

First of its kind organization in the country

providing technical assistance to North Carolina, Arizona, New Mexico, Minnesota, Nebraska, Vermont, and California.

Stakeholders in North Carolina benefited tremendously from the expertise, insight, leadership, professionalism and organizational longevity of the Iowa CareGivers.

— Susan Harmuth, North Carolina Better Jobs Better Care

The Vermont Association of Professional Care Providers has benefited greatly from the experience and expertise of the Iowa CareGivers. In our experience they are in the vanguard. We have patterned many successful initiatives after their model and continue to benefit from their leadership.

— Dolly Fleming & Susan Gordon, VAPCP



VISION

A network of excellence in caregiving and support for all Iowans.

MISSION

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

INVESTS IN DIRECT CARE WORKFORCE AND IOWA-SPECIFIC RESEARCH

- » Direct Care Worker Wage and Benefit Surveys
- » Staff Turnover Summary and Analysis
- » Direct Care Workforce Needs Assessment Surveys

INVESTED IN READINESS OF FUTURE WORKFORCE
\$50K

1996 BEST PRACTICE AWARD



FROM AMERICAN SOCIETY ON AGING AND BROOKDALE INSTITUTE

75% OF DIRECT CARE WORKER PROGRAM PARTICIPANTS report they are more likely to remain with their current employer.

VALUE TO IOWA AND IOWANS

220 PROGRAM PARTICIPANTS x 75%

who are more likely to remain with current employer x \$4000 to fill vacancy

=\$660,000 (FY18)

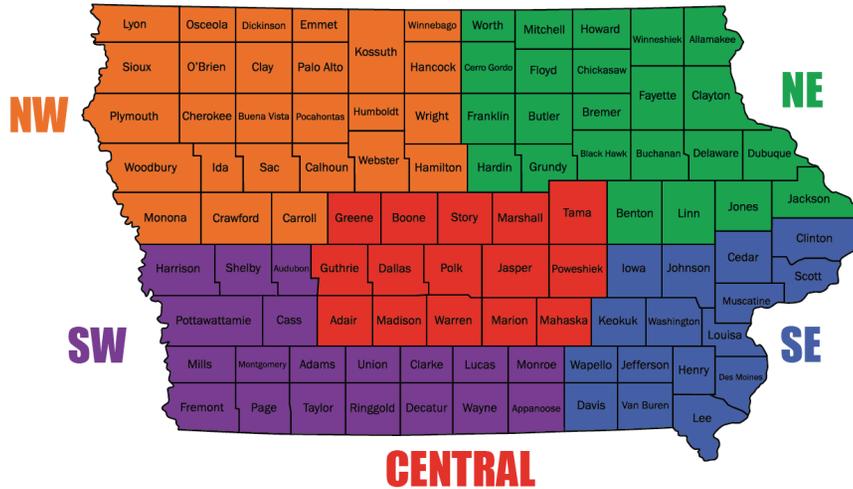
Numbers do not include community, employer, and other program participants.

851 PROGRAM PARTICIPANTS x 75%

who are more likely to remain with current employer x \$4000 to fill vacancy

=\$2,552,000 (FY15 - 18)

IOWA CAREGIVERS REGIONS



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IOWA CAREGIVER'S WORKFORCE RECRUITMENT AND RETENTION PROGRAMS:

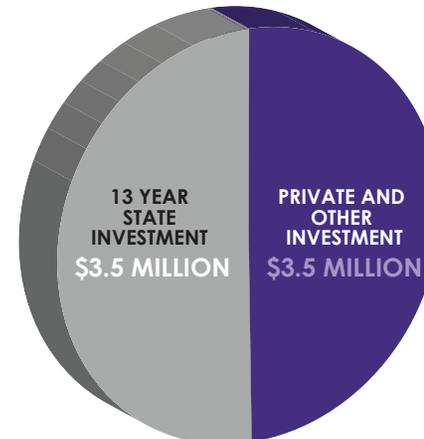
- » "A Call to Mentoring"
- » "A Call to Leadership"
- » "Toughest Job You'll Ever Love"
- » "Come Care with Me"
- » Mouth Care Matters
- » Regional and Statewide Educational Conferences
- » "Hub" Educational Newsletter
- » Website Tailored to Those in Direct Care - 40,000 Unique Visitors (FY15 - FY18)



MENTORING PROGRAM AND TURNOVER:

By implementing "A Call to Mentoring", we reduced turnover from 60% to 20% in the nursing home portion of our hospital, and we have maintained that for over two years. We are expanding the program to the acute and home health programs as well.

— Robin Martin, Virginia Gay Hospital, Vinton, Iowa



CONTRIBUTING TO IOWA'S ECONOMY BY SECURING PRIVATE FOUNDATION AND OTHER DONATIONS

Public and Private Partnership In Building The Direct Care Workforce Of The Future

