



INTRODUCTION

KEY TAKEAWAYS

- PH WINS provides the only nationally representative data of individual state and local governmental public health workers.
- Your participation is invaluable – previously small local health departments have not had the opportunity to participate in PH WINS.
- Participating departments will receive a customized, department or combined department specific report that details the findings from PH WINS. Note that a sufficient response rate must be achieved to ensure respondent confidentiality.
- Reports from PH WINS 2021 will provide agencies with national comparisons for benchmarking indicators such as training needs or employee morale.
- PH WINS is a great way to identify opportunities for improvement in the public health workforce. Previous PH WINS survey results have been used as a roadmap for action by state and local health agencies and have informed federal workforce investments and priorities. Specifically, results have been used for accreditation and workforce planning.
- PH WINS has the potential to unite public health practitioners and researchers around the public health workforce development agenda for state and local governmental public health workers.

Why should my agency participate in PH WINS?

- To better understand the workforce's strengths and gaps and identify opportunities to improve skills, training, and employee engagement
- To inform and guide future workforce research and development, such as recruitment and retention efforts
- To support employees in modernizing their traditional public health roles to meet the evolving needs of the public
- To identify demographic trends and their implications for the workforce

In what ways can PH WINS be used?

- Health department strategic planning
- Workforce development planning, including for use in accreditation documentation for the Public Health Accreditation Board
- Provision of training that meets staff needs and perceived skill gaps
- Comparisons of department workforce statistics to national benchmarks
- Institution of changes to increase engagement and satisfaction
- Quality improvement efforts
- Succession planning
- Advocacy for resources for the governmental public health workforce

TIMELINE & BEST PRACTICES

March 30 – May 31, 2021	Identify Workforce Champions <ul style="list-style-type: none"> Once the health official/director has agreed to the department's participation, they should identify a representative to serve as the Workforce Champion, who will be your point of contact at the health department for PH WINS. We recommend having a backup contact for the Workforce Champion. <u>Workforce Champions will need to participate in ONE Workforce Champion webinar</u> hosted by the de Beaumont Foundation. Workforce champion webinars will last one hour and be held on: May 19, 2021; June 9, 2021; and June 23, 2021 at 3PM EST.
April 1, 2021 – August 12, 2021	Whitelisting <ul style="list-style-type: none"> PH WINS is sent to employees of participating health departments through Qualtrics. Whitelisting is a process that prevents PH WINS emails from being caught in spam filters. This process requires an IT contact, which the Workforce Champion should identify.
July 1, 2021 – August 31, 2021	Gathering and Cleaning Staff Lists <ul style="list-style-type: none"> Departments will need to collect and share a complete and current staff list with the names and email addresses of all employees in the department. All public health staff employed by the department should be on the staffing list.
August 1, 2021 – September 14, 2021	Promote Survey to Department Staff: The Workforce Champion will promote the survey to department staff. They will be provided talking points and details on the survey.
September 14, 2021 – December 31, 2021	Fielding: The de Beaumont Foundation will field the survey to the health departments participating in your region. <ul style="list-style-type: none"> Response Rates – During fielding, we will communicate response rates to the Workforce Champions and encourage them to share it with their department. Answering Questions – They survey will include contact information for participants if they have questions. Emails and phone calls will be routed to the de Beaumont Foundation team.

FREQUENTLY ASKED QUESTIONS

What is the Public Health Workforce Interests and Needs Survey (PH WINS)?

PH WINS is an online survey of individual workers at governmental public health agencies fielded by the [de Beaumont Foundation](#) in partnership with the [Association of State and Territorial Health Officials \(ASTHO\)](#). Previously fielded in 2014 and 2017, this is the third round of PH WINS. PH WINS is the only nationally representative data source about the governmental public health workforce.

Who is the de Beaumont Foundation?

Founded in 1998, the [de Beaumont Foundation](#) (“the Foundation”) creates and invests in bold solutions that improve the health of communities across the country. The Foundation focuses on improving health at the community level by investing in tools, partnerships, policies, and the public health workforce. The Foundation works in three areas:

- **Policy:** We advance policies that improve community health, so that current and future generations can benefit from changes enacted by today’s leaders.
- **Partnerships:** We build partnerships, often among unlikely allies, so that leaders can achieve the shared goal of creating healthier communities.
- **People:** We create practical solutions that strengthen the public health system and workforce, so that professionals are equipped to make their communities healthier.

Who is the Association of State and Territorial Health Officials (ASTHO)?

[ASTHO](#) is the national nonprofit organization representing public health agencies in the United States, the U.S. Territories, and the District of Columbia, and over 100,000 public health professionals these agencies employ. ASTHO members, the chief health officials of these jurisdictions, formulate and influence sound public health policy and ensure excellence in state-based public health practice. ASTHO's primary function is to track, evaluate, and advise members on the impact and formation of public or private health policy which may affect them and to provide them with guidance and technical assistance on improving the nation's health.

Who is surveyed?

PH WINS surveys **the entire** public health workforce at participating state and local health agencies.

Where is PH WINS fielded?

PH WINS is conducted at state and local health departments as well as at member agencies of the [Big Cities Health Coalition](#) across the nation. In the past, PH WINS was only fielded among local health departments with a staff size of 25 and serving a population of 25,000. However, for the first time, PH WINS will include a census of local health departments in HHS Regions 5 and 10.

When is PH WINS fielded?

PH WINS will be launched mid-September 2021.

How was PH WINS 2020 developed?

The 2021 PH WINS survey, similar to the 2014 and 2017 versions, draws heavily from other validated surveys. The content was developed with input from a wide range of stakeholders, such as the Association of State and Territorial Health Officials, the National Association of County and City Health Officials, the Centers for Disease Control and Prevention, Health Resources and Services Administration, American Public Health Association, Public Health Foundation, National Network of Public Health Institutes, and the

Regional Public Health Training Centers. PH WINS items were drawn from multiple sources, including the Federal Employee Viewpoint Survey, the Public Health Workforce Taxonomy, the Public Health Foundation Worker Survey, the Centers for Disease Control and Prevention Technical Assistance and Service Improvement Initiative's Project Officer Survey, and the 2009 Epidemiology Capacity Assessment.

What happens with the survey results of PH WINS?

The de Beaumont Foundation and its research team analyze the data, and package and distribute customized reports to participating agencies that achieve a sufficient response rate. Departments with a staff size less than 25 will be grouped with other departments into a department coalition and will receive a combined report to protect individual-level anonymity. The ability to receive a department-level or combined department-level report is dependent on the department's response rate. Required response rates vary by health department size. Please see the chart below the question on response rates to determine the required response rate. Each of these reports will reflect aggregate data of their workforce's responses. Agencies will **not** have access to the data set or individual responses.

The de Beaumont Foundation is committed to protecting the privacy of respondents. All responses from the survey will be kept **confidential** and agencies will **not** have access to the data set or individual responses. Identifiable information such as employee names and email addresses will be separated from the responses to protect participant privacy. Only the de Beaumont research team will have access to this information. The de Beaumont research team will ensure respondent privacy is protected.

What response rate is required to receive a department-level or combined department-level report?

The chart below shows the minimum response rate needed based on staff size.

Staff Size	Minimum Response Rate	Approximate # of Respondents
25	94%	24
40	91%	37
50	89%	45
60	87%	53
70	85%	60
80	83%	75
90	81%	73
100	80%	80
200	66%	132
300	56%	168
400+	50%	200+

What are the requirements for participation?

Agreement by the health official is required for participation in PH WINS 2021. Participating agencies are agreeing to the following:

- Providing a complete, current staff list with, at minimum, the names, email addresses, and division or bureau, if applicable, of all employees. Note: we understand that division/bureau drilldowns will not be available among the smaller health departments.
- Designating a representative to serve as the Workforce Champion, a backup contact for the Workforce Champion, and an IT contact to assist with fielding the survey.

- Promoting staff participation within their agency using materials provided by the de Beaumont Foundation before the launch and through the closure of the survey.