

Health Professions Education and Training Community Health Center Resource Guidelines

California Primary Care Association

February 2021



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Background

In July 2020, the California Primary Care Association (CPCA) joined the Health Resources & Services Administration (HRSA) on a national workforce initiative. Our collective goal in the “Health Professions Education and Training (HP-ET) Initiative” is to strengthen and develop health professions training programs in community health centers (CHCs). This work is critical during a time when California CHCs need more primary care providers to meet growing patient care demands. The COVID-19 pandemic has impacted training of students and residents across the state and country. However, CPCA recognizes CHCs’ commitment to developing and sustaining health professions training. The Association is determined to help CHCs accomplish their training goals.

CPCA is excited to roll out a set of resources that highlight CHCs as leaders in health professions training and promote peer-to-peer learning. We encourage CHCs to utilize these resources to showcase their work to trainees, partners, academic institutions, funders, legislators, etc.

Health centers will find the following resources in the pages that follow:

- 1. Virtual Badge**
- 2. Program Highlight Template**
- 3. Testimonial Template**
- 4. Promising Practices Template**

Why These Resources Are Important

CHCs across California devote precious time, resources, and energy to build and manage health professions training programs. Health centers train providers and other care professionals who reflect their communities to ensure patients receive culturally sensitive, equitable, and empathetic care. Training can also improve CHC staff recruitment and retention, as health professionals who train at a CHC are more likely to work in one.

With these resources, health centers can:

- Highlight and promote training efforts through health center marketing. This can help CHCs:
 - Boost partner, stakeholder, leadership and/or board support by demonstrating sustainability & successes associated with health professions training programs.
 - Attract potential trainees who align with the health center's mission.
 - Increase patient and community support for the health center by showing a strong commitment to building a culturally and linguistically competent health workforce.
 - Foster staff & faculty support in training health professionals.
- Share and discover promising practices with other CHCs engaged in health professions training (peer-to-peer learning).

Virtual Badge



Purpose: CPCA created the "Health Professions Training Organization" virtual badge to recognize and celebrate CHCs who are committed to training health professionals. Any CHC who trains health professionals, regardless of whether the health center is an in-house program, continuity site, and/or rotation site, is welcome to receive and utilize this badge in their communication efforts.

Use: We encourage CHCs to display this badge across a wide range of platforms (e.g., website, social media, Learning Management Systems (LMS), email marketing, and newsletters) to highlight their dedication to growing their own workforce.

Program Highlight

PROGRAM HIGHLIGHT

HEALTH CENTER NAME





PROGRAM TYPE

Name of program



HEALTH PROFESSIONALS TRAINED TO DATE

of HP Trained



DATE IMPLEMENTED

Date of program



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This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$4,398,941 with 0% percentage financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](https://www.hrsa.gov).

Purpose: We recommend that CHCs implement this template to create a high-level snapshot of their training program and/or partnership.

Use: CHCs can edit which three facts they would like to highlight. Currently, the template includes fact placeholders for program type, health professionals trained to date, and date implemented. The promotional quote can feature a residency director, preceptor, medical director, Chief Executive Officer (CEO), or Chief Medical Officer (CMO) who can speak to the success and benefits of the training program. Additionally, a quote from a past trainee or resident can be used here.

Testimonial Template

+ HEALTH CENTER NAME + HPET PROGRAM NAME		GROW AND RECRUIT OUR WORKFORCE
HOW WE GREW OUR OWN	This is how we “grew our own” and what that statement means to us, and how important it was to our team.	
WHAT WE LEARNED	We learned so much from this program. Everything is so much easier now and this is what we learned.	
OUR PLAN MOVING FORWARD	We are going to do this and then that and then something after that because life is easier now.	
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Purpose: CHCs who utilize this template can share their training development story by highlighting their program’s development journey, lessons learned, and future vision for training health professionals.

Use: The “How we grew our own”, “What we learned”, and “Our plan moving forward” sections are customizable. Ideal voices to elevate within this template include residency directors, preceptors, faculty, medical directors, CEOs, COOs, CMOs, and workforce development managers. A direct quote from a key health professions training leader can strengthen interest & encourage buy-in.

Promising Practices



Purpose: To provide an up-close and detailed examination of a particular theme within CHC health professions training programs. These training themes may include curriculum, partnerships, implementing virtual/hybrid training, funding, and Diversity, Equity, & Inclusion (DEI).

Use: CPCA is dedicated to building a library of promising practices to elevate peer-to-peer learning. We hope to interview interested and willing CHC champions to gather information on these training themes and compile the information to produce promising practices one-pagers. The promising practices one-pagers will then be shared and disseminated through CPCA’s communication channels, website, and health professions training library.

How to Implement

CHCs interested in utilizing these resources should follow the steps below:

- Contact Madeline Anderson, Program Coordinator of Health Professions Education, at manderson@cpca.org to express interest in these materials and request the resource files (word, pdf, png). CHCs can choose what templates and materials they want to implement:
 - **Virtual Badge**
 - CPCA strongly urges you to hyperlink your virtual badge to a web page on your health center's website that is dedicated to highlighting your health professions training programs.
 - If you do not currently have a web page hosting this information, we suggest hyperlinking the virtual badge to HRSA's health professions training data webpage: <https://data.hrsa.gov/topics/health-workforce/training-programs>
 - **Program Highlight & Testimonial Template**
 - Your designated CHC staff will fill in the templates with your CHC program information and submit the completed templates to CPCA for approval. Once approved, CHCs can integrate the templates in their marketing and communication efforts.
 - **Promising Practices Template**
 - If your CHC is interested in contributing expertise for a promising practices document, CPCA will schedule a 1-hour interview with your designated staff member and conduct necessary email follow-up.

Helpful Tips

- Integrate these materials across a wide range of platforms (e.g., websites, social media, Learning Management Systems (LMS), email blasts and newsletters).
- Share these materials with Board members and incorporate into grant reporting and funding efforts.
- Work with designated CHC marketing and communications staff to strategize how best to share these materials to promote training.

Terms of Use

- CHCs are welcome to add to and edit the Program Highlight and Testimonial template sections that are indicated in the material descriptions on pages 6-7. The template title, "GROW" logo, color, text format, and HRSA disclaimer cannot be changed.
- Resources in this toolkit may not be imitated or recreated.
- Completed templates must be provided by CHC for CPCA approval with no changes with the exceptions indicated on pages 6-7. The template title, "GROW" logo, color, text format, and HRSA disclaimer cannot be changed. The templates and virtual badge may not be animated, morphed, or distorted in perspective or appearance.
- Resources may not be scanned or pulled from an online source.
- Resources can be resized to best fit design layout on websites, LMS, social media, and other communication spaces like email blasts and newsletters.
- CPCA must approve any completed Program Highlight or Testimonial template before CHC implementation.
- CPCA will share completed materials via its communication channels, website, and training portal.

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