

Preparing Those in Direct Care to  
Serve the Needs of Iowans By Being:



PREPARED  
CONNECTED  
INFORMED  
EMPOWERED

## “A Call to Leadership: A Direct Care Professional’s Guide to Leadership”©

Leadership comes in many forms and Iowa CareGivers believes that those who work in direct care demonstrate leadership every day. This program is designed for those, like you, who view their roles in direct care as a chosen career. It encourages you to think more broadly about leadership within your profession and provides you with tools and resources to develop skills at your comfort level. Focus is on: telling or writing your story about the rewards and challenges of your service; how to talk to your elected officials; and educating the general public about direct care. If direct care is your chosen career or profession, this program is for you!

## Educational and Networking Conferences

Feel Appreciated | Get Motivated | Renew Your Passion | Receive Quality Education

A statewide, two-day, fun-filled, theme-based event offers over 20 different educational topics. You are given opportunities to network with others in the field. Exhibitors provide a wide range of resources, and free health screenings are available.

*“It was beneficial learning about different personalities and how to interact with those different than me.”*

*“I loved the variety of different choices of classes, making and meeting friends and networking with lots of wonderful people.”*

*“After attending this program, I feel important and respected for what I do.”*

### NOTE:

*The term “Direct Care Professional” includes all those who work in direct care such as certified nursing assistants, home health aides, hospice, medication and rehabilitation aides, direct support professionals, universal workers, etc.*

*“I felt inspired and empowered by it all.”*

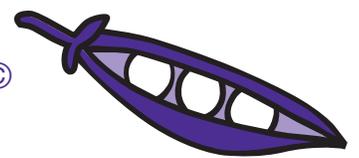
## “3 P’s in a Pod” Regional Conferences©

The “3 P’s in a Pod” Regional Conferences are one-day events, similar to the statewide conference. The 3 P’s stand for Professional. Personal. Peer.

### Advocacy

Bringing your face and voice to the table on laws and rules that affect you, your employers, and those you serve.

- Working on strategies to raise wages and compensation; and opportunities to grow professionally.
- Advocacy training.
- Day at the State Capitol to educate elected officials.



**3 P’s in a Pod**  
Professional. Personal. Peer.

*“We all got to express ourselves and learn from each other.”*

# RESOURCES

## What's Up

- ENews and Postcards to keep you updated on what is going on in direct care and at Iowa CareGivers.

## Grassroots Awareness Campaigns

- "Come Care With Me" campaign to educate elected officials about the value of your service by giving them the opportunity to provide hands-on-care.
- "Toughest Job You'll Ever Love" campaign featuring tools to conduct grassroots outreach to educate others about direct care.

## Hub Newsletter

The Hub is an informative newsletter shared with thousands statewide. It is a great way to stay informed about Iowa CareGivers programs and learn about different resources. It also keeps you up-to-date on laws and decisions that have an effect on you, your profession, and the lowans you serve. The Hub contains great photos and articles written by or about those who work in direct care. Sign up to receive the Hub at [www.iowacaregivers.org](http://www.iowacaregivers.org) or by calling 515.223.2805.

## Website

- Stay informed and connected
- Find program information and register online
- Get involved in various advocacy issues
- Find information about other community programs
- Check it out! — [IowaCareGivers.org](http://IowaCareGivers.org)
- Connect With Us on [Facebook](#) and [Twitter](#)

## Other Things You May Want to Know

You do not need to be a member to participate.

**Programs Are Designed For and Open To All Who Work In Direct Care.** All direct care professionals (DCPs) such as Home Health or Home Care Aides (HHAs/HCAs), Certified Nursing Assistants (CNAs), Certified Medication Aides (CMAs), Direct Support Professionals (DSPs), Patient Care Technicians (PCTs), Consumer Directed Attendant Care Workers (CDAC), Universal Workers, Nonmedical and Companion Service Workers, and other DCPs are encouraged to participate. Some programs are suitable for Family Caregivers.

- Programs are often held in cooperation with community colleges.
- All participants receive certificates of attendance.
- Programs are offered at low or no cost due to contracts, grants, and contributions, we receive.
- Meals are provided depending upon the program times; there is usually no fee or the cost is figured into the cost of registration at conferences.

## To learn more about any of our programs and services:

- **Visit [www.iowacaregivers.org](http://www.iowacaregivers.org)** for updated program schedules and online registration
- **Watch for a separate brochure** for each of the programs closer to the scheduled event
- **Call or email, Pam Biklen, Program Director** at 515.729.9729 or [information@iowacaregivers.org](mailto:information@iowacaregivers.org)

## For more information contact Iowa CareGivers:

1231 8th Street #236 • West Des Moines, Iowa 50265

Phone: 515.223.2805

[information@iowacaregivers.org](mailto:information@iowacaregivers.org)

[www.iowacaregivers.org](http://www.iowacaregivers.org)



## OUR MISSION:

**Enhancing the quality of care by providing education, recognition, advocacy, and research in support of those who work in the field of direct care.**

