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ISSUE: Regional Medical Program Support of Health Manpower
Recruitment Projects

The Division staff offers the following revised policy statement and background information for Council review and consideration regarding Regional Medical support of Health Manpower Recruitment:

Council recommends that RMP grant funds not be used for direct operational grant support of Health Careers Recruitment projects. Regions are encouraged, however, to use staff assistance to stimulate cooperative efforts between professional associations, clinical resources, educational institutions and other appropriate agencies to provide new opportunities for recruitment into health careers. RMP funds may also be used in planning health careers recruitment activities as a part of and coordinated with the overall manpower strategy for the region.

Status of Involvement in Health Careers Recruitment Projects to date

Up to the present time, nine operational projects in Health Careers Recruitment have been approved and funded; two have been approved but not funded, one has been approved with no additional funds recommended and three were non-approved because they were considered inappropriate for RMPS funding.

Evolution of Present Guidelines

The February 1969 Council reaffirmed its original position on Health Manpower Recruitment Projects, namely, that they be considered for funding only when they meet the following criteria:

- . The activity must satisfy a documented need of a Regional Medical Program, and must be shown to have a relatively high priority for funding.
- . Other sources of funding must have been explored and found inadequate.
- . The Region must explore the possibility of phasing out Regional Medical Program funding as money becomes available from other sources.
- . The Region must have explored the possibility of joint funding with other agencies.

The May 1969 Council revised the above policy on Health Careers Recruitment. It recommended that further support of such projects with

Regional Medical Program funds be granted only when a project is related to a clearly focused (specialized) short-range approach to the critical needs of a Region, and

- . Has the documented committed support not only of the sponsoring agencies, but of the Region's hospitals, schools, and colleges whose cooperation is essential for the success of the immediate project and its continuation after Regional Medical Program's support can no longer be made available;
- . Includes a plan for evaluation of the impact of the program on the rate of production of trained health manpower;
- . Is directed at special population groups, especially those who do not usually seek, or have available, opportunities for training or education beyond secondary school.

The March 1970 Council voted to amend the above Guidelines on Health Careers Recruitment to include the following additional statement:

"This does not include the use of RMP funds for remedial education, enrichment programs, or student loans or scholarships."

Justification for Present Revision

The appropriateness of Regional Medical Program support of Health Careers Recruitment projects has been questioned repeatedly in the past. A direct relationship between specific recruitment efforts at the high school level and increases in qualified health personnel is difficult to demonstrate; and the real impact of a recruitment project on the care of patients is often remote and obscure. However, because of the critical health manpower needs in the country and the existence of just a few formalized health careers recruitment programs which were scattered and lacked coordination and financial assistance, Regional Medical Programs awarded support to fill the gap.

The picture has changed significantly in the last three years. There are now approximately 40 formal State and Metropolitan Health Careers Councils. The Bureau of Health Professions, Education and Manpower Training is providing contract support to the National Health Council for the purpose of providing national leadership for health careers recruitment efforts. The contract provides for the services of a field consultant to assist organizations in the development of health careers councils.

Office of Economic Opportunity has awarded a grant to the American Association of Medical Colleges to increase educational opportunities in the health professions for minority students. AAMC awards sub-contracts to universities, organizations and other appropriate agencies who meet their Guidelines for recruitment of minority students into the health professions.

The National Medical Foundation has instituted a Health Careers Recruitment Division just a year ago which is also aimed at recruitment of minority students into health careers. They are currently supporting several pilot programs, and are providing some financial assistance to needy students.

The American Hospital Association now has a Division of Careers and Recruitment at its national headquarters. It publishes several publications -- a yearly Survey of Health Careers Programs, a bi-monthly Cross Reference on Careers, which serves as a national information clearing-house on activities in health careers recruitment and a Health Careers Series. It also conducts seminars and workshops on a national level for people working in health careers recruitment.

As of August 1970, the National Health Council, Inc., and the American Hospital Association will jointly provide health careers consulting services to any new health careers organization needing assistance in organization and development or any established health careers program desiring assistance in expanding, strengthening or developing their ongoing programs.

Several private foundations, drug companies, professional organizations and other agencies have recognized the need for additional health manpower and have assumed some responsibility towards helping to meet that need.

For all of the reasons cited above, Council recommends that RMPS can now revise its policy and limit its support of Health Careers Recruitment efforts. Staff recommends, however, that this revised policy not go into effect until February 1971 to give the Regions time to make the necessary adjustments.

- A. Funded Projects (as of July 1970)
1. Arkansas, #8 - Health Careers Recruitment - \$34,263
 2. Connecticut, #11 - Continuing Education for Nurses and Allied Health
(This project includes the establishment of a
Statewide Health Careers Agency).
 3. Indiana, #5 - Health Manpower Recruitment - \$25,000
 4. Louisiana, #3 - Health Careers Recruitment Program - \$58,007
 5. Mississippi, #4 - Recruitment of Health Manpower in Mississippi - \$70,000
 6. Missouri, #52 - A Health Careers Program, \$62,240
 7. Ohio State, #4 - Careers in Health Science Program - \$25,400
 8. South Carolina, #29 - Health Education and Recruitment - \$52,948
 9. Texas, #37 - Health Careers Personnel Program - \$29,801
- B. Approved, unfunded
1. Kansas, #29 - Kansas City Council on Health Career Manpower Recruitment
 2. Hawaii, #22 - Training for Health Aides in the Trust Territories
(Includes recruitment of high school students into
health careers).
- C. Approved - no additional funds recommended
1. Metro, D.C., #17 - Health Careers Council, National Capitol Area
- D. Non-approval - inappropriate for RMP funding
1. Alabama, #17 - Expansion of Health Careers Program
 2. Northeast Ohio, #9 - Summer Workshop in Career Development
 3. Georgia, #25 - Development of Health Careers Council
- E. Some examples of Core Staff Assistance and Planning Studies:
1. Oklahoma - A core staff member has served as Coordinator for the Oklahoma Council of Health Careers and helped establish a Health Careers Council in that State.
 2. Illinois - Has provided planning monies to the Illinois Health Council Program to encourage development of a cooperative approach to health careers recruitment.