

# ALABAMA WORKFORCE INVESTMENT SYSTEM

Office of Workforce Development  
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September 21, 2006

## GOVERNOR'S WORKFORCE DEVELOPMENT DIRECTIVE NO. PY2006-03

**SUBJECT:** Training and Employment Notice (TEN)

1. **Purpose.** This transmits the following TEN:

<u>Number</u>	<u>Date</u>	<u>Subject</u>
11-06	9/06/06	Partnership with Univision to Promote Health Care to Hispanics

2. **Discussion.** TEN No. 11-06 informs states and local areas about a newly formed partnership to promote careers in Health Care to Hispanics. The Employment and Training Administration has partnered with Univision Communications, Inc. – the leading Spanish-language media company and television and radio network in the United States – to promote careers in health care as a part of a larger public interest strategy to promote good general health to the Hispanic community.

A Spanish-language public service announcement (PSA), promoting careers in health care, will air September 5, 2006 through October 31, 2006, and highlight ETA's toll free number 1-877-US2-JOBS as a reference. In addition to the PSA, Univision will broadcast a thirty-minute segment on Saturday, September 30, 2006 that focuses on health care career opportunities.

3. **Action.** Copies of TEN No. 11-06 are provided for information and potential action purposes.

4. **Contact.** Questions regarding this TEN may be directed to Heidi M. Casta, Office of Policy Development and Research at [cata.heidi@dol.gov](mailto:cata.heidi@dol.gov) and Robin Fernkas, Office of Workforce Investment at [fernkas.robin@dol.gov](mailto:fernkas.robin@dol.gov) .

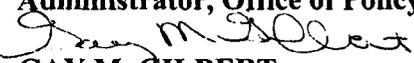
  
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Steve Walkley, Division Director  
Workforce Development Division

Attachment

<b>TRAINING AND EMPLOYMENT NOTICE</b>	<b>NO.</b> 11-06
	<b>DATE</b> September 6, 2006

**TO:** ALL STATE WORKFORCE LIAISONS  
ALL STATE WORKFORCE AGENCIES  
ALL ONE-STOP CENTER SYSTEM LEADS

**FROM:**   
MARIA K. FLYNN  
Administrator, Office of Policy Development and Research

  
GAY M. GILBERT  
Administrator, Office of Workforce Investment

**SUBJECT:** Partnership with Univision to Promote Health Care Careers to Hispanics

1. **Purpose.** To inform states and local areas about a newly formed partnership to promote careers in Health Care to Hispanics.
2. **Background.** The Employment and Training Administration has partnered with Univision Communications, Inc.—the leading Spanish-language media company and television and radio network in the United States—to promote careers in health care as part of a larger public interest strategy to promote good general health to the Hispanic community.

A Spanish language Public Service Announcement (PSA) will promote careers in health care and feature Ana Maria Canseco of Despierta America (*Wake Up America*), who is a well known television personality for the Univision network. The PSA, which will air September 5, 2006 through October 31, 2006, will highlight ETA's toll free number 1-877-US2-JOBS as a reference. Viewers calling the toll free number for information on career opportunities will be directed to their local One-Stop Career Centers. The PSA also will direct viewers to the Univision Web site which will feature a link to Career Voyages' Spanish landing page [www.explorandoprofesiones.gov](http://www.explorandoprofesiones.gov). Career Voyages presents career and labor market information on high growth, high demand occupations along with the skills and education needed to attain those jobs. Viewers will be able to access information in Spanish about careers in health care.

In addition to the PSA, Univision will broadcast a 30-minute segment on Saturday, September 30, 2006 that focuses on health care career opportunities. This segment will showcase various health care careers through interviews with Hispanics in the profession, and may feature Workforce Investment Boards, grantees, employers, and participants in health care-related training programs. ETA anticipates opening the 1-877-US2-JOBS toll free line on September 30<sup>th</sup> from 9:30 to 5:30 EDT to

handle the potential influx of calls anticipated from the airing of the segment. Spanish speaking customer services representatives will refer callers to their nearest One-Stop Career Center location and provide information about the center's operating hours.

3. **Action Required.** States are required to share information with local areas which should expect referrals to their local One-Stop Career Centers from the September 30<sup>th</sup> segment, and PSA.
4. **Additional Resources.** In addition to the local health care workforce preparation programs and employment opportunities, the following national resources may be of interest or assistance.
  - a) The **Career Voyages** Web site (<http://www.careervoyages.gov/healthcare-main.cfm>) offers comprehensive career guidance information on the health care industry and other high growth occupations. The information for the health care occupations has been translated into Spanish and is available at [www.explorandoprofesiones.gov](http://www.explorandoprofesiones.gov) by clicking on "Campo de la Salud".
  - b) The **Career Videos** Web site ([www.careervideos.org](http://www.careervideos.org)) provides links to videos about occupations in the health care industry. The videos have been translated into Spanish and provide a short description of the functions of the occupation and also showcase a person in that occupation.
  - c) The **President's High Growth Job Training Initiative and Community-Based Job Training Grants** fund model programs in the health care industry as well as other high-growth/high-demand industries. The programs focus on countering the health care labor shortages across the nation. Focus is placed on health care industry workforce priorities such as:
    - i) Expanding the pipeline of youth entering the health care profession;
    - ii) Identifying alternative labor pools such as immigrants, veterans, and older workers that can be tapped and trained;
    - iii) Developing alternative strategies for educating and training health care professionals, such as apprenticeship, distance learning, and accelerated training;
    - iv) Developing tools and curriculum for enhancing the skills of health care professionals for nationwide distribution;
    - v) Enhancing the capacity of educational institutions through increased numbers of qualified faculty and new models for clinical training;
    - vi) Developing strategies to retain and help current health care workers move into higher level positions in shortage areas; and
    - vii) Helping workers in declining industries build on existing skills and train for health care professions.

\*Detailed information about each grant and information about the solicitation for the Community-Based Job Training grant applications is available at <http://www.doleta.gov/business/> and also on [www.Workforce3one.org](http://www.Workforce3one.org).

- d) **Workforce3one.org** – ETA’s dynamic Web-site with resources, tools, and learning events on innovative approaches to facilitate transformation to a demand-driven, and integrated workforce system. It also provides information on innovative apprenticeship models. Information on training models funded through the President’s High Growth Job Training Initiative for health care and other industries are available here.
5. **Inquires.** For more information about this initiative, contact Heidi M. Casta, Office of Policy Development and Research at [casta.heidi@dol.gov](mailto:casta.heidi@dol.gov) and Robin Fernkas, Office of Workforce Investment at [fernkas.robin@dol.gov](mailto:fernkas.robin@dol.gov).