

Promoting Health Careers in Rural and Underserved Areas

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Background

- There is a prominent healthcare provider shortage in Northern Arizona.
- 20-30% of residents within the Colorado Plateau cannot access timely care due to this shortage (HRSA, 2023).
- The Colorado Plateau Center for Health Professions (CPCHP) is a program that is changing the future of healthcare in Northern Arizona, by recruiting local youth.
- Our intervention was to educate local youth about the healthcare provider shortage and encourage them to change their local statistics.

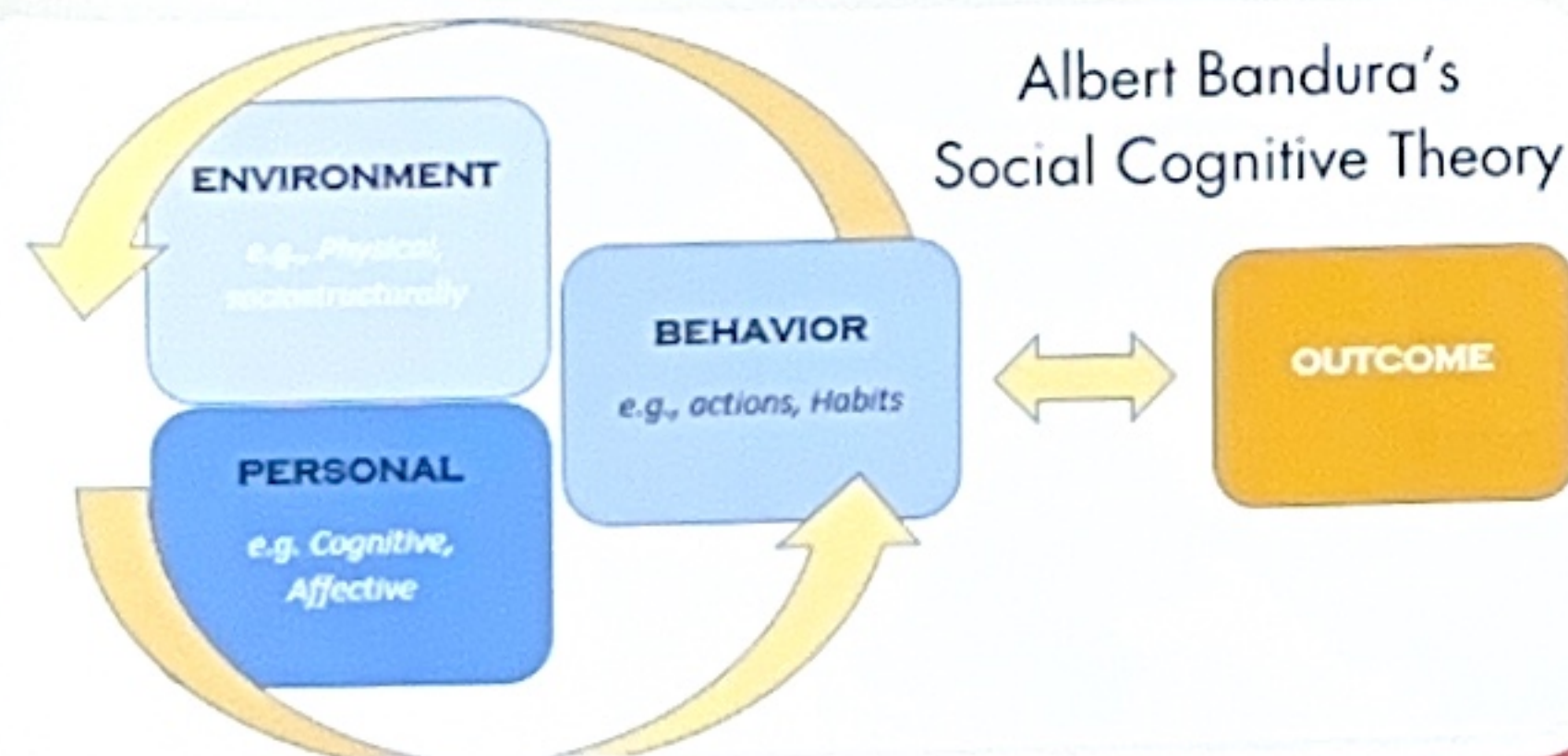
Impact Objectives

1. Increase the knowledge of the resources CPCHP offers and hope the students use these resources.
2. Encourage students to return to Winslow after college to work on improving the local healthcare.
3. Have students encourage faculty to promote or introduce opportunities on campus for interests in healthcare careers and volunteer opportunities.

Theoretical Framework:

- Effective in career readiness (Gee et al., 2021).
- Emphasizes the importance of social influence and observational learning in shaping individual behaviors (Yoon et al., 2020).

Albert Bandura's
Social Cognitive Theory



Participants

Our participants included 26 students from Winslow High School from 9th to 12th grade.

Intervention/Activities

Activity 1: CPCHP Introduction Video

- We created a video to introduce who CPCHP is as an organization.
- Many students are unsure how they can meet their goal to go into health careers.
- This video shows what CPCHP can do for students who are seeking careers in health care.

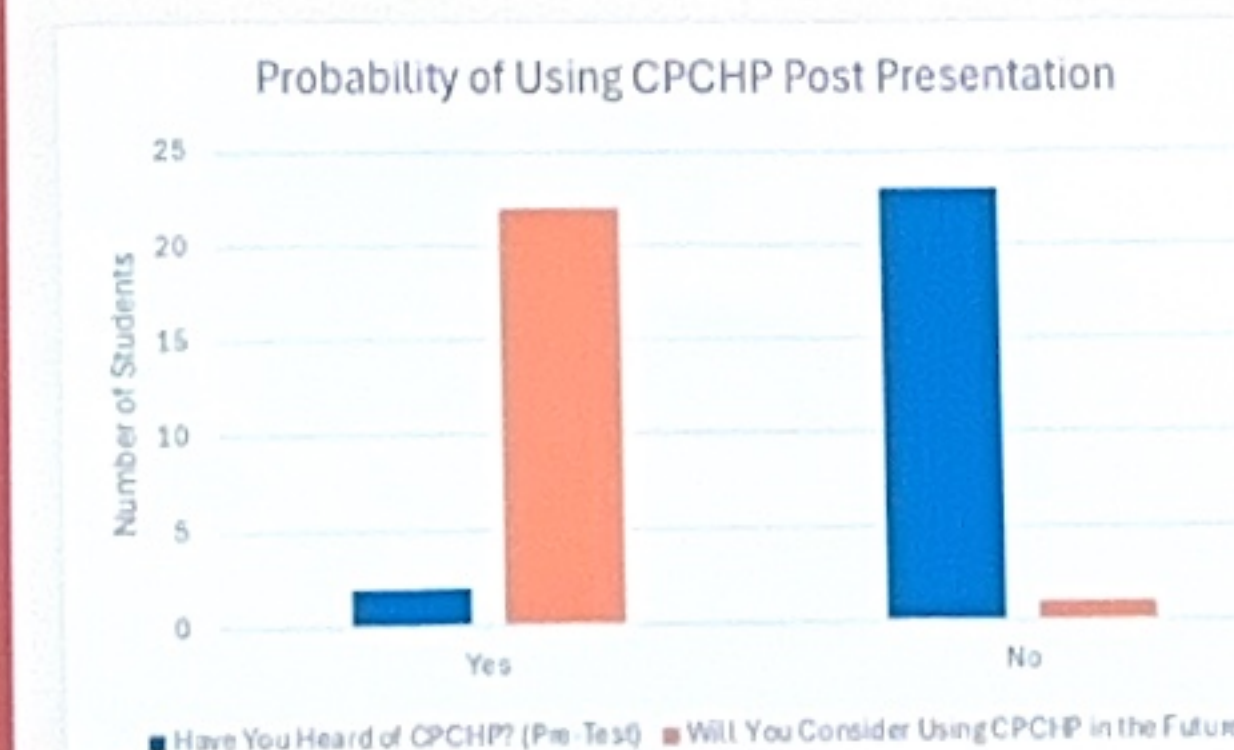
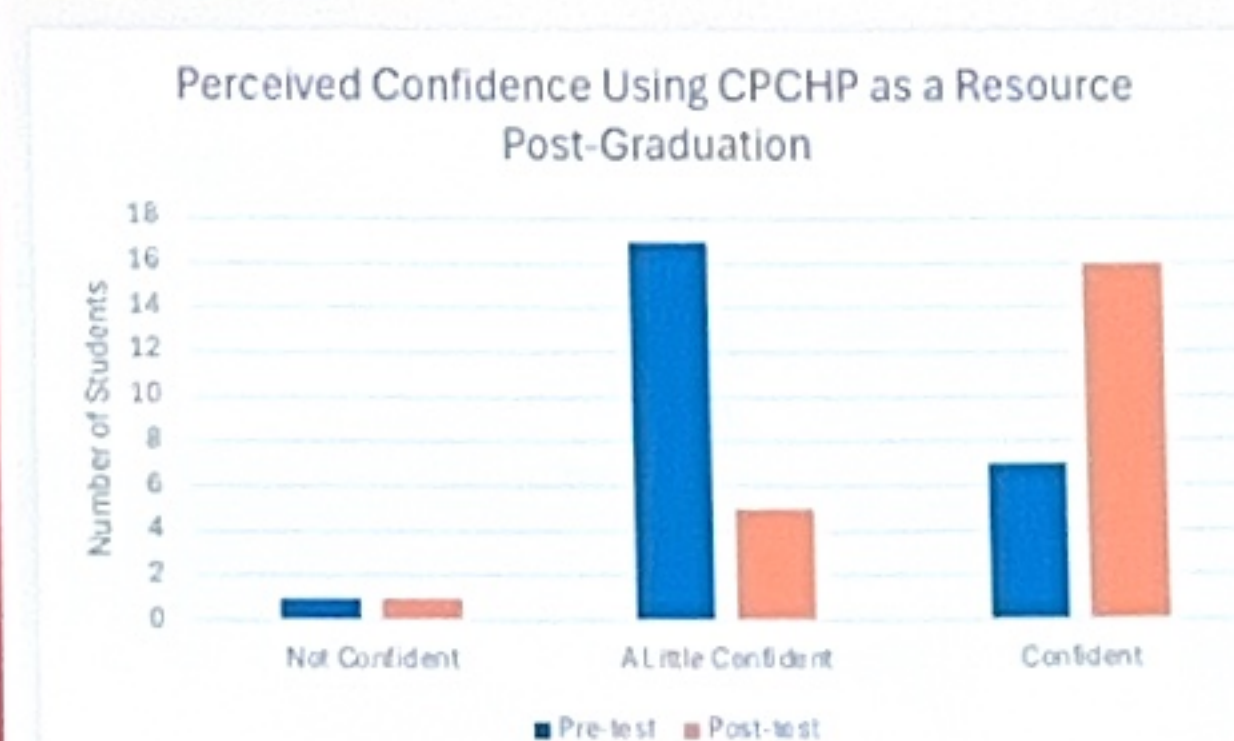
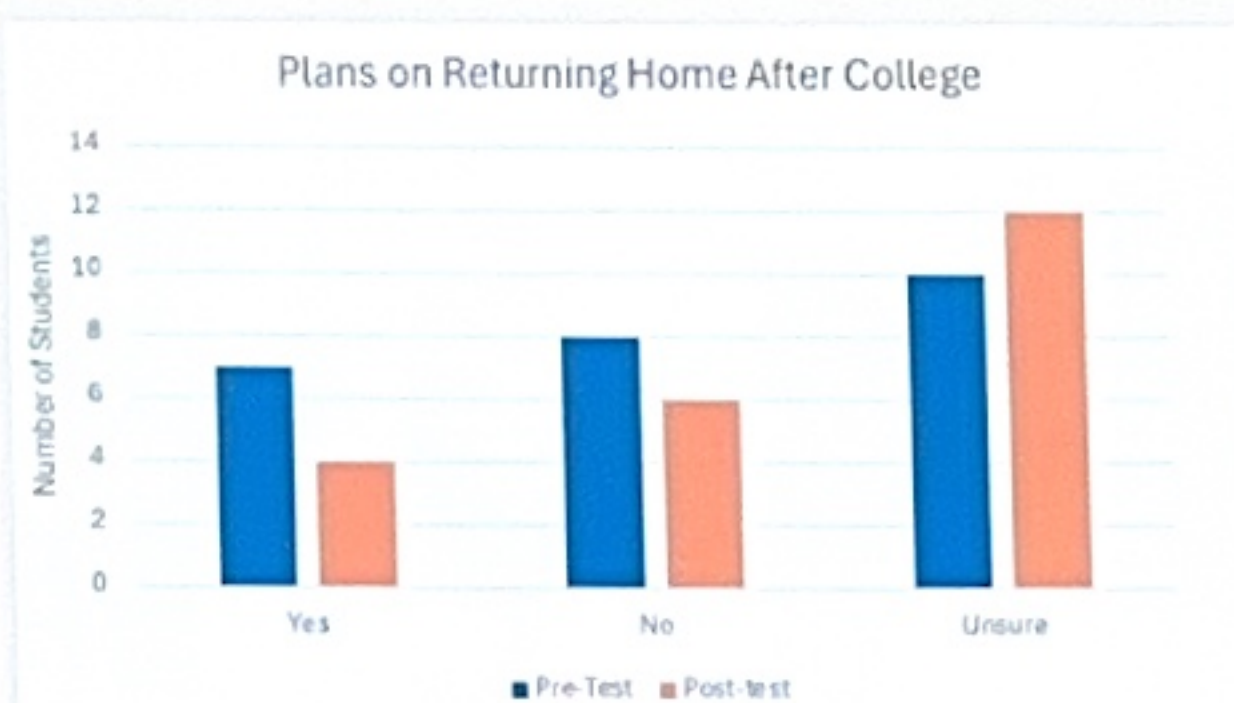
Activity 2: CPCHP Presentation Slides

- These presentation slides provide more detail on what CPCHP offers as resources for students who want to participate and join their program.
- Also provides a list of possible health careers that students may be interested in.

Activity 3: Presentation to Winslow HS

- Met with two sports medicine classes at Winslow High School where we gave our presentation.
- We gave out pre and post-tests to assess their knowledge of CPCHP, the programs they offer, and the current healthcare situation in their area. We used this data to assess if our presentation was successful.

Results/Evaluation



QR Codes for Media



Activity 1



Activity 2



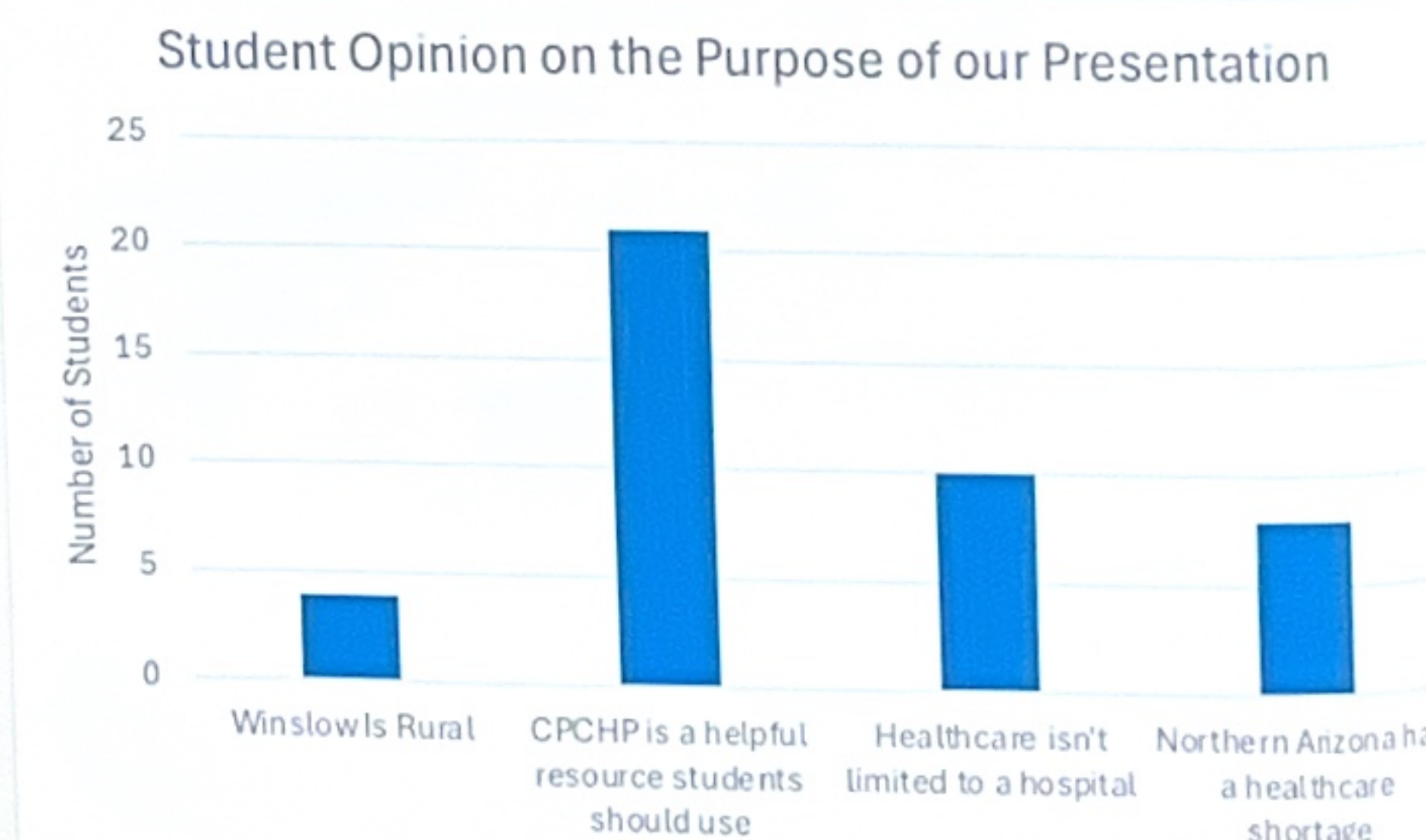
Presenting to one of the classes at Winslow High School



References

Conclusion

Our evaluation results tell us that most students' main takeaway was that CPCHP is a useful resource that students should use and want to use in the future. These results are deemed positive overall, as most students are in the contemplation stage of their plans after college, and a large majority of the students gained useful knowledge regarding resources available to them after high school that can further advance their careers in healthcare. Our results tell us that our intervention was successful, and we have met all of our SMART objectives, based on the data.



Acknowledgements

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