

Strategic Action Plan for Committee #3: Fund Development & Advocacy

Updated 2/8/25





Strategic Action Plan 2024 to 2026

Updated 2/8/25

Strategic Priority #3: Fund Development & Advocacy

Responsible Work Group:

Fund Development & Advocacy Committee

Success Measures:

- # of funding sources identified
- # grants applied for (# of joint grants/# of individual organization grants)
- # grants received (# of joint grants/#of individual organization grants) & amount of funding received (\$).
- # of advocacy meetings with decision makers/legislators for retention and pathway funding support
- Complete plan for outreach to decision makers

Goal #1 - Identify Funding/Investment Opportunities:

By 2026, increase number of funding streams dedicated to healthcare workforce initiatives by 10%.

Tactics/Action Steps	Responsible Parties	Timeline			Status
		2024	2025	2026	
1. Current Funding for Healthcare Workforce Dev.: Identify current funding being used to support workforce development activities in SLO County, including: <ol style="list-style-type: none"> a. Compile information on funding that has been received by Partnership members that could be complementary to Partnership goals (i.e., Promotores Collaborative/CHW/P, Vision y Compromiso (https://visionycompromiso.org/)) b. SLO PH: Partnership Coordinator and Program Evaluator to support the Partnership and committees. 	Susan McGraw Michelle Shoresman	X X	X X	X X	1a. Promotores Collaborative participating in Central Coast CHW Collaborative receives funding for CHW training. 1b. Project Coord.& Program Eval. funded through 2026.
2. Research Potential Funding Sources for Healthcare Workforce Development: <ol style="list-style-type: none"> a. Review the list of existing state funding sources (shared in Session #4) and identify those that might work for the Partnership locally. <ol style="list-style-type: none"> i. California HealthCare Foundation 	Susan McGraw	X	X	X	2a. Extensive research completed on HCAI funding, which is limited based on HPSA. CenCal grant pending. Funding opportunities website.



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2. Research Potential Funding Sources for Healthcare Workforce Development (continued): b. Explore existing or new grant funds to support: <ul style="list-style-type: none"> i. Graduating college students in health-related fields to stay local. ii. Local Latinx in health-related fields. iii. Advanced Practice clinicians (HCAI/HRSA). c. Research the Employment Training Panel of California to explore possible funding opportunities.	Susan McGraw Susan McGraw	X X	X X	X X	2b. HCC partnership will bring some funding for summer internship program. UPLIFT/Cencal grants could add \$\$\$. funding database to be updated regularly.
3. Explore innovative ways to fund internships, retention programs, or other Partnership workforce initiatives: <ul style="list-style-type: none"> a. Solicit sponsors to support summer internships for organizations not able to fund the stipend & cost (\$9,000/intern; HCC is fiscal agent). b. Solicit sponsors to support the annual Community Forum. c. Solicit sponsors to support career exploration fairs. d. Identify potential fiscal sponsors for Partnership initiatives. e. Explore the possibility of using the Community Foundation as a repository for programmatic funding received for Partnership initiatives. 					



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4. Central Repository for Funding Opportunities: Update the database with new funding opportunities for workforce development initiatives, loan repayment programs, scholarship/tuition reimbursement programs, etc.	Susan McGraw	X	X	X	Website database in spring 2024. Funding postings paused in summer 2024 due to HPSA issues. New opportunities to be uploaded in 2025.
5. Funding Goals & Strategy/Plan: Based on research results, develop specific, targeted funding goals and a plan to obtain funding to support long-term financial investments.	The Committee		X		
6. Implement Funding Plan including: a. Apply for grants or funding offered through the State of CA or other sources. (CenCal pending 2/25) b. Implement other funding solicitation as directed by the Committee.	Susan/ Committee	X	X	X	5c.CenCal Health grant submitted February 1, 2025.



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Strategic Priority #3: Fund Development & Advocacy

Responsible Work Group:
Fund Development & Advocacy Committee

Goal #2 - Advocate for Legislative or Policy Changes:
Annually meet with local and state elected representatives to highlight the healthcare workforce needs and allocate dedicated funding to address those needs.

Tactics/Action Steps	Responsible Parties	Timeline			Status
		2024	2025	2026	
<p>1. Conduct Research to Prepare for Advocacy: Research topics relevant to the Partnership that could benefit from advocacy efforts at the local/state/federal level including:</p> <ul style="list-style-type: none"> o Clarifying the Medical Service Shortage Areas (MSSA) data that currently suggests there are no primary care shortage areas in SLO Cty. / HPSA o Research innovative, state or national best practices to address the impact of broader community-level concerns (i.e., SLO County Cost of living, housing, and childcare) on recruiting and retaining the healthcare workforce. <p>Examples:</p> <ul style="list-style-type: none"> o Tax credits for healthcare employees o Affordable housing for healthcare employees o Identity and contact professional groups associated with oral health, physical health behavioral health providers, and public or community health that do advocacy. o Obtain and maintain a list of pending bills for advocacy from the offices of Congressman Carbajal and Dawn Addis. 	Susan McGraw	X			<p>Extensive MSSA research done in 2024. Still in process.</p> <p>Jessica Peckham identified some associations with contact info. in 2024.</p>
	Committee		X		
	Jessica	X	X		
	Committee		X		
<p>2. Develop Advocacy Plan: Determine the appropriate decision-making body to influence for each topic and develop a plan to advocate for change on each designated topic.</p>	Committee		X	X	<p>2024: Met with staff of Congressman Carbajal & Dawn Addis; Yessenia Echevarria spoke at Forum;</p>



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3. Implement Advocacy Plan: a. Develop supporting materials (e.g., talking points, research summaries, etc.) and implement the plan, advocating to the appropriate decision-making body on each designated topic. b. Integrate Partnership members in advocacy efforts.	Susan McGraw/ Committee		X	X	



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