

# ASSEMBLY, No. 5130

## STATE OF NEW JERSEY 220th LEGISLATURE

INTRODUCED FEBRUARY 6, 2023

**Sponsored by:**

**Assemblywoman CAROL A. MURPHY**

**District 7 (Burlington)**

**Assemblyman LOUIS D. GREENWALD**

**District 6 (Burlington and Camden)**

**Assemblyman P. CHRISTOPHER TULLY**

**District 38 (Bergen and Passaic)**

**Co-Sponsored by:**

**Assemblyman Stanley and Assemblywoman McKnight**

**SYNOPSIS**

Directs DOLWD to establish advertising campaign to attract candidates to health care professions; appropriates \$1 million.

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 2/9/2023)**

A5130 MURPHY, GREENWALD

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1 AN ACT establishing an advertising campaign to attract candidates  
2 to health care professions, supplementing P.L.1992, c.43  
3 (C.34:15D-1 et seq.), and making an appropriation.  
4

5 **BE IT ENACTED** by the Senate and General Assembly of the State  
6 of New Jersey:  
7

8 1. a. The Department of Labor and Workforce Development,  
9 in consultation with the Department of Health and Department of  
10 Human Services, shall establish a multimedia advertising campaign  
11 to attract candidates to health care professions. The campaign shall:

12 (1) promote health care professions as presenting engaging,  
13 dynamic, and rewarding career opportunities;

14 (2) promote available scholarships, student loan redemption  
15 programs, and other available financial support opportunities for  
16 those seeking careers in health care professions; and

17 (3) use a combination of digital outlets, television, radio, print,  
18 and other media for its purposes.

19 b. The department, in developing and administering the general  
20 advertising campaign, shall also create targeted advertising to  
21 increase the recruitment of health care professionals:

22 (1) from underrepresented racial groups; and

23 (2) into high-demand fields, as identified by the Commissioner  
24 of Labor and Workforce Development in consultation with the  
25 Department of Health and Department of Human Services.  
26

27 2. To effectuate the provisions of this act, there is appropriated  
28 to the Department of Labor and Workforce Development the sum of  
29 \$1 million which shall be, to the extent permitted by federal law,  
30 paid for from monies received by the State under the federal  
31 "American Rescue Plan (ARP) Act," Pub.L.117-2.  
32

33 3. This act shall take effect immediately.  
34  
35

36 STATEMENT  
37

38 This bill directs the Department of Labor and Workforce  
39 Development, in consultation with the Department of Health and  
40 the Department of Human Services, to establish a multimedia  
41 advertising campaign to attract candidates to health care  
42 professions. The health care field experienced shortages due to  
43 working conditions during the COVID-19 pandemic. The campaign  
44 will promote health care professions as presenting engaging,  
45 dynamic, and rewarding career opportunities. The campaign shall  
46 use a combination of digital outlets, television, radio, print, and  
47 other media for its purposes.

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1       The department, in developing and administering the general  
2 advertising campaign, is also required to create targeted advertising  
3 to increase the recruitment of health care professionals:

4       (1) from underrepresented racial groups; and

5       (2) into high-demand fields, as identified by the Commissioner  
6 of Labor and Workforce Development in consultation with the  
7 Department of Health and Department of Human Services.

8       The bill appropriates to the Department of Labor and Workforce  
9 Development the sum of \$1 million from the funds received by the  
10 State under the federal “American Rescue Plan (ARP) Act,”  
11 Pub.L.117-2 to effectuate the provisions of the bill.