

GPHSA Stakeholder Advocacy Packet (De-identified Sample)

Competency 5 Evidence – Policy Practice (5.1 & 5.2)

Prepared by: Dana Brooke Holloway (MSW Candidate)

Organization: Georgia Professional Human Services Association (GPHSA)

Date: used 2024 and 2025

A. De-identified Stakeholder Communication (5.1 – Advocate with and inform stakeholders)

NOTE: This is a de-identified sample advocacy communication intended for portfolio evidence. Replace bracketed sections with accurate details for the specific audience and issue. Remove this note before uploading if desired.

Email/Letter Template

To: Senator Chuck Payne

From: Georgia Professional Human Services Association (GPHSA) – Brooke Holloway
OFI Committee Chair

Subject: Strengthening the Human Services Workforce to Protect Continuity of Care

March 23, 2024

I am writing on behalf of the Georgia Professional Human Services Association (GPHSA) to share frontline-informed concerns about workforce instability in human services settings and to request your support for practical policy solutions that strengthen retention and protect continuity of care for Georgia families.

Across many human services roles, chronic exposure to client trauma and high-acuity needs contributes to secondary traumatic stress, burnout, and turnover. When turnover increases, client care is disrupted through delayed services, repeated re-assignments, and gaps in follow-up. These workforce conditions are not simply “staffing problems”—they directly impact access, consistency, and outcomes for children and families.

Our policy request is focused on strengthening workforce sustainability through trauma-informed organizational protections and retention supports. Specifically, we request consideration of the following actions:

- Support workforce stabilization strategies that improve retention (e.g., targeted retention initiatives, realistic caseload standards, and capacity supports).
- Encourage trauma-informed workplace practices that recognize secondary traumatic stress and promote access to support resources.
- Promote policy approaches that protect continuity of care for clients by reducing disruptive turnover and strengthening service capacity.

When helpful for stakeholder understanding, we reference existing Georgia policy logic that recognizes job-related trauma exposure and supports workforce sustainability. For example, Georgia HB451 (Ashley Wilson Act) illustrates how job-related trauma can be formally recognized through structured protections and benefits for certain roles. While eligibility and roles differ, the underlying principle—acknowledging trauma exposure and supporting sustainability—can inform broader workforce stability discussions.

We would welcome the opportunity to meet briefly with you or your staff to share workforce-informed perspectives and discuss options for strengthening retention and continuity of care. Thank you for your time and your service to Georgia.

Sincerely,

Dana Brooke Holloway

OFI Committee Chair, Georgia Professional Human Services Association (GPHSA)

Danabsoup@gmail.com

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B. One-Page Issue Brief (Supporting 5.1 – Stakeholder Education)

Title: Human Services Workforce Stability and Continuity of Care

Purpose: Provide stakeholders with a concise, practice-informed summary of workforce conditions and policy-relevant implications for client outcomes.

Problem Summary

Human services agencies experience persistent workforce instability driven by high caseload demands, chronic exposure to traumatic content, and limited retention supports. Secondary traumatic stress and burnout contribute to turnover, which disrupts continuity of care and reduces service access for children, adults, and families.

Why It Matters (Client Impact)

- Service disruption and delayed follow-up when staff positions turnover or remain vacant.
- Reduced continuity of care when clients must repeatedly re-tell histories and rebuild trust.
- Increased strain on remaining staff, compounding burnout risk and increasing future turnover.

Policy Options (Examples)

- Trauma-informed workforce supports (e.g., access to support resources, structured debriefing, and prevention initiatives for secondary traumatic stress).
- Retention-oriented capacity supports (e.g., stabilization strategies and workload/caseload standards where feasible).
- Workforce sustainability approaches that protect continuity of care for clients and families.

Stakeholder Ask

GPHSA requests stakeholder support for workforce stability actions that protect continuity of care and reduce preventable service disruption.

C. Advocacy Plan Outline (5.2 – Develop and propose/implement a policy and/or advocacy plan)

Title: GPHSA Workforce Stability Advocacy Plan (De-identified Sample)

Goal

Strengthen policy attention to human services workforce sustainability and promote practical strategies that reduce turnover-related service disruption.

Objectives

- Educate key stakeholders (legislators, legislative staff, agency partners) on workforce instability and client impact.
- Deliver consistent, trauma-informed messaging that links workforce conditions to continuity of care outcomes.
- Engage stakeholders through coordinated outreach (emails, meetings, and briefings) to support actionable policy solutions.

Key Messages

- Workforce stability is a client outcome issue: turnover disrupts continuity of care and reduces access to services.
- Secondary traumatic stress and burnout contribute to turnover and require trauma-informed organizational responses.
- Policy solutions should prioritize practical supports that strengthen retention and service capacity.

Action Steps

- Develop a one-page brief and talking points for stakeholder education.
- Identify priority stakeholders and schedule outreach (email + meeting request).
- Conduct outreach meetings and document stakeholder feedback/questions.
- Refine messaging based on stakeholder feedback and emerging needs.
- Provide periodic updates and a concise summary of outreach outcomes to GPHSA leadership.

Evaluation/Tracking (Process Measures)

- Number of stakeholders contacted and meetings requested/held.
- Stakeholder questions/themes captured to refine messaging.
- Documentation of outreach materials used (brief, talking points, correspondence).