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NEWS RELEASE

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Registration Open for 2018 Iowa CareGivers Annual Conference on June 4-5

DES MOINES, May 3, 2018— All Iowa caregivers, including family caregivers, certified nurse assistants, home health aides, hospice aides, and other direct care professional caregivers, are invited to attend the 2018 Iowa CareGivers annual educational conference on June 4 and 5 at the Meadows Events and Conference Center – Prairie Meadows in Altoona.

As Iowa's demographics are aging and the need for more caregiving assistance grows, the traditional source of new direct care workers – women aged 25-44- is projected to shrink, leaving Iowa with a critical shortage of workers, which is already being felt by many. In addition, there is a greater need for caregivers to serve people with disabilities in their communities.

“One of the goals of the conference is to provide hands on skills and educational tools and resources in order to keep direct care staff in the field, and to help those family caregivers who are providing care,” said Pam Biklen, Program Director of Iowa CareGivers. “From past conferences, 84 percent of attendees said their participation at the conference increases the likelihood they will continue working in the direct care field, and helps reinvigorate their passion and commitment to caregiving.”

“Cultivating Caregivers” is the theme of the two-day conference, designed to provide information-rich programs, plus opportunities for skills enhancement, networking and nurturing caregivers' personal and professional well-being.

This year's attendees will learn from a host of state and national experts on timely topics ranging from the opioid epidemic in Iowa to dealing with stress and grief, as well as tips and tools for family caregivers, the importance of oral health care and nutrition, skin care, the benefits of therapy dogs, how to identify and respond to dependent adult abuse, how to manage conflict in caregiving and much more.

Conference special features for attendees include: an evening recognition reception on June 4 to honor and pay tribute to all who provide care and support to Iowans in need; free health and oral health screenings provided by the Iowa Dental Hygienists' Association and Polk County Health Department; and “Hidden in Plain Sight,” a special interactive exhibit of a teenager's bedroom with indicators of substance abuse and other risky behaviors.

With support of statewide sponsors and exhibitors, the conference fee is priced at \$95 for both days, which includes all the educational sessions, workshops and materials as well as continental breakfast, lunch and breaks both days, plus the series of special programs and health services screenings. Fee for one day is \$65. Early bird registration deadline is May 25th. Registration after May 25 is \$30 more.

Conference attendees needing continuing education credit will earn 10.75 contact hours for both days, or 5.0 for June 4 and 5.75 for June 5. The credit hours are available for Certified Nurse Assistants, Certified Medication Aides, Health Care Technicians, Home Health Aides and other direct care professionals. Contact hours are approved by the Iowa Department of Inspections and Appeals toward the number of contact or in-service hours required by some health and long-term care employers. CEUs are not available for RNs, LPNs or other licensed staff.

Conference registration is available online at www.IowaCareGivers.org Prairie Meadows is offering a special guestroom rate of \$101, plus tax, for conference attendees, available on bookings before 5 pm on Wednesday, May 9. Room reservations are available directly with the hotel by calling 515.957.3000 or 800.325.9015. Identify yourself as attending the Iowa Caregivers conference at the time of booking.

Presenting sponsors of the Iowa CareGivers 2018 Conference are UCS Healthcare and the Iowa Insurance Division. UCS Healthcare delivers comprehensive health care services including mental health therapy, psychiatric services, substance use disorder therapy and medication assist treatment for opioid and alcohol addiction across Iowa. The Iowa Insurance Division is the state regulator which supervises all insurance business transacted in the state and oversees activities related to the sale of investments in Iowa. Part of the agency's mission is education, including promoting financial literacy and fraud prevention.

Other supporting sponsors include: AARP Iowa; Allegra Marketing, Print and Mail; Amerigroup Iowa, Inc; Aging Resources of Central Iowa; Iowa Department on Aging; Des Moines Area Community College (DMACC); Iowa Geriatric Education Center; Claude Freeman; United Healthcare; UnityPoint Health-Des Moines; Veritiv; Green Hills; HCI Care Services & VNS of Iowa; Mary Greeley Medical Center; North Iowa Area Community College; Northcrest Community; Bruce and Linda Simonton; University of Iowa College of Dentistry and Dental Clinics; Western Iowa Tech Community College; and Michael Wolnerman.

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