



THE IMPACT OF COVID-19 AND STIGMA ON HEALTH DISPARITIES & WORKFORCE RETENTION

AUGUST 26, 2020

2 P.M. EASTERN

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ASSOCIATION OF CLINICIANS FOR THE UNDERSERVED

Access to Care & Clinician Support

Recruitment & Retention

National
Health
Service Corps

Resources

Training

Networking

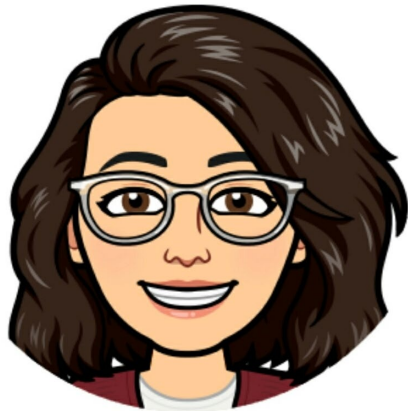
STAR² CENTER



STAR²CENTER
SOLUTIONS TRAINING AND ASSISTANCE
FOR RECRUITMENT & RETENTION

www.chcworkforce.org

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WEBINAR HOUSEKEEPING

We are
Recording

Ask Questions

Session &
Series
Evaluations

Have Fun

- Questions?

- Use the chat and questions boxes
- Email mblake@clinicians.org

Select "All panelists and attendees"
before sending your chat to the group



Use the Q&A box to share
questions directly with the
presenting team



WHY ARE WE HERE??

LET'S CHECK-IN

How are you doing today?

- A. Good, maybe even great!
- B. Ehh...
- C. Not so good
- D. It's 2020 and that is simply too complex of an answer to get into right now

A NEW NORMAL: COVID-19

USA
5,715,567
TOTAL CASES

CDC | Updated: Aug 28 2020 12:16PM

USA
176,617
TOTAL DEATHS

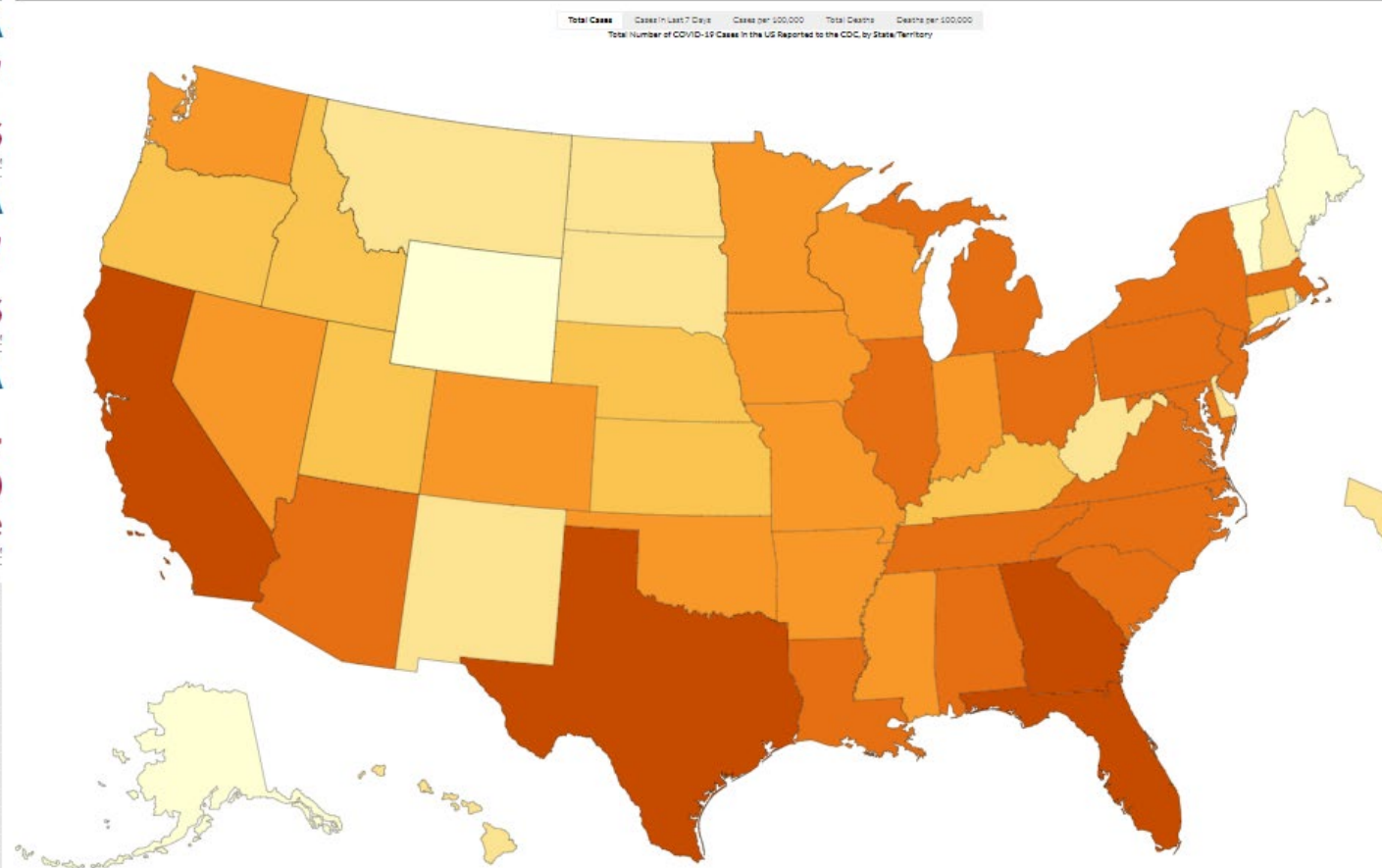
CDC | Updated: Aug 28 2020 12:16PM

USA
1,744
Cases per 100,000
People

CDC | Updated: Aug 28 2020 12:16PM

Total Cases by State/Territory

State/Territory	Total Cases	Confirmed	Probable
California	888,819	N/A	N/A
Florida	356,511	N/A	N/A
Texas	380,384	N/A	N/A
Georgia	286,263	N/A	N/A
New York City*	233,534	228,788	4,746
Illinois	223,207	221,790	1,417
Arizona	188,414	176,821	11,593
New York*	197,811	N/A	N/A
New Jersey	180,719	N/A	N/A
North Carolina	186,898	N/A	N/A
Tennessee	144,604	141,591	3,013
Louisiana	143,566	N/A	N/A
Pennsylvania	129,414	126,822	2,592
Massachusetts	126,839	116,421	10,418
Alabama	116,710	110,789	5,921
Ohio	116,651	109,966	6,685
Virginia	114,636	109,680	4,956
South Carolina	112,561	111,202	1,359
Michigan	107,489	97,960	10,529
Maryland	105,046	N/A	N/A
Indiana	87,310	N/A	N/A
Missouri	78,405	75,371	3,034
Missouri	75,944	N/A	N/A
Wisconsin	75,019	72,864	2,155
Washington	73,371	N/A	N/A
Minnesota	70,757	N/A	N/A
Nevada	66,275	N/A	N/A

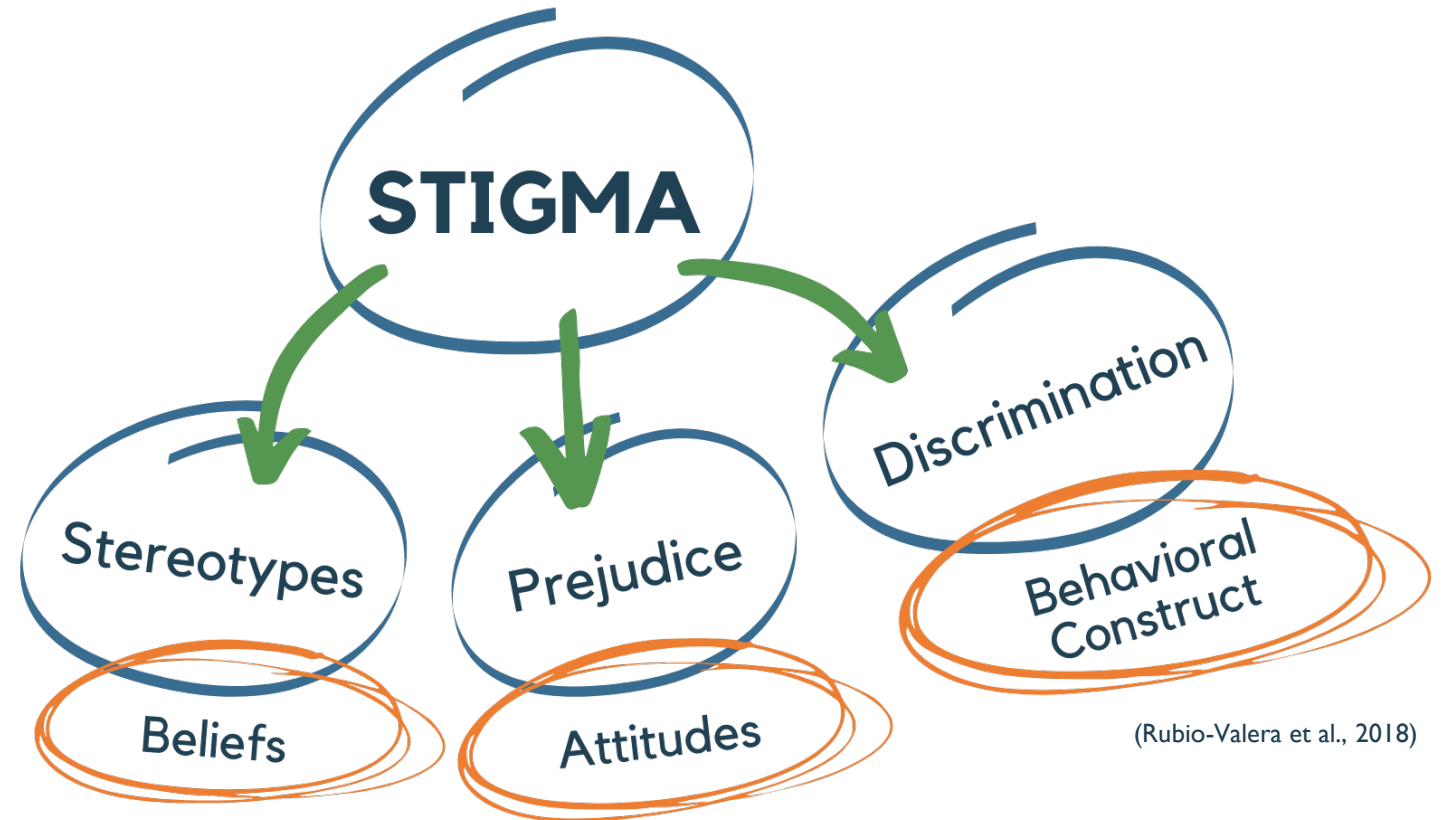


(Centers for Disease Control and Prevention, 2020)

WHAT IS STIGMA?

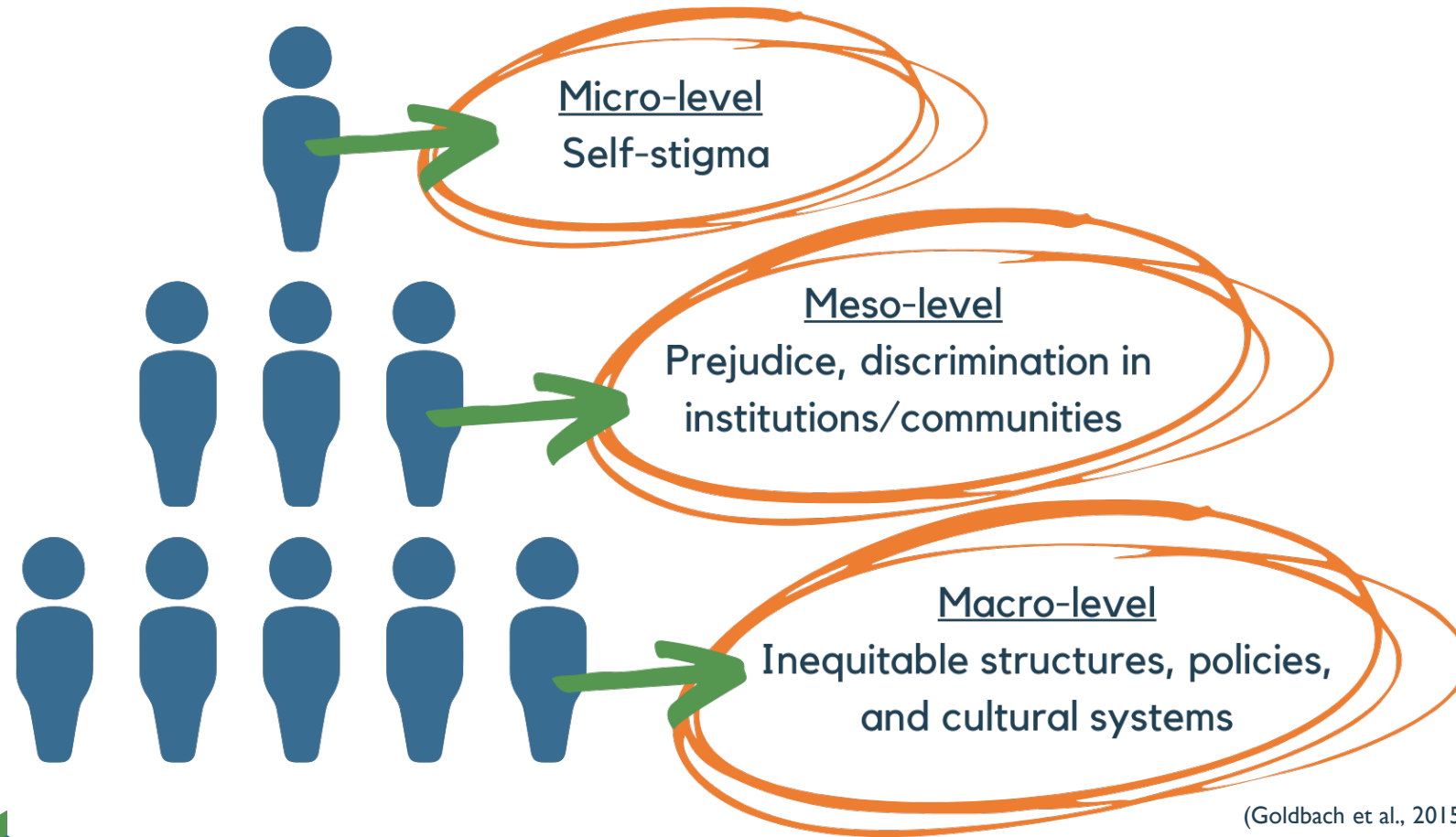
Stigma is a phenomenon that highlights the strong power differentials that exist in society

(Calvo et al., 2018)



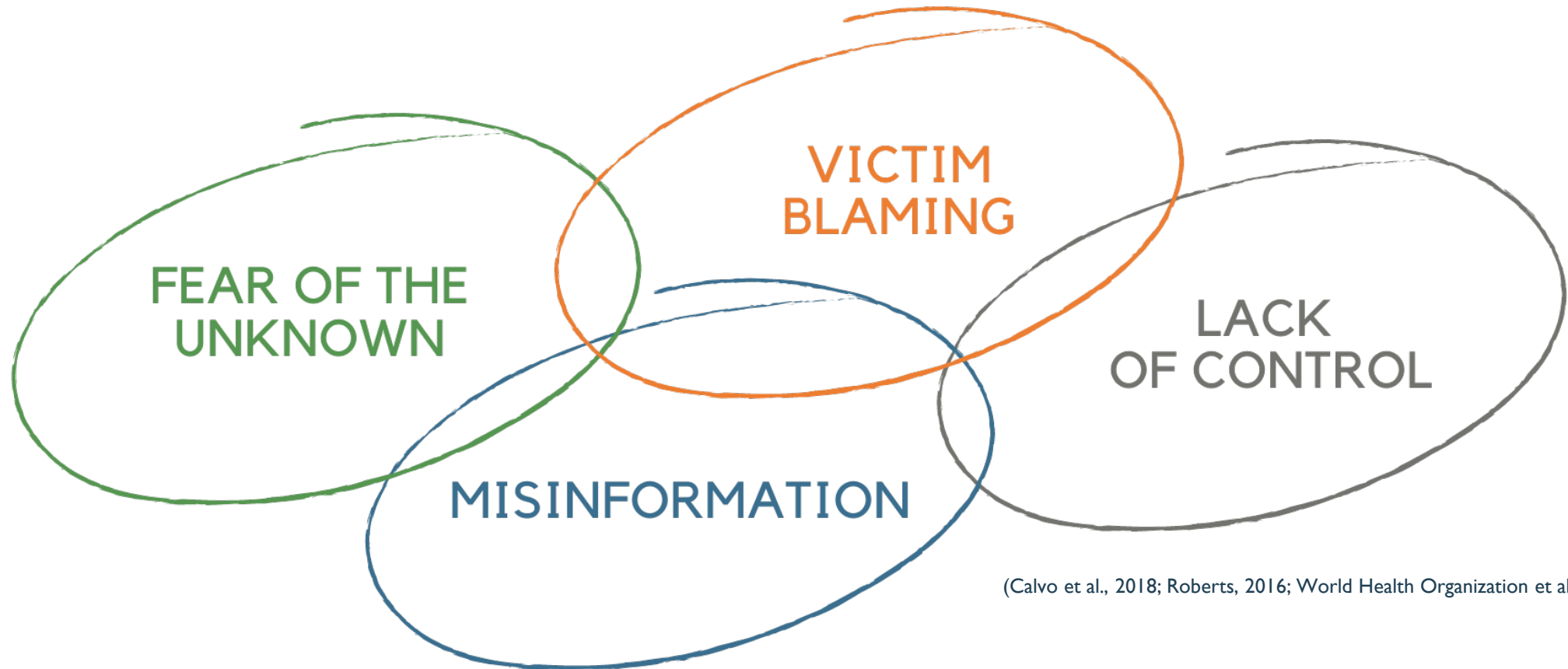
(Rubio-Valera et al., 2018)

LEVELS OF STIGMA



(Goldbach et al., 2015)

WHY DO WE STIGMATIZE?



(Calvo et al., 2018; Roberts, 2016; World Health Organization et al., 2020)

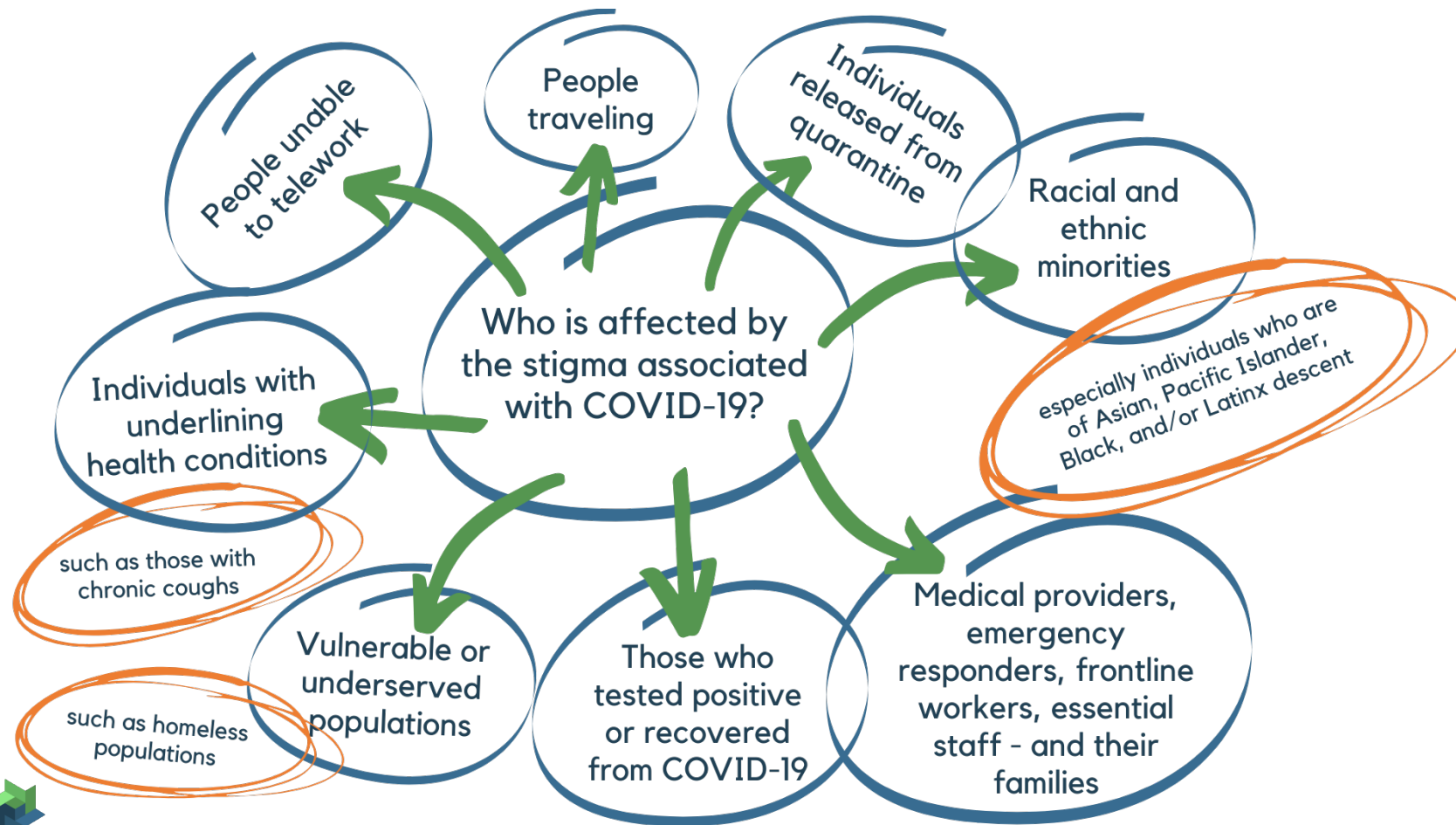
STIGMA & HEALTH DISPARITIES

Rethink **stigma** as a fundamental contributor to health disparities, similar to effects other of social determinants on population health.

(Goldbach et al., 2015; Hatzenbuehler et al., 2013)



COVID-19 & STIGMA: WHO IS AFFECTED?



COVID-19 & STIGMA: ITS IMPACT

- Excluded, shunned
- Denied opportunities and access (e.g., housing, jobs, education, healthcare)
- Experience abuse (e.g., verbal, emotional, physical)
- Isolation, abandonment
- Rejection, avoidance

(Centers for Disease Control and Prevention, 2020; Mayo Clinic, 2020)



HEALTH CENTER WORKFORCE



POLL QUESTION

Has the pandemic exacerbated the stress-related reactions of your workforce?

- A. Yes
- B. No
- C. It remains about the same as before

CORE COMPONENTS

Data-Informed
Workforce Plan

Equitable &
Effective
Compensation
Structure

Positive Culture
Focused on
Engagement

Tested
Recruitment &
Retention
Strategies

Health
Professions
Training Program

Chief Workforce
Officer

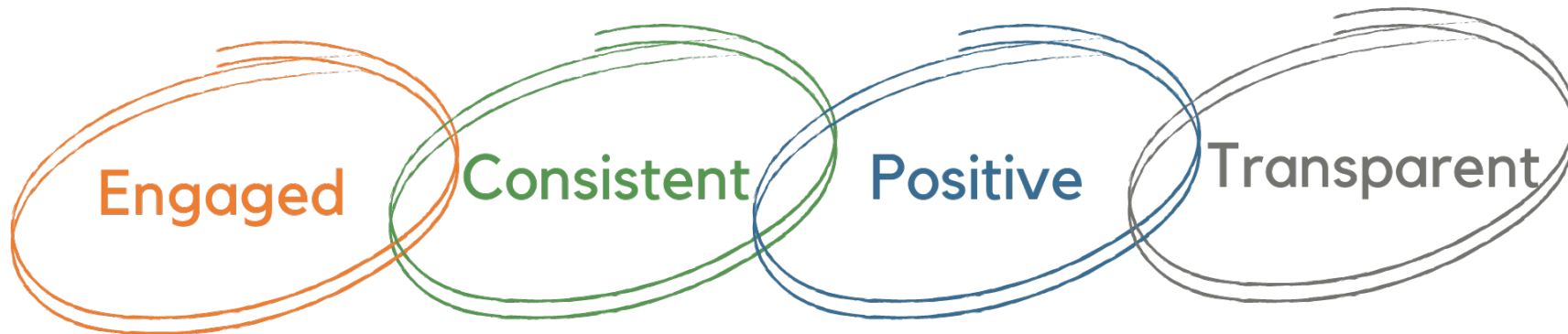
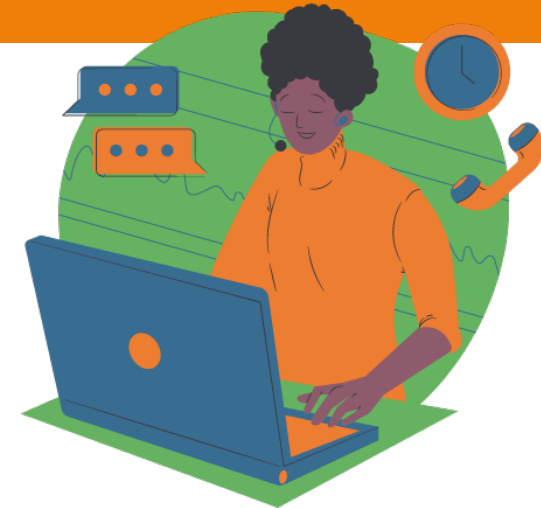
High-Functioning
Managers

Policies that
Support Diversity
& Cultural
Respect

POSITIVE CULTURE FOCUSED ON ENGAGEMENT

Focuses on a **culture of two-way communication** to continually improve the practice experience, reduce burnout, and support transdisciplinary teams in a consistent way.

CULTURE OF RETENTION



LEADERS & MANAGERS: CREATING THE RIGHT CULTURE



CULTURE & MISSION



WORDS & ACTIONS MATTER

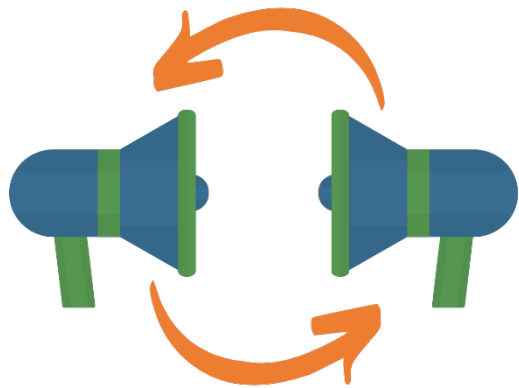
What you say and what you do matters.

How you say it and the actions you take matter.



COMMUNICATION IS KEY

Take a strengths-based perspective



Practice two-way communication, which may include:

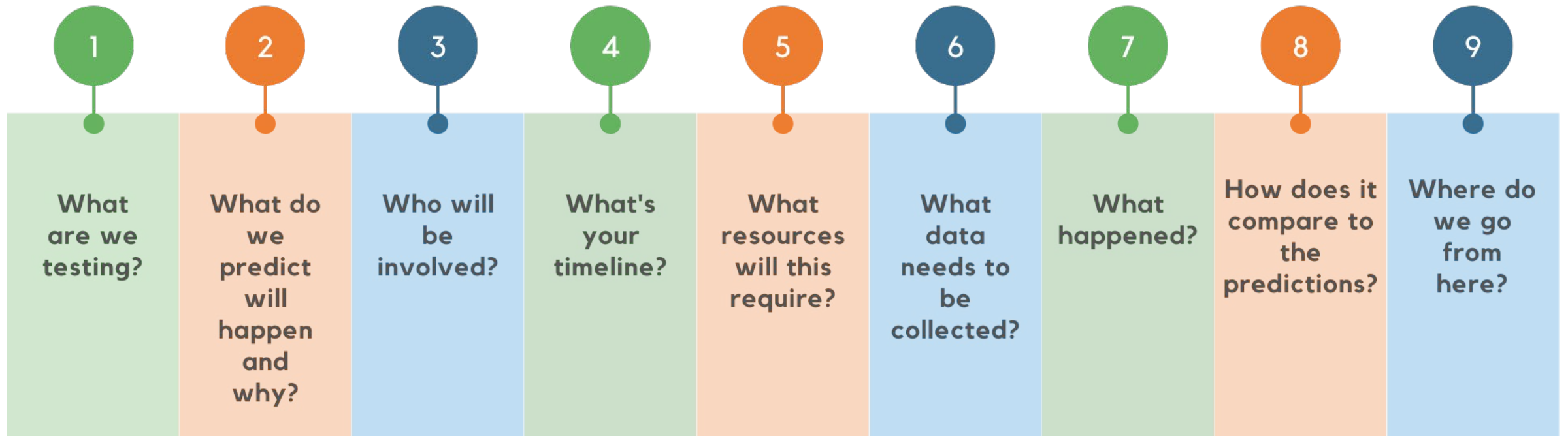
- Listening sessions
- Stay interviews
- Formal or informal recognition



TESTED RECRUITMENT & RETENTION STRATEGIES

Uses a Plan-Do-Study-Act approach to **testing and refining** the specific recruitment and retention strategies that make up a formal workforce plan.

RETENTION STRATEGY IMPLEMENTATION: A NEW NORMAL



WORKFORCE IS THE FUEL

A HEALTH CENTER WITH A
FULL TANK IDENTIFIES
WORKFORCE AS AN ESSENTIAL
ORGANIZATIONAL ISSUE



STAR² CENTER RESOURCES

Health Center Provider Retention & Recruitment Plan

Star² Center Burnout Assessment Tool



Provider Burnout Assessment Tool

OVERVIEW

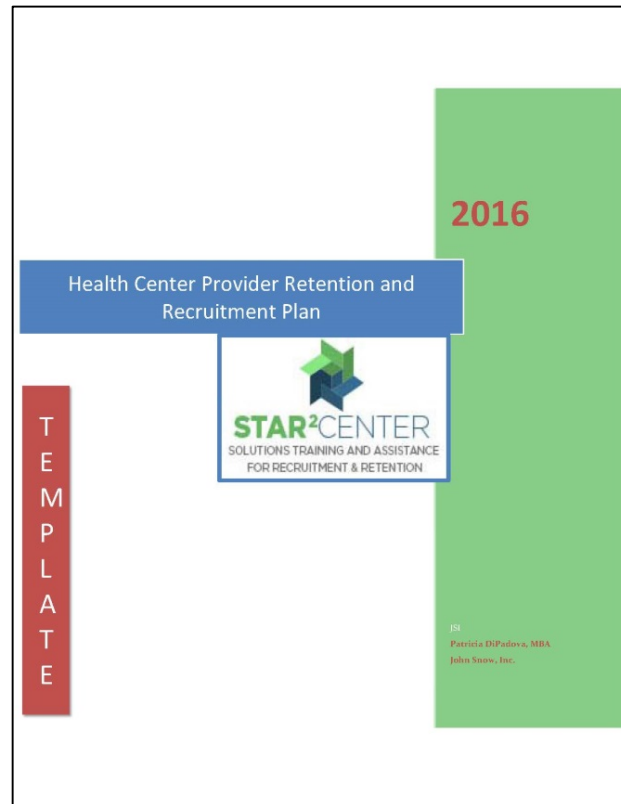
Solutions Training and Assistance for Recruitment & Retention Center or STAR² Center provides training and technical assistance to community health centers for provider recruitment and retention. This Burnout Self-Assessment Tool has been designed to assist your health center in identifying topics for further exploration. The tool includes questions to gauge the need for intervention to prevent burnout at your organization.

HOW TO USE THE TOOL

The tool includes 7 questions. It should take approximately 5-10 minutes to complete. To navigate through the assessment, use the "continue" or "back" buttons at the bottom of each page. Throughout the assessment, your answers will generate suggested resources for further reading and next steps at your health center. When you have completed the last question (#7) you will arrive at the submission page. To send the survey click 'submit' on that page. Upon submission, you will receive an automated email with a summary of your responses.

USES OF THE TOOL

The Burnout Self-Assessment Tool's primary purpose is to help you identify strategies that may improve your success with provider retention. Using your responses, the Tool will provide brief recommendations on those topics you might want to pursue. The STAR² Center has a considerable number of resources available to you on topics included in the Burnout Self-Assessment in our Resource Library.



Star² Center Online Course Learning Management System

QUESTIONS?



COMING SOON FROM THE STAR² CENTER

- [High-Functioning Managers Learning Collaborative](#)
 - September 23rd – November 18th every other Wednesday at 2 pm EST
 - If you are a health center manager, register now! Applications close COB on September 4th
- Recruitment Boot Camp
 - Learn more by signing up for our [Newsletter](#) or following us on [Twitter](#) @STAR2Center
- Join us for the [ACU 2020 Virtual Conference!](#)

