

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

Delivering information to those at the center of quality care

**Monday, September 8 and Tuesday, September 9, 2014**

The Meadows Events and Conference Center — Prairie Meadows

Registration Deadline: August 28, 2014



Join us as we celebrate the "Magical Moments" that happen in direct care.

To register, see our website at [www.iowacaregivers.org](http://www.iowacaregivers.org) or request a brochure at 515.223.2805.

See more information on page 4 and 5.

## CONGRATS TO 2014 LEADERSHIP GRADS!

See page 6 for more information.



### TAKE THE CHALLENGE!

70% of graduates reported they have made or intend to make changes financially as a result of this program. See how you can get involved and benefit, page 3.



Special Election Edition of the HUB coming soon! See page 2 for more information.

### JOHNSON COUNTY CNAS HONORED: LITTLE THINGS MEAN THE MOST

"I've learned that often the little things mean the most: when you make someone laugh, give them a hug, or even listen to a concern, you make a difference, and residents appreciate that more than words can say!" – Pam Railsback, Local Long Term Care Ombudsman



(back row) Erica Haskins (of Windmill Manor in Coralville), Constance Wright (of Iowa City Rehabilitation and Healthcare in Iowa City), Myrissa Donatti (of Briarwood Healthcare in Iowa City), Marie Viktor (of Solon Care Center in Solon). (front row) Rosene Worrell (of Crestview Nursing and Rehab Center in West Branch), Julie McKean (of Pioneer Park in Lone Tree), and Pam Gustoff (of Oaknoll in Iowa City). \*\*Award winner Terri Hemm, of Lantern Park, is not pictured.

See page 5 for more information.

### INSIDE:

- Glimpse of Conference Workshops
- Conference Scholarship Recipients
- Leadership Graduates
- Haiku Poem
- MIHF Grant Award
- Much More...

## CARE ABOUT YOUR PROFESSION AND QUALITY CARE? THEN STAY INFORMED!

If you are interested in receiving information about educational programs, topics in direct care, and other opportunities, sign up NOW with Iowa CareGivers. You can complete the form on our website at [www.iowacaregivers.org](http://www.iowacaregivers.org). You can also sign up by phone or request a form at 515.223.2805 or by email at [information@iowacaregivers.org](mailto:information@iowacaregivers.org) or [bailey.phares@iowacaregivers.org](mailto:bailey.phares@iowacaregivers.org).

## Snippets from Di on Frequently Asked Questions:

### ***“Is Iowa CareGivers Affiliated with Iowa Health Care Association or the National Association of Health Care Assistants?”***

No, the Iowa CareGivers is a free standing, INDEPENDENT nonprofit organization that focuses on serving the needs of those who work in direct care. We feel strongly that those who work in direct care deserve an independent voice. If we were to give up our independence or merge with Iowa Health Care Association, a nursing home trade association, it would create the potential for real or perceived conflicts of interest. Being independent enables us to be true to our mission and those we serve... the direct care workforce. We do work with many employers that embrace our mission and see the value in a well-educated, skilled, compensated, and empowered direct care workforce. If you have any questions, please call me at 515-249-0138 or email me at Di.findley@iowacaregivers.org.



*Di Findley, Executive Director,  
Iowa CareGivers*

### ***“Do you support an increase in the minimum wage?”***

We support the means to elevate the financial stability of those who work in direct care. Iowa needs to fill 20,000 new direct care positions by 2020. Decent wages are critical to our being able to find and keep good people in this high demand occupation. Any minimum wage legislation must include protections that will prevent families from losing eligibility to various programs that they rely on such as child care subsidies or health insurance for their children. The last thing we want to do is put people at even greater financial risk.

### ***“How much should direct care workers make an hour?”***

How much do YOU need to make an hour to live comfortably or raise a family?

## Make Your Vote Count in November!

*By Julie McMahon, Consultant, Iowa CareGivers*



*Julie McMahon,  
Consultant, Iowa CareGivers*

**You can't win if you don't play!** You've all heard this as it applies to the lotto, but it relates just as much to voting! Election outcomes are determined by those who participate. Elected officials make important decisions about how we will spend our money (taxes) and on many other issues that make a difference to all of us living in the United States. As a direct care worker (DCW), you are concerned about many issues that affect you and your family; i.e. how you are able to provide care, safety in the workplace, what you will be paid, DCW education and credentials, and how you receive your own health care! Decisions on these and many other issues are made by your elected officials. Before you vote in the November 2014 election, think about the issues/problems that are important to you as a direct care worker and then look for candidates who share the same concerns.



**In an upcoming special edition of THE HUB**, we will be providing feedback from some of our candidates for public office as to how they plan to address issues faced by you and other direct care workers in Iowa. You'll also have an opportunity to hear from the candidates for Governor at the Iowa CareGivers conference in September. Until then, take steps to be an informed voter! **1)** Register to vote if you aren't already registered. **2)** List concerns/issues that affect you as a DCW. **3)** Look for opportunities to learn about the candidate. If you're still not sure, don't be afraid to ask questions about a candidate's position on issues important to you. Make your vote count in November!

## **IMPORTANT: YOU MUST BE REGISTERED TO VOTE!!** **REGISTRATION DEADLINE IS OCTOBER 25, 2014**

The voter registration deadline for the November 4, 2014 General Election is October 25, 2014 (10 days before the election). If you need to register, you may get Voter Registration Forms from your County Auditor Office, the Office of the Iowa Secretary of State ([www.iowavotes.us](http://www.iowavotes.us) OR [www.sos.state.ia.us](http://www.sos.state.ia.us)), public libraries, Department of Human Services and Department of Transportation offices, or political party offices.

**General Election: Tuesday, November 4, 2014. Polls open from 7 a.m. to 9 p.m.**

## Have You Taken the Financial Fitness Check-Up?

**THERE IS STILL TIME!!**

**Sign Up for the September Financial Fitness Challenge!**

The Iowa Financial Fitness Challenge is a highly effective on-line training program focused on financial education and well-being. This program is being offered, **FREE of charge**, to Iowans who work in direct care—thanks to the generous support of the Iowa Insurance Division, and in partnership with Iowa CareGivers, the Investor Protection Institute, and Educated Investor. If you are providing hands-on care to older Iowans, children or adults with disabilities, this program is for you!

The Financial Fitness Challenge was first offered under this partnership in February 2014. Iowa CareGivers is pleased to announce that the program was an overwhelming success! 70% of graduates reported they have made or intend to make changes financially as a result of this program and 85% said they would recommend this program to co-workers, family, and friends. **The February program was so successful it was extended in May 2014.**



*Mary Ann Young, Consultant,  
Iowa CareGivers*

***“Believe me when I say that I found a financial treasure that has helped me as a Direct Care Professional to work toward my financial fitness.”***

*Fran Mancl, a Direct Care Professional from Dubuque and a graduate of the February and May Financial Fitness Challenge*



**FINANCIAL FITNESS CHALLENGE  
TO BE OFFERED AGAIN  
IN SEPTEMBER 2014!**

Due to the overwhelming success of this program and the growing interest in learning more about an array of financial topics, this program will be offered for 10 weeks beginning the week of September 15th! If you previously participated in the Financial Fitness Challenge, you can still participate in September and select another learning plan!

### **FOR THOSE WHO WORK IN DIRECT CARE:**

**You can access this FREE on-line financial education program by:** Enrolling as an individual who works in direct care and sign up today at: <http://www.financialfitnesschallenge.com/ia-individual-application/>

**SIGN UP BY SEPTEMBER 30TH, 2014 AND YOU CAN STILL JOIN THE PROGRAM THAT STARTS THE WEEK OF SEPTEMBER 15TH, 2014.**

### **Learn more about the Financial Fitness Challenge at:**

<http://FinancialFitnessChallenge.com> or find information on the Iowa CareGivers website at [www.iowacaregivers.org](http://www.iowacaregivers.org)



## “Magic Moments”

By Erin Bowers, Conference Committee Chair 2014

**When was the last time you had a moment with a bit of magic in it?** We can find magic in the smallest things; a thankful smile, a gentle and caring touch, watching someone accomplish something they have been struggling with. As a direct care worker, you help give people little magic moments every day. The “magic of care giving” is in the caring moments you share with the people you serve and their families. Come and celebrate those “Magic Moments” with us!

This year’s theme, “Magic Moments,” is about learning how to wave your magic wand and learn new tricks you can use to care for yourself and share your magic with those you work with. Our opening keynote, Debra Salz, will help unlock the magic you have inside. Debra’s message will expose the connections of how attitude and motivation can propel you into greatness and help you achieve happiness, balance, and success that is magically yours! We are excited to offer the “Prepare to Care” general session by Anita Stineman. “Prepare to Care” is an exciting new state approved training opportunity for those who work in direct care. Don Broshar, our keynote on Tuesday, will help give you a little magic to help you deal with some of those difficult situations and behaviors you face as a direct care worker. We have a very exciting closing keynote: Arthur Fratelli. Arthur is a renowned comedy mentalist and professional showoff. He says to prepare to laugh, cheer, and be a part of the magic with this interactive comedy experience.

The recognition program will be held over lunch from 11:00 to 12:30 on Monday. We will be celebrating you and the magic you share every day. Please join us to recognize your fellow direct care workers that have spread their magic to the people they work with.

**Health screenings are available again this year!** A healthy YOU is vital to the welfare of those who depend upon you. Keep your magic alive by visiting the health screenings, which will be directly across from the registration table this year. Screenings that may be offered include bone density, blood pressure, BMI (body mass index), blood cholesterol and blood sugar, as well as an oral health screening.

Pack your magic wand and register for the 2014 Iowa CareGivers Conference “Magic Moments!” **The conference will be held at The Meadows Events and Conference Center at Prairie Meadows on Monday, September 8 and Tuesday, September 9.** You may register by going to [www.IowaCareGivers.org](http://www.IowaCareGivers.org). **The registration deadline is August 28, 2014.** There will be a late fee on registrations after August 28th. If you have questions, please contact us at [information@iowacaregivers.org](mailto:information@iowacaregivers.org) or 515-223-2805.

## Conference Workshops: Q and A

**What are some ways that you, as a direct care worker, can help family caregivers manage their self-care?** *Assisting a family caregiver to manage their self-care involves helping them understand how to have realistic expectations, focus on what they can do, take responsibility, communicate effectively with others, deal with emotions, and set goals and work towards them. Creating Your Magic Wand: How to Recognize and Address Signs of Caregiver Burden and Depression by Laura Temple, Iowa Geriatric Education Center/University of Iowa*

**Have your questions answered about caregiving concerns for patients with dementia, delirium and depression.** *Brief movie trailers will be presented on each of the medical conditions followed by three 15 minute question and answer sessions. This workshop is for you, so bring your questions. Stump the presenter and learn from your caregiving colleagues. Caring for the Patient with Dementia and Chronic Medical Illness by Gerald J. Jogerst, MD, University of Iowa Hospitals and Clinics*

**TO LEARN MORE,** check out these workshops and many others online at [www.iowacaregivers.org](http://www.iowacaregivers.org).



### Alakazam SPONSOR

**\$10,000 and above**  
Iowa Insurance Division

### Shazam SPONSOR

**\$5,000 to \$9,999**  
Geriatric Education Center, University of Iowa

### Abracadabra SPONSOR

**\$3,000 to \$4,999**

### Voila SPONSOR

**\$1,000 to \$2,999**  
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### Presto Chango SPONSOR

**\$500 to \$999**  
Aging Resources of Central Iowa  
The Mayflower Community

### Hocus Pocus SPONSOR

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Community Care Center, Stuart  
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DMACC Aging Services Management  
Green Hills Retirement Community, Ames  
Hubbard Care Center, Hubbard  
Deanna Lehl  
Midwest Opportunities, Inc., Corning  
Northcrest Community, Ames

*Funding for this conference made possible in part by Iowa Department of Public Health Contract #5884SN02*

*Special Thanks to the Following for Making the Free Health Screenings for Those Attending Conference Possible*

- Des Moines University Physician Assistant Program
- Des Moines Area Community College
- Polk County Health Department
- Iowa Dental Hygienists' Association

## Congratulations!

to Lorie Kier of Red Oak, recipient of scholarships for she and a co-worker to the 2014 Iowa CareGivers conference.



**Pictured are** Jean Gibbons, Southwestern Community College and Lori Kier of Red Oak.

The scholarship was awarded at Southwestern Community College's Caregiver Update.

## Johnson County CNAs Honored: Little Things Mean the Most *(Continued from page 1)*

By Pam Railsback, Local Long-Term Care Ombudsman and Johnson County Quality Long-Term Care Committee member.

***"They found a way to connect with the residents on an emotional level."***

Direct care workers are the nuts and bolts of any long-term care facility: just ask the residents!! Nobody knows them like you do: you know they like their coffee before they get out of bed, or know that they like their baths right before they go to bed. As a Local Long-Term Care Ombudsman, I'm an advocate for residents in all long-term care facilities. I visit facilities on a daily basis, and talk with residents about their stay. I hear residents talk about staff as if they were their own sons or daughters. It means a lot when staff can anticipate their needs and provide great care. I've learned that often the little things mean the most: when you make someone laugh, give them a hug, or even listen to a concern, you make a difference, and residents appreciate that more than words can say!

In order to express appreciation for direct care workers in Johnson County, the Johnson County Quality Long-Term Care Committee publically honored eight extremely hard working nursing home CNA's for their excellence. Each Johnson County nursing home selected ONE outstanding certified nurse aide to be honored by the Johnson County Quality Long-Term Care Committee. Of the eight nominated, two CNA's have been in this profession for 29+ years! Each recipient had one thing in common: they found a way to connect with the residents on an emotional level. Each of these outstanding women displays compassion, teamwork, leadership, a sense of humor, and the willingness to go above and beyond in order to provide great care and enhance resident's lives. We honored each of these individuals by treating them to breakfast and showering them with cash and gifts donated by 12 local businesses. Each individual also received a scholarship to the Iowa CareGivers fall conference, a hotel stay, and a conference t-shirt, compliments of the Iowa CareGivers. Recipients of these awards and prizes were speechless, and seemed very honored and touched that they were recognized in such a big way. The Johnson County Board of Supervisors also acknowledged June 19, 2014 as Certified Nursing Assistants Day in Johnson County, and recognized each recipient in a signed proclamation. There are many outstanding direct care givers throughout the state of Iowa, and you all make a difference each and every day! Thank you for coming to work each day, and making a positive difference in your facility.

## Iowa CareGivers Partnership with Northwest Iowa Community College Offers Many Opportunities

By Marilyn Stille, Northwest Iowa Community College

Northwest Iowa Community College (NCC), Sheldon, Iowa, held its 14th Annual Caregivers' Conference for the area direct care professionals. This year's theme was "Fines Double in Road Construction" with Deadra Stanton guest motivational speaker. Deadra shares her stories of "life's lessons" with humor and inspiration. Each participant received a goodie bag and door prize provided by area health care facilities.

This is the second year NCC has co-sponsored with Iowa CareGivers, four scholarships to attend Iowa CareGivers annual conference. This year's conference will be held at The Meadows Event and Conference Center, in Altoona, Iowa. This year's winners were Lois Salazar and Elaine Stevens. Each of them were given the opportunity to invite a coworker as well. Vicki Lammers and Patricia Amerson will be joining them at this conference.

The goal for Northwest Iowa Community College each year is to let the direct care professional know how much they are appreciated and how important they are to the health care team.

## NCC Scholarship Recipients



**L to R:** Elaine Stevens, Lois Salazar, Vicki Lammers, Marilyn Stille, Leslie Hayenga Adams.

# CONGRATULATIONS TO THE 2014 IOWA CAREGIVERS LEADERSHIP GRADUATES!



## 2014 Graduates

Michelle Ahrens  
 Patricia Amerson  
 Calleen Anderson  
 Jason Angelo  
 Jen Ayers  
 Alicia Beltman  
 Kevin Boothby  
 Jacey Bosch  
 Christina Bryant  
 Sue Corrin  
 Natalie Cross  
 Amanda Dady  
 Joy Davis  
 Dana Denton  
 Brigett DeVos  
 Sandy Dickman  
 Nancy Ertz  
 Mollie Eslinger  
 Jessica Feekes

Junell Grady  
 Rebecca Greiner  
 Lisa Haas  
 Tammy Hamlin  
 Audrey Hansen  
 Chelsea Hattendorf  
 Rhonda Henrichs  
 Teresa Hockett  
 Darlene Hulbert  
 Julie Hulleman  
 Amanda Humpal  
 Michele Hurd  
 Ellyn Johnson  
 Diana Johnston  
 Kay Kaiser  
 Louise Langloss  
 Laurie Larsen  
 Marcy Larsen  
 Beth Laws

Steve Lemon  
 Mark Lerner  
 Lisa Lewis  
 Heather Maier  
 Kathy Matthiesen  
 Kim Mozena  
 Taylor Murray  
 LeAnn Najera  
 Jeanette Nance  
 Laurie Nordahl  
 Carol Petersen  
 Sylvia Petersen  
 Jessica Peterson  
 Holly Plummer  
 Bethany Poutre  
 Katrina Riemersma  
 Allyson Robertson  
 Carla Robinson  
 Stacie Rothke

Jessie Santi  
 Karen Sargent  
 Jacquelyn Serch  
 Tammy Shedd  
 Brandy Sievers  
 Shirley Sigler  
 Jennifer Skinner  
 Penny Smith  
 Jennifer Stowell  
 Linda Stueve  
 Bruce Thomas  
 Lucinda Turnis  
 Amanda Van Ekeren  
 Becky VanWagner  
 Anna VonBehren  
 Shawna Waterman  
 Brandi Wenger  
 Megan Winters

View the full photo galleries at: [www.iowacaregivers.org/education/leadership\\_program.php](http://www.iowacaregivers.org/education/leadership_program.php)



Carroll Leadership Program



Newton Leadership Program



Carroll Leadership Program



Newton Leadership Program



Carroll Leadership Program



Newton Leadership Program



Newton Leadership Program



Carroll Leadership Program

### HAIKU:

*Call to Leadership  
 Bringing people together  
 To care for others.*

*Courage  
 Awareness  
 Loving  
 Life*

*Touching  
 Out of the box*

*Lunch  
 Eye-opening  
 Advancement  
 Dementia  
 Earn  
 Respect  
 Sincere  
 Honest  
 Inspiring  
 Promotion*



*Submitted by  
**Darlene Hulbert,**  
 recent  
 Iowa CareGivers  
 leadership  
 graduate!  
**Congratulations  
 Darlene!***



When direct care workers have been asked “What’s So Special About the Iowa CareGivers?” a common response has been... “Iowa CareGivers has our backs!”

We know that when we’ve got your backs that you can do what is important to you...provide the best care and support to the Iowans you serve. You’ve counted on us. Can we count on you? You can help support the Iowa CareGivers by making a “Got Your Back” contribution.

*Your contribution may be tax deductible as prescribed by law. Donors will be listed in the Iowa CareGivers Annual Report and HUB newsletter unless otherwise instructed.*

**IN MEMORY**

**Jimmy T. Stevens**  
Shirley Renfro  
**Jacob Swearngin**  
Shirley Renfro

*Correction from May 2014 HUB*  
**Mr. and Mrs. Phil and Ruth Kling**  
Sally Kling

**IN HONOR**

**Di Findley**  
Mr. and Mrs. Russell E. Johnson

**Partners & Donors Contributing \$1,000 and Above**  
Iowa Geriatric Education Center  
Iowa Insurance Division

**Partners & Donors Contributing Up to \$999**

Aging Resources of Central Iowa  
Anonymous Donor  
Anonymous Donor  
Community Memorial Health Center  
Green Hills Retirement Community

Mayflower Communities  
Midwest Opportunities, Inc.  
Northcrest Community

*Listed are contributions from the period 5/21/14 to 7/8/2014*

**A HEARTFELT THANK YOU to all of the following for your generous support and special contributions**

**YES, COUNT ME IN FOR A “GOT YOUR BACK” CONTRIBUTION**

Name _____	Phone (cell) _____
Complete Home Mailing Address _____	Email Address _____ <small>(Emails are not shared with others.)</small>
City, State, Zip _____	Gift amount \$ _____
County _____	My gift is: <input type="checkbox"/> In Honor of <input type="checkbox"/> In Memory of Full name of Honoree or Memorial: _____
Phone (home) _____	Mailing Address of Honoree or Family of Memorial: _____
Phone (work) _____	_____
<input type="checkbox"/> Please keep my contribution anonymous	

**Iowa CareGivers Receives Grant from Mid-Iowa Health Foundation for Oral Health Education for Direct Caregivers**

Di Findley, director of Iowa CareGivers, recently announced that Iowa CareGivers is very grateful to have received a \$42,000 grant from Mid-Iowa Health Foundation. The money will be used to improve access to and quality of oral health for older Iowans in central Iowa who are homebound or live in nursing homes. An oral health curriculum that aligns with the State’s newly created oral care competencies for direct care workers will be developed and tested.

Endowed in 1984 with proceeds from the sale of Northwest Community Hospital in Des Moines, strengthening community health has been the focus of the Mid-Iowa Health Foundation

for thirty years. During the past three decades, Mid-Iowa Health Foundation has awarded over \$18 million dollars to more than 200 central Iowa nonprofit organizations. Through the foundation’s grants programs, funds are awarded each year to local nonprofit organizations to improve the health of vulnerable people in our communities.

According to Suzanne Mineck, President of Mid-Iowa Health Foundation, “Our vision is to be a catalyst for improving the health of vulnerable populations in greater Des Moines. As our community partner, we are pleased to award this grant to Iowa CareGivers.”

**Partners include:** Delta Dental of Iowa Foundation, Department of Public Health, DMAACC, Dental Hygienists’ Association, University of Iowa, Iowa CareGivers, health and long term care providers, and others.

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IOWA CAREGIVERS  
**THE  
HUB**  
NEWSLETTER

Look inside for  
articles, information,  
and much more...

## Board News

### Iowa CareGivers Board of Directors and Leadership Council Meetings Remaining for 2014

Board Meeting	<b>October 21, 2014</b>
Leadership Council Meeting	<b>October 21, 2014</b>
Annual Meeting "Dive In"	<b>October 21, 2014</b>

## Magic Moments Contest

Share your personal story of a magic moment you had with someone you serve.

### WHAT IS A MAGIC MOMENT?

A short period of time which is very special because something happens with someone which makes you very happy.



### HERE'S HOW TO WIN:

- 1) 'Like' Iowa CareGivers on Facebook
- 2) Share your Magic Moment Story

**The entry with the most 'likes' and 'shares' wins a FREE iPad mini!**

*Entries must be posted by September 1st and need not be present at Magic Moments conference to win.*



Make sure to visit us on the web at: [www.iowacaregivers.org](http://www.iowacaregivers.org)  
and you can follow us on Facebook and Twitter



**Please remember** to update us if you have any name or contact information changes, so that you can continue to receive the Iowa CareGivers HUB and other program announcements. Thank you.

*Iowa CareGivers does not discriminate in its educational programs and activities on the basis of race, creed, national origin, ancestry, color, religion, sex, age, disability, veteran status, sexual orientation or any other protected class under relevant state and federal laws.*