

1992 - IOWA CAREGIVERS (IC) - DIRECT CARE/SERVICE WORKFORCE CHAMPION

- Unique 501c3
- Ensuring good direct care/service jobs and quality care/service
- Educational conferences, specialties, scholarships, networking, recognition, mentoring, leadership and other programs proven to increase staff retention and job satisfaction
- Independent voice on issues that impact direct care/service workers and those they serve

iowacaregivers.org

\$1.3 MILLION GRANT AWARDED TO IC

- Focused on direct care workforce recruitment and retention
- Issue advocacy
- Research - AARP survey revealed 80% said direct care workers should be certified by State
- Multi-stakeholder coalition led to legislatively-directed Direct Care Worker Task Force

Better Jobs Better Care

LEGISLATIVELY-DIRECTED TASK FORCE

- Iowa Legislature passed a bill to establish Direct Care Worker (DCW) Task Force
- Charged with reviewing DCW educational standards; certifying DCWs; expanding the DCW Registry to maintain credentials; continuing ed standards; certifying instructors

PERSONAL AND HOME CARE AIDE STATE TRAINING FEDERAL GRANT (PHCAST)

- Awarded to Iowa Department of Public Health (IDPH)
- Developed competency-based curriculum that is portable across settings and populations served
- Six modules
- Administered by University of Iowa (U of I) College of Nursing
- Six-hour Core good recruitment tool and housed at U of I

iowapreparetocare.com

Six-hour Core

PILOTED DIRECT CARE CREDENTIALING

- Grant activities were led by the Direct Care Workforce Initiative
- Prepare to Care, Iowa's person-centered, competency-based training for the direct care workforce made possible by the PHCAST grant
- Demonstrated reduction in staff turnover



LACK OF AWARENESS, VISION, AND SUSTAINED COMMITMENT PUTS SUCCESSFUL IOWA INITIATIVES ADDRESSING OUR DIRECT CARE/SERVICE WORKFORCE CRISIS IN PERIL

Nationally, Iowa Is Recognized As A Leader In Addressing The Direct Care/Service Workforce Crisis.....But Not In Iowa!



IOWA'S MODEL EFFORTS FEATURED - ONE OF 3 STATES

- PHI, a national leading authority on the direct care workforce, releases a case study that describes how Iowa's leaders are addressing the direct care workforce crisis through incremental systemic changes.

[PHI Case Study Report - Iowa](#)

DELTA DENTAL SUPPORTS 1ST PREPARE TO CARE SPECIALTY IN ORAL HEALTH

- Delta Dental of Iowa Foundation (DDIAF) and its Lifelong Smiles Coalition (LLSC) awards grant to IC for oral health specialty known as Mouth Care Matters (MCM)
- Dental hygienists or dentists are certified to teach the program
- Good interdisciplinary training
- Curriculum integrity protected by University of Iowa

[Lifelong Smiles](#)

[Mouth Care Matters](#)

EMPLOYERS & COMMUNITY COLLEGES IDENTIFY WORKFORCE SOLUTIONS

- 11 regional programs, "Direct Care Workforce 2020" were held with employers and community colleges
- Employers voiced concerns about inability to fill job vacancies, high turnover, and high number of retirements
- Solutions are identified and are being used to inform policy and practice

[Solutions Document](#)

IOWA WORKFORCE DEVELOPMENT (IWD) EMPLOYER SURVEY VALIDATES CRISIS

- IWD surveyed health and long term service and support (LTSS) employers
- Findings validate DCWF 2020 forums concerns
 - Unfilled vacancies
 - High turnover
 - Retirements on the rise
 - Unqualified applicants
 - Low wages and lack of benefits

[Direct Care Survey](#)

DIRECT CARE/SERVICE WORKFORCE (DCWF) SUMMIT

- Stakeholders participate in DCWF Summit hosted by IDPH

"I had to work a second job to supplement my income so I could afford to work in the direct care job that I love."

Fran Mancl, Certified Nursing Assistant and Summit Participant

[Workforce Summit Report](#)