

**MEDIA ADVISORY for November 5, 2007**

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**\*\* EMBARGOED UNTIL: Monday, November 5, 2007 at 11am PST\*\***

**SHORTAGES OF SKILLED WORKERS HIT HEALTH CARE INDUSTRY**

**As California's Population Ages, Health Care Faces "Double Whammy" of Retiring College-Educated Workers and Growing Demand for Care**

Oakland, Calif. – While all industries are projected to show major shortages of college-educated workers in California by 2020, an important new study finds that these shortages have already hit the health care sector. Further, health care will soon be hit by the 'double whammy' of California's aging population, as older residents need substantially more care as they age and a generation of highly skilled Baby Boomers retires from the health care workforce.

The first study of its kind in nearly a decade, this report provides a comprehensive view of the health care workforce, including nursing and the 60% of the health care workforce known as "allied health." These technical occupations have educational requirements ranging from certificates and Associate Degrees to postgraduate education. Seventy-five percent of occupations analyzed face current shortages of graduates. The study found that California lags behind the rest of the nation in providing an adequate health care workforce.

The research was funded by Kaiser Permanente and the California Wellness Foundation and conducted by Health Workforce Solutions LLC. The study was sponsored by the Campaign for College Opportunity. The study also offers policy recommendations both specific to health care training programs and to overall educational performance.

Media interested in attending or getting a copy of the Executive Summary or full Report should contact Blake Ulveling at: (510) 645-1362 or [blake@collegecampaign.org](mailto:blake@collegecampaign.org).

**WHAT:** Telephone Media Briefing to Announce the Findings of 'Closing the Health Workforce Gap in California: The Education Imperative'  
*A presentation of findings followed by Q&A*

**WHEN:** Monday, November 5, 2007, 11 a.m. PST

**WHERE:** Telephone Briefing – media interested in attending should contact Blake Ulveling at (510) 645-1362 or [blake@collegecampaign.org](mailto:blake@collegecampaign.org) for call-in information

**WHO:** Marilyn Chow, RN, DNSc, FAAN, Vice President Patient Care Services, Kaiser Permanente.  
Ed O'Neil, MPA, Ph.D., FAAN, Professor and Director, Center for the Health Professions, University of California, San Francisco. Founder, Health Workforce Solutions LLC.  
Abdi Soltani, Executive Director, Campaign for College Opportunity.

**About the Campaign for College Opportunity:** The Campaign for College Opportunity is a broad-based, bipartisan coalition, including business, education and labor leaders, and is dedicated to ensuring the next generation of Californians has the opportunity to go to college. For more information, visit: [www.collegecampaign.org](http://www.collegecampaign.org).