

SENATE, No. 3011

STATE OF NEW JERSEY

221st LEGISLATURE

INTRODUCED APRIL 8, 2024

Sponsored by:

Senator HOLLY T. SCHEPISI

District 39 (Bergen)

Senator JOSEPH A. LAGANA

District 38 (Bergen)

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: 4/8/2024)

S3011 SCHEPISI, LAGANA

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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.
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36 STATEMENT
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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.