

STRENGTHENING THE DIRECT CARE WORKFORCE

Iowans Depend On



Iowa is in the midst of a caregiving crisis

Iowa's direct care workforce has been overwhelmed by shortages and high turnover, which place those who need them at greater risk. COVID-19 exposed longstanding systemic and policy gaps that have gone unaddressed for far too long for these individuals—the certified nursing assistants, home care aides, direct support professionals, hospice aides, and others who provide most of the hands-on care for Iowans in these settings as well as in clients' homes, group homes, hospitals, and hospices. The contributing factors to recruitment and retention are the same daunting problems that have existed for years: low wages, lack of healthcare coverage, and a reliance on other worker supports such as the Supplemental Nutrition Assistance Program and childcare subsidies.

These direct care workers make up one of the largest segments of our workforce, one that will only increase in demand as we experience an ever-widening care gap that we as a state—and as a society—are not nearly prepared for.

To address these workers' increased needs, Iowa CareGivers seeks the support of our generous donors to expand access to our programs, education, and resources for direct care workers, as well as for our advocacy efforts on their behalf with partners and policymakers:



Iowa CareGivers *Programs and Services:*



Mouth Care Matters (MCM)

A one-day oral health educational program providing practical hands-on skills on how to deliver the best oral care. Suitable for most health and long-term service staff (including licensed nurses), with family caregivers also benefiting. Taught by certified MCM instructors, with both in-person and virtual instruction options.



3Ps IN A POD
PROFESSIONAL. PERSONAL. PEER.

3Ps in a Pod

One-hour virtual programs or in-person regional events providing direct care workers opportunities for Personal and Professional growth and enrichment through education and Peer networking. 3Ps in a Pod nurtures health and well-being through information to help recharge and reconnect; provides education, tools, and resources to build skills and knowledge in the field of direct care; and offers tips and techniques for providing hands-on care. Additionally, the program builds connections with others in the same profession through sharing stories and tips, and, most importantly, knowing that direct care workers are a part of something bigger and greater.



Direct Care HUB Newsletter

This informative newsletter is designed for those in direct care and Iowa CareGivers' supporters to learn about programs and services and to keep up-to-date on program and event calendars and advocacy activities. The HUB is distributed by mail and via email.

Iowa CareGivers *Programs and Services:*



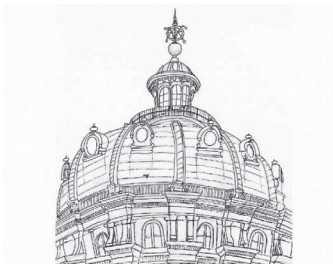
Annual Educational and Networking Conference

This statewide two-day conference, now in its 28th year, is a fun-filled, theme-based event offering over 20 different educational topics and exhibits covering a wide range of resources, opportunities to network, and free health and oral care screenings. The conference culminates in a recognition banquet for attendees.



Leadership Tools

Direct care workers learn how to educate the public, elected officials, and others about the vital role they play in the care and support of Iowans and the economic impact on rural and urban communities to help change the way that people think and talk about direct care, and to enhance the image of the direct care profession. These resources also provide guidance and opportunities for peer outreach activities.



Advocacy

Training in grassroots outreach to educate stakeholders, including elected officials at all levels of government. This work also includes involvement in issues that affect those in direct care, their employers, and those served by DCWs, and on strategies to improve wages and benefits, education, and opportunities to grow professionally.

WHAT'S SO *special* ABOUT IOWA CAREGIVERS?

Iowa CareGivers (IC) began in 1992 in the basement of a former nurse aide. IC is a nonprofit, nonpartisan organization devoted to sharing the independent voice of those in direct care. We strive to elevate the direct care workforce through programs and advocacy that will result in society placing a higher value on those who provide direct care, increase wages, and education and training that is consistent with a permanent record and credentials or certifications that follow you from one workplace setting or population served to another.

Our mission:

To enhance the care and support of Iowans by providing education, research, recognition, and advocacy for those who provide direct care.

Thank you!

As Iowa CareGivers embarks on the work ahead—work that is vital to the future of our communities, state, and society—we are so grateful to have our most generous and loyal supporters like you alongside us. We hope sincerely that you'll consider supporting our efforts, so that the direct care workers of today and tomorrow can do the work they love for those we love. Thank you!

IowaCareGivers.org

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IOWA CareGivers
The go-to place for those in direct care