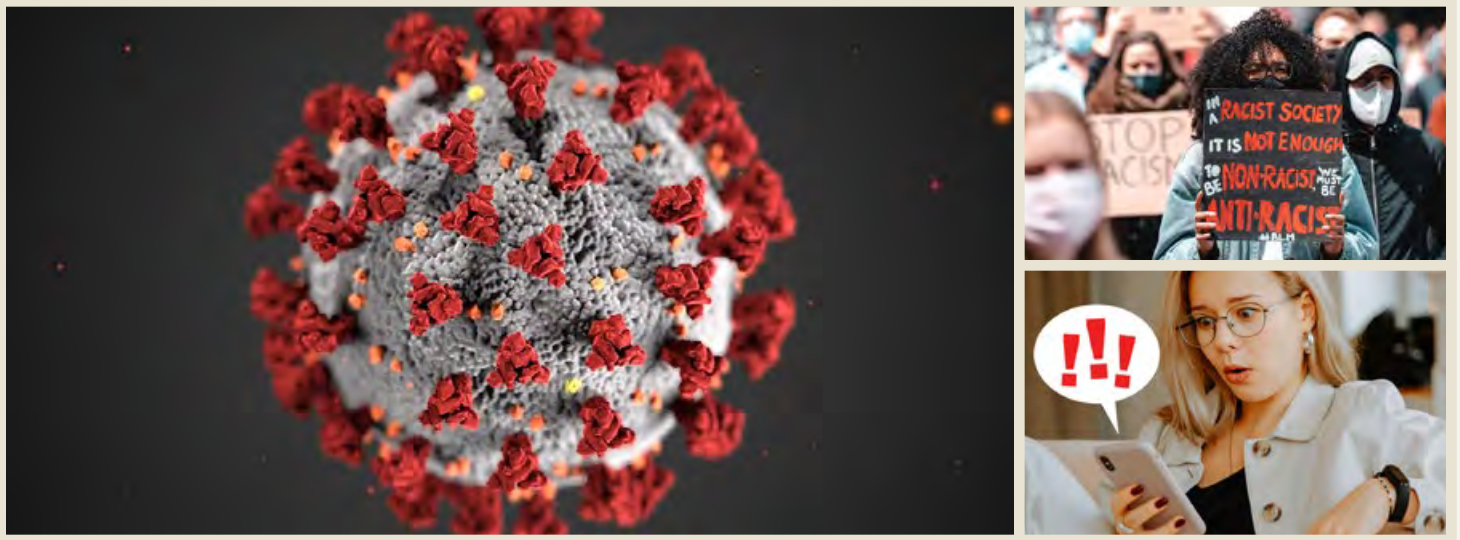


WORKFORCE TRAINING SCHOLARSHIPS

NWCPHP supports professionals in Alaska, Idaho, Oregon, and Washington. These scholarships were provided to scholars in the Northwest Public Health & Primary Care Leadership Institute.



COVID-19 RESPONSE



NWCPHP was quick to equip public health professionals with resources in response to the COVID-19 pandemic. These resources covered a wide range of topics from vaccination hesitancy, communication strategies, legal issues, disease investigation, leadership, and addressing vulnerable and marginalized populations. Additional resources were gathered and provided by the University of Washington, Public Health Training Center Network, Public Health Foundation/TRAIN, and State, Federal, and International Agencies. In addition to these valuable resources, NWCPHP also held nine Hot Topics in Practice webinars centering topics related to COVID-19, and with a focus on bringing public health academia and practice communities together, NWCPHP ensured the professionals in Region X and beyond had direct access to free and relevant materials during this surreal and chaotic time.

Related resources:

[Coronavirus Training Resources for Public Health Professionals](#)

2020 COVID-19 Related Hot Topics in Practice Webinars:

[The Evolving Role of a COVID-19 Community Advisory Group](#)

[Addressing Racism and COVID-19](#)

[Public Health Leadership in Times of Crisis](#)

[Reinvesting in a 21st Century Public Health System](#)

[Building Trust for Local Public Health](#)

[Managing Infodemics and Conspiracy Theories](#)

[Vaccines, Public Health, and the Media](#)

2021 COVID-19 Related Hot Topics in Practice Webinars:

[Public Health, This is Your Shot!](#)

[Alaska Tribal Perspective on COVID-19 Vaccination Efforts](#)

Northwest Center

FOR PUBLIC HEALTH PRACTICE

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