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Assessing Recruitment Strategies at the New York State Department of Health - Pilot Survey

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In May of 2006, the New York State Public Health Workforce Task Force (Task Force) published "Roadmap: Strengthening the Public Health Workforce in New York State," which outlined and prioritized action plans for how New York State could address the predicted shortages of well-trained governmental public health workers. The Task Force identified four key areas - leadership, recruitment, education and training, and retention - that would serve as the foundation for programs aimed at maintaining a diverse and skilled governmental public health workforce that would be able to protect and improve the health of New Yorkers. In an effort to contribute to the Marketing Public Health Careers Task Force workgroup, and in collaboration with representatives of the New York State Department of Health (NYS DOH) Office of Public Health Practice, the Bureau of Personnel Management, and the Division of Environmental Health Protection, a 10-question pilot survey was developed, revised, and launched in November of 2007. The purpose of the pilot study was to test the reliability and validity of survey questions aimed at identifying specific factors that influence individuals who seek and obtain employment within the NYS DOH. Pilot survey results were used to develop a final department-wide survey for new employees. Final survey results will be used to make recommendations for future recruitment efforts set forth by the Office of Personnel Management, which will partner with Task Force organization members to help improve marketing strategies to increase the number of qualified and high skilled public health employees.