



# **A TALE OF TWO STATES**

## The Prevention Workforce in California and Missouri

NPN 2019

Center for Applied Research Solutions

- Discuss and explore whether or not similarities and differences exist in the prevention workforce across two states and nationally
- Assess field characteristics and how they can be used to inform recruitment, training, and retention efforts
- Discuss core professional competencies for the prevention workforce and how they can be used to create a training system to either compliment or replace required certification



## WORKSHOP GOALS

# Share

**By a show of hands,  
how many of you are a...**

- Prevention Practitioner
- TA Provider
- State Representative

# Share

**What brought you  
to this session?**



# WHY SHOULD WE SURVEY THE PREVENTION FIELD?

- Better understand our prevention workforce and align with existing national efforts
- Identify relevant knowledge, skills, and abilities (KSAs) necessary to workforce capacity
- Identify priorities for recruitment and workforce sustainability

# WHY WOULD YOU LIKE TO SURVEY YOUR LOCAL PREVENTION WORKFORCE?





Our story  
begins in  
California  
in 2013...

# WHAT DID WE WANT?

A detailed assessment of the prevention field to understand the prevention workforce and provide the most appropriate **TRAINING** resources to support **PROFESSIONAL DEVELOPMENT**.



# CALIFORNIA PREVENTION WORKFORCE SURVEY

Online survey released in  
**2013, 2015, and 2019.**

- First of its kind to collect detailed information about California's prevention workforce
- Distributed to over two thousand professionals statewide



# WHAT DATA WAS COLLECTED?

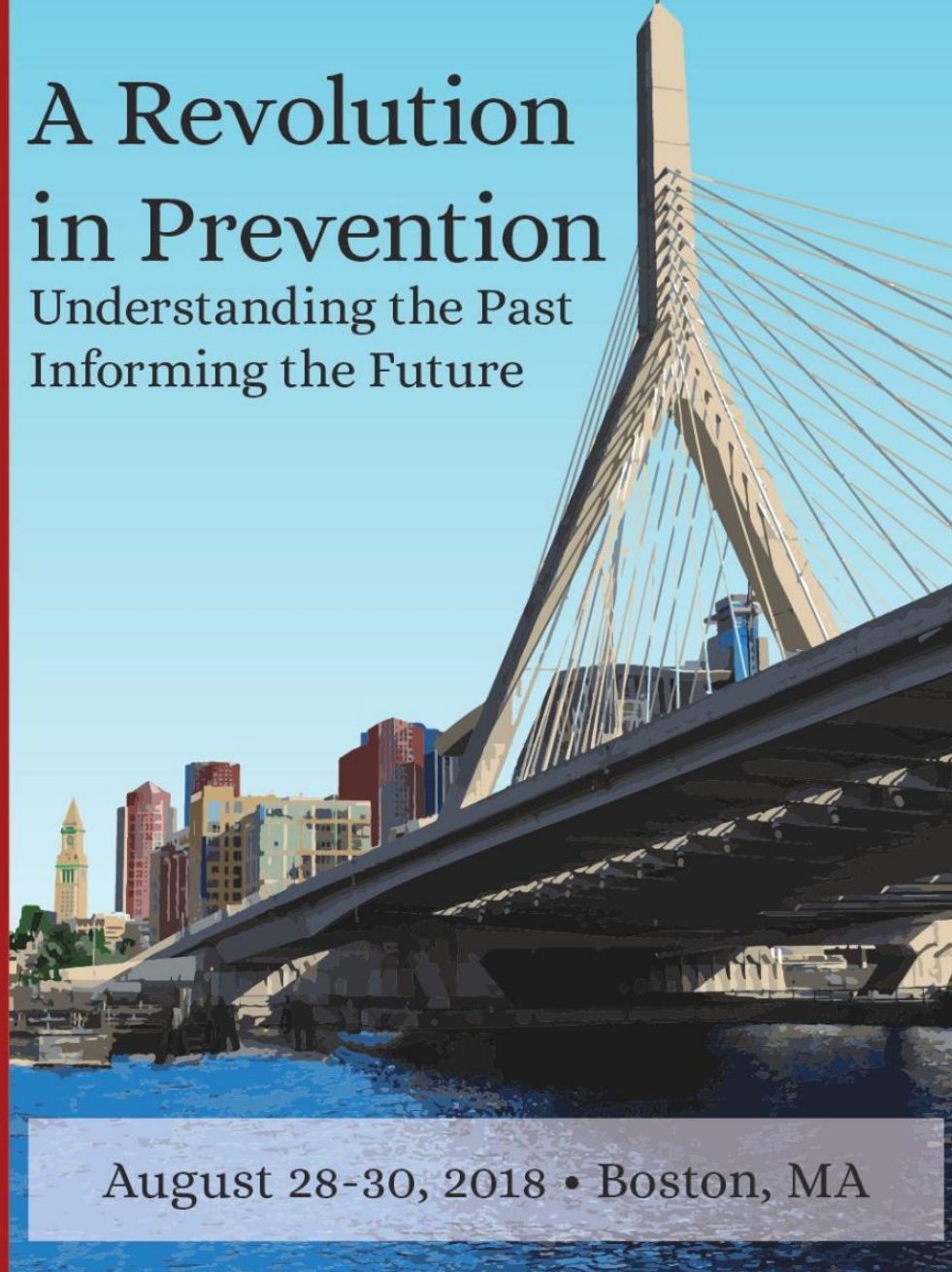


- Demographics
- Education
- Professional background
- Current job setting and duties
- Status and satisfaction with current job
- Familiarity and assessment of prevention knowledge, including theories, frameworks, and cultural competence
- Trends of the professional workforce

# A Revolution in Prevention

Understanding the Past  
Informing the Future

[www.npnconference.org](http://www.npnconference.org)



August 28-30, 2018 • Boston, MA

The plot  
thickens at  
the **2018 NPN  
Conference...**



National Prevention Network  
Bridging Research to Practice




Missouri was also interested  
in learning more about  
their prevention workforce.



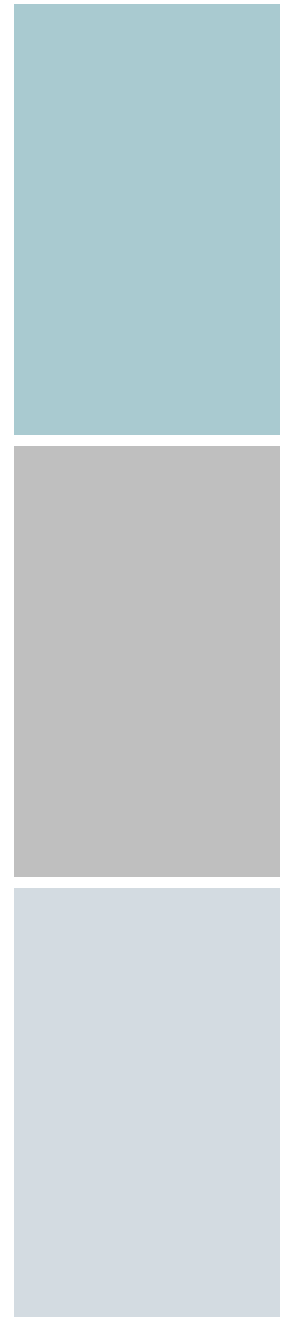
# WHAT DID THEY WANT TO KNOW ABOUT?

- Workforce **CHARACTERISTICS**
- **RATIONALE** for joining and **STAYING** in the field
- Level of **PREVENTION-SPECIFIC CERTIFICATION** maintained by the field and existing **BARRIERS** for becoming certified
- Possible ways to **RETAIN** workers and improve **SKILL SET**



...and so the Missouri Prevention Workforce Survey was created to gain a better understanding of the workforce. It was similar to the California survey, but tailored to meet the needs of Missouri.

There was now a unique opportunity to compare two very different states to see what similarities and differences existed within the prevention workforce.



# TWO DIFFERENT STATES

## California

- Estimated population of 39.56 million in 2018
- One of the most diverse states in the world: 10 million Californians are immigrants
- 58 local counties

## Missouri

- Estimated population of 6.13 million people in 2019; ~ half live in 2 metro areas
- Less diverse general population with approximately 83% Caucasian
- 115 local counties





# TWO DIFFERENT PREVENTION LANDSCAPES

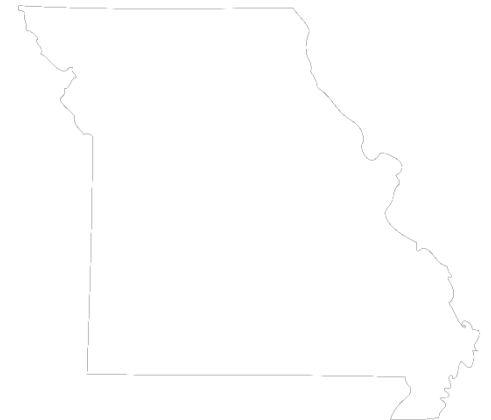
## California

- Prevention funds disseminated to all 58 counties
- Is a local control state
- Does NOT require certification for prevention professionals



## Missouri

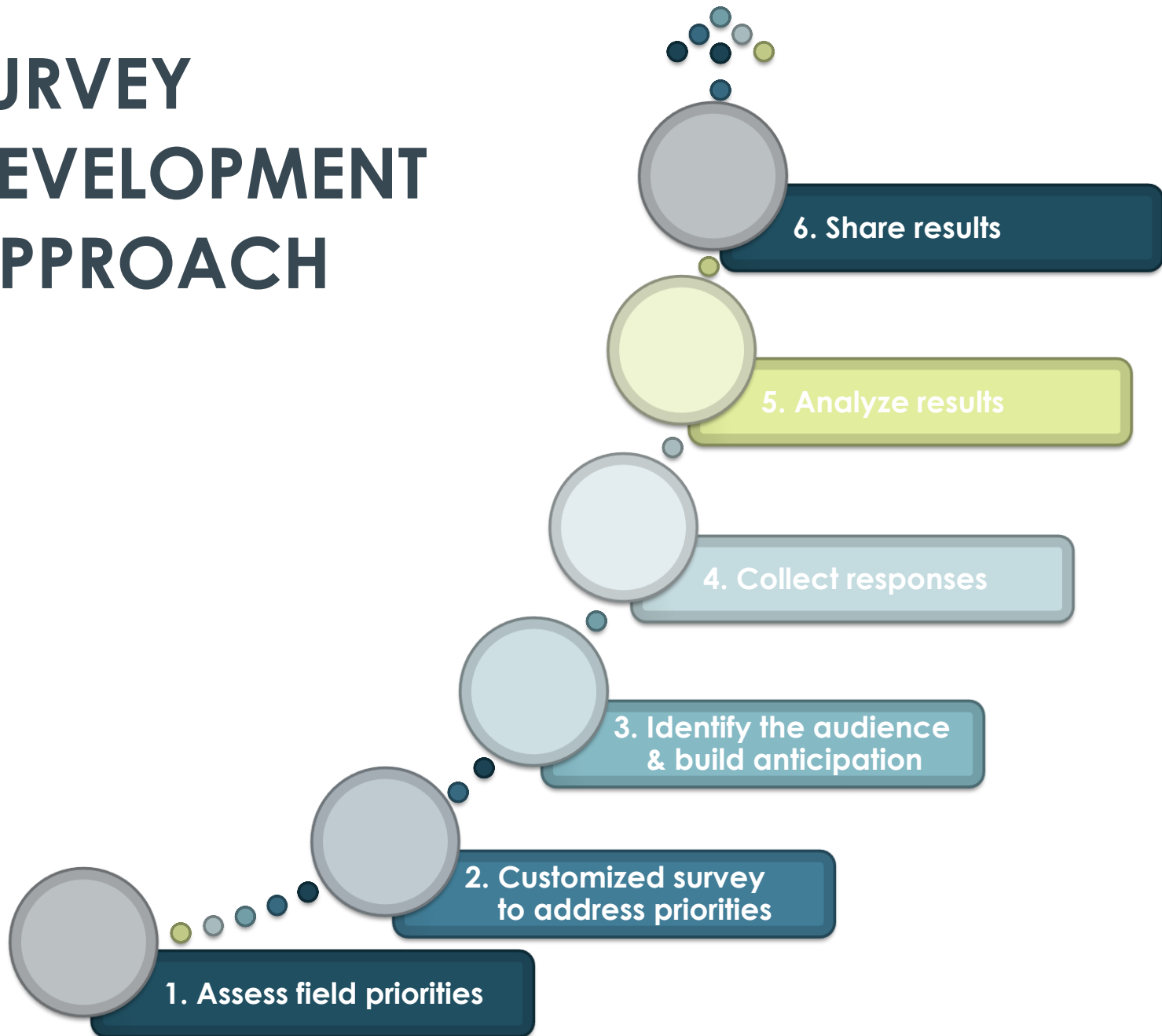
- Prevention funds distributed regionally
- DOES require certification for prevention professionals
- Has a tiered certification process



# Surveying the States



# SURVEY DEVELOPMENT APPROACH



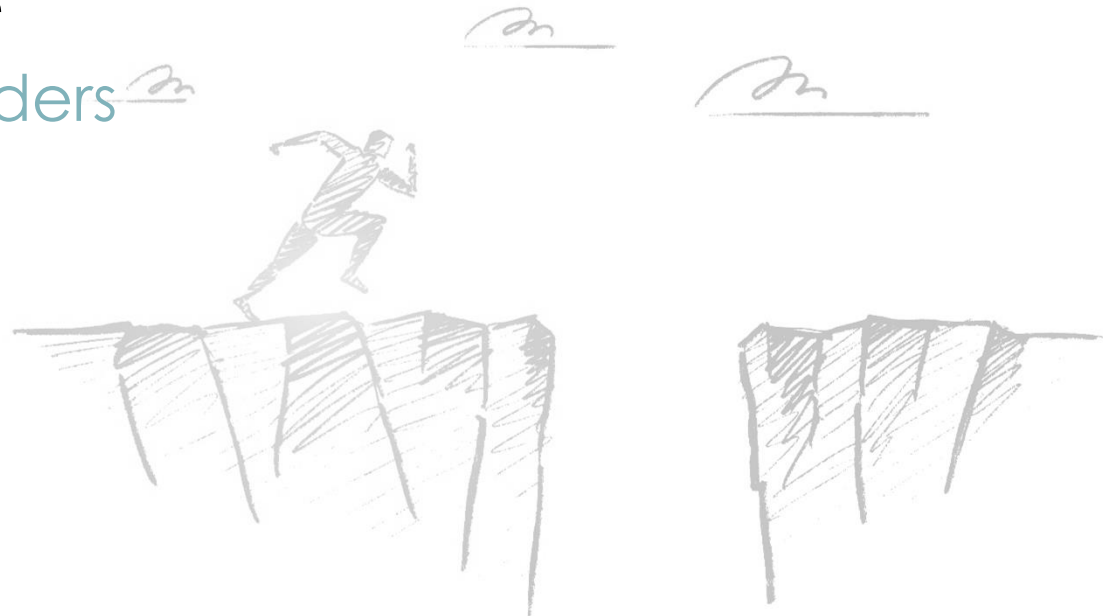
# SURVEY QUESTION CATEGORIES



- Demographics
- Roles & Responsibilities
- Salaries & Benefits
- Satisfaction, Advancement, & Training
- Background, Experience, & Education
- Professional Development

# SURVEY PROCESS CHALLENGES & CONCERNS

- Outreach and completion rates
- Survey fatigue
- Representative cross section sample of all levels of the prevention workforce
  - Direct service providers
  - Management



# SURVEY STATISTICS COMPARED



## California

- 398 completed surveys collected
- 45 of 58 counties represented
- Majority sample is direct service providers at the county level

## Missouri

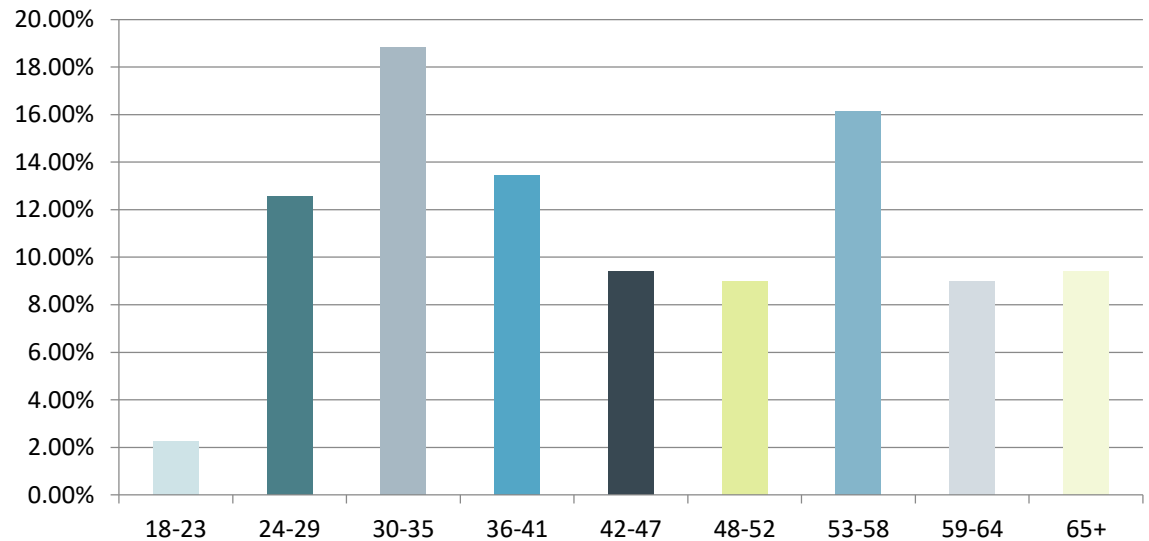
- 223 completed surveys collected
  - All 22 Service Areas represented
  - Majority sample provides indirect services including coalition work and community education
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# Comparing the Results



The prevention field in Missouri reflects a more diverse age range than California.

## AGE OF THE WORKFORCE



However, **OVER HALF** (53%)  
are over the age of 42.



# AGE OF THE WORKFORCE



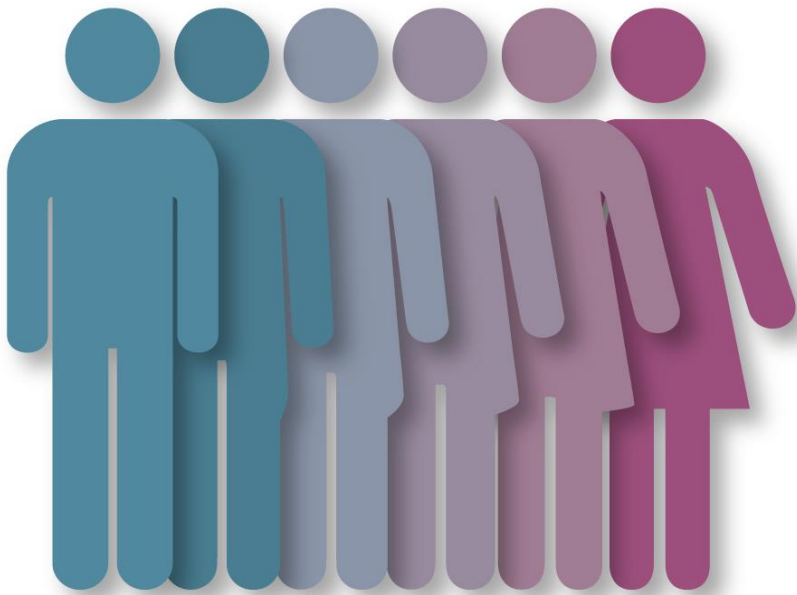
- In California, there remains a gap in mid-career professionals
- Almost **16%** of the workforce are nearing retirement

Average age is **45** years.

**61%** are above  
**40** years of age.

# WORKFORCE CHARACTERISTICS

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The field is **MAJORITY** female

- 75% in CA
- 80% in MO

A significant number of the workforce are **Caucasian**

- 88% in MO
- 54% in CA

# THE FIELD IS HIGHLY EDUCATED AND TRAINED.

**87%**  
of the **MO**  
workforce  
completed  
CEH's over the  
last year



The field is  
highly educated.

**CA - 39%**  
Advanced Degrees

**MO - 40%**  
Master's Degrees

Ongoing training  
was accessed  
over the last year

**CA - 81%**  
**MO - 88%**

1/3 of professionals  
have been in the field  
for 10+ years in both  
**CA & MO**

# INTRINSIC VALUE AND FLEXIBILITY OF THE WORK CONTRIBUTE TO WORKFORCE SATISFACTION.

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**Have a personal  
commitment to  
substance abuse  
prevention**

- CA - 95%
- MO - 91%

**Value variety  
and flexibility  
of work**

- CA - 90%
- MO - 94%



# EVEN THOUGH THEY ARE SATISFIED, THERE IS A CHANCE OF TURNOVER IN THE NEXT THREE YEARS.

Perceive a lack of career advancement opportunities

CA  
48%

MO  
17%

May leave their current positions

CA  
46%

MO  
35%

May leave the prevention field

CA  
47%

MO  
73%

# LEVELS OF CERTIFICATION ARE DEPENDENT ON EXISTING REQUIREMENTS.

## California

- 10% are prevention certified.
- Certification is not a requirement in the state

## Missouri

- 48% certified in substance abuse prevention
- 57% achieved certification based on requirements
- Those uncertified identify that certification is unnecessary or not required for the position

# KEY AREAS FOR KNOWLEDGE DEVELOPMENT



## California

- Media and communications
- Policy development
- Coalition building

## Missouri

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- Culturally responsive topics
    - Culturally responsive prevention service delivery, including linguistics
    - Health disparities for historically underserved populations
  - Policy development
  - Coalition building
  - Curricula development

# IDENTIFIED TRAINING NEEDS

## California

- Social determinants of health
- Media and communications
- Grant writing
- Institute of Medicine (IOM) model and prevention continuum



## Missouri

- Grant writing
- Evaluation
- Logic models
- Community engagement, youth development, and coalition building
- Institute of Medicine (IOM) model and prevention continuum
- Management of staff and volunteers





**ARE THESE RESULTS SIMILAR TO WHAT  
YOU KNOW ABOUT YOUR STATE?**

HOW ARE THEY DIFFERENT?

# Using the Results to Support the Field



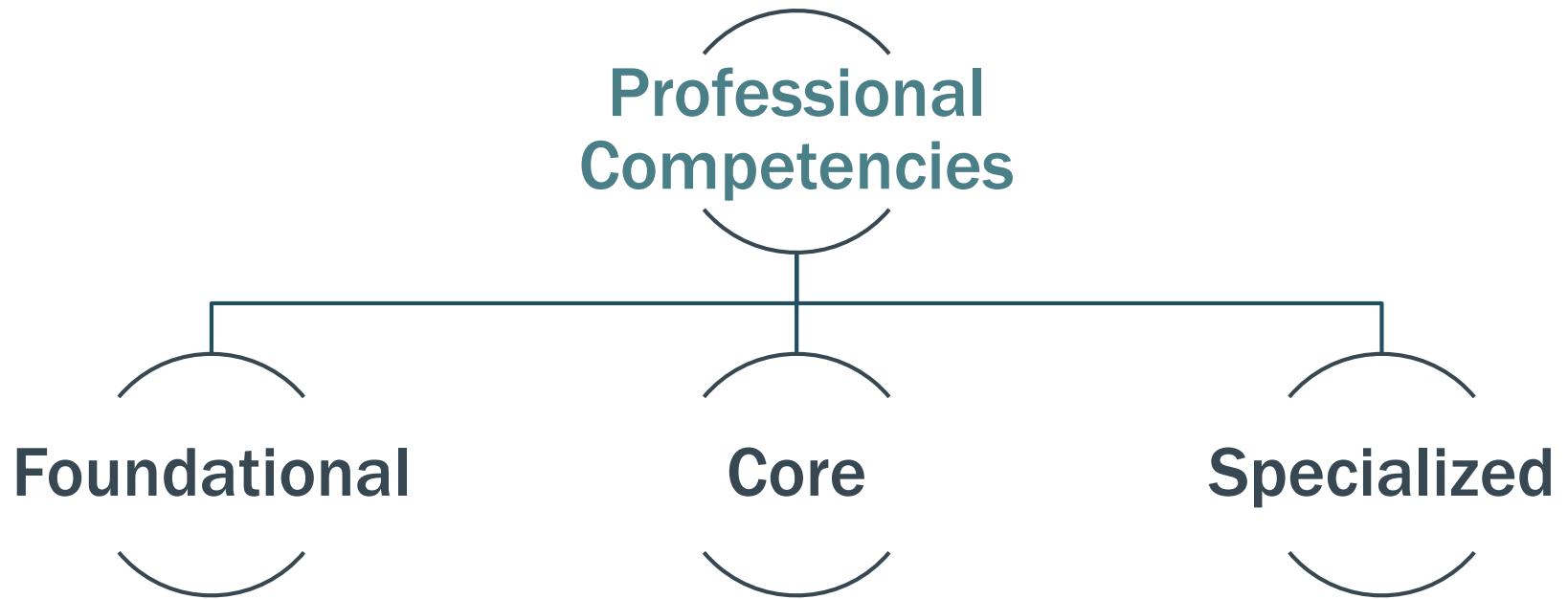
# BALANCING CERTIFICATION & TRAINING NEEDS

Continue to enhance  
competencies while  
also supporting  
certification



# FRAMEWORK FOR PROFESSIONAL COMPETENCY TRAININGS IN CALIFORNIA

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# ENHANCE RECRUITMENT AND RETENTION



- Strive to recruit individuals from diverse communities
- Recruit youth
- Discuss possibility of a career ladder

# REFLECTIONS AND RECOMMENDATIONS

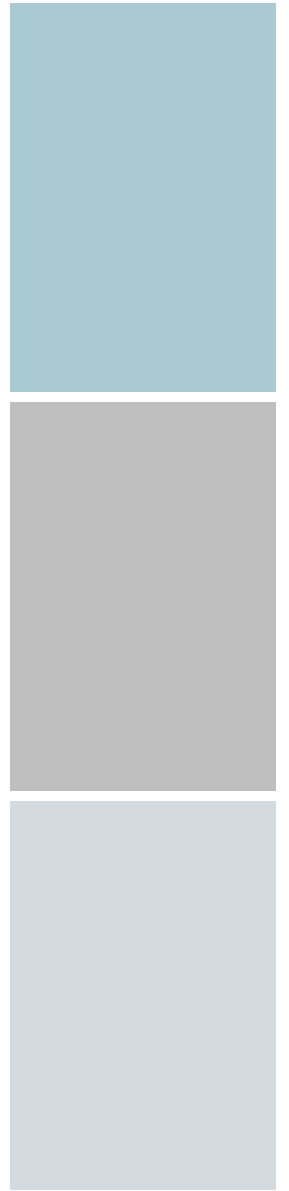


- Identify specific goals for data collection – what are the key areas you want to know more about?
- Identify contact lists and points of contact to disseminate the survey
- Conduct a survey peer review
- Launch survey and provide enough time for completion



# RECOMMENDATIONS FOR A NATIONAL STORY

- Develop a minimum common data set to assess the workforce nationally
- Use results to advocate for prevention field nationally



**QUESTIONS**





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# **PRESENTER INFORMATION**

# MORE IS AVAILABLE FOR YOU!

[www.ca-cpi.org](http://www.ca-cpi.org)



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