

TRAINING DEVELOPER PERSONAS



OVERVIEW

In 2023, the [National Network of Public Health Institutes](#) (NNPHI) was granted funding from the [Centers for Disease Control and Prevention](#) (CDC) to investigate the current state and needs of public health practitioners who develop training, including instructional designers, workforce development specialists, training developers, and others. NNPHI partnered with [LAR Consulting, LLC](#) (LARC) to conduct qualitative focus groups and key partner interviews.

Based on the research, LARC created a set of personas, or fictional characters, to represent the different user types that might seek peer support for developing training for the public health workforce.

WHY IT'S NEEDED:

- 1 Empathize with potential community members:** By engaging with these personas, organizations can better understand the diverse perspectives, needs, and challenges faced by different potential community members within the public health workforce. This understanding allows for more empathetic and targeted solutions.
- 2 Generate ideas that address their preferences and pain points:** Each persona represents a unique set of experiences, background, needs, and goals. Leveraging these personas can inspire the generation of ideas for training materials, approaches, and technologies that address the specific needs of each user type.
- 3 Design and test solutions that match their needs and goals:** Designing and testing solutions becomes more effective when tailored to the needs and goals of specific user types. Personas help in creating prototypes and conducting user testing that accurately reflects the target audience, ensuring that the final products meet their requirements.
- 4 Communicate design decisions and rationale to the field:** Personas serve as a communication tool to convey design decisions and rationale to partners and the wider public health community. They provide a concrete representation of the intended users which makes it easier to explain the thought process behind design choices.

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Sara (she/her), age 27

Health Educator at Regional Health System

- Experience: age 28, BA in health education, CHES
- Background: Focuses on developing health education for patients, staff, and caregivers, has served in this role for the past 5 years after working as a Community Health Worker with the same regional health system while completing her degree.
- Needs: Needs to create educational materials that are accessible, understandable, and useful for a wide range of individuals.
- Goals: To improve understanding and compliance with health recommendations among target audiences.



Mariana (she/her), age 39

Freelance Instructional Designer and e-Learning Consultant

- Experience: background in IT, a certificate in instructional design
- Background: She works with clients to develop trainings for community health workers and is new to public health training development.
- Needs: Passionate about improving health outcomes for indigenous and immigrant communities and is always looking for ways to make training culturally relevant.
- Goals: To continue delivering high-quality training that truly benefits community health workers.



Jackie (she/her), age 64

Workforce Development Director at Urban Health Dept

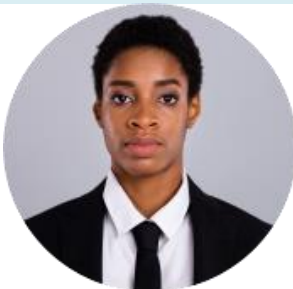
- Experience: MPH
- Background: Responsible for implementing a workforce development plan in a health department that is shifting its strategic priorities from health promotion to health equity.
- Needs: Keep up with the changing landscape of the health department while successfully implementing the development plan.
- Goals: To implement the workforce development plan successfully while leading the shift towards health equity in her department.



Sean (he/him), age 45

Accreditation Coordinator at Small Midwestern Health Dept

- Experience: MHA
- Background: Recently took on updating the workforce development plan for re-accreditation after staff retired, has been working for this health department for 2 ½ years.
- Needs: Feels overwhelmed with the new task at hand and is focused on doing what needs to be done to meet PHAB requirements.
- Goals: To successfully develop the workforce development plan without feeling overwhelmed



Taylor (they/them), age 24

Project Assistant at Public Health Training Center

- Experience: Was a contract tracer during the pandemic, first-year MPH student
- Background: Assembling a database of resources, tools, and new technologies for training development at their Public Health Training Center
- Needs: Enthusiastic and eager to learn more about developing training but frustrated by the bureaucracy and slow adoption of new technology. Desires mentorship
- Goals: To learn quickly and feel like they are making a difference



Rina (she/her), age 32

Program Manager at National Membership Association

- Experience: returned Peace Corps volunteer, MPH
- Background: Tasked with supporting a cohort of health departments in updating their workforce development plans with an anti-racism lens
- Needs: Concerned about being perceived as less experienced by members, given her prior Peace Corps work focused on educational HIV campaigns.
- Goals: To create an effective and inclusive workforce development program while managing her concern about potential criticism or failure.

