

Delivering information to those at  
the center of quality care

## Casting Call for Starring Roles in ICA's Highlight Event of the Season



### There is still time to register!

Have you ever dreamed of sauntering down the "Red Carpet" dressed in an elegant ball gown or tuxedo at a Hollywood gala, awards ceremony, movie premiere or the current trendy restaurant? Well, here's your chance! Join us for the Iowa CareGivers event of the year – and this time, it's for YOU! YOU are the STAR at the ICA 2011 "Red Carpet Care" Conference!

Special guest appearances are being made by keynotes Theresa Rose and Rob Bell. Learn new lines and gather ideas from many of Iowa's star presenters at the conference workshops. Exhibit booths will offer resources on current trends and health care related products and services.

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## Unique Program Sparks Interest in Healthcare Professions

by Lori Reeves, Rural Health Education Partnership Department Chair,  
Indian Hills Community College

For several years now, the Rural Health Education Partnership (RHEP) at Indian Hills Community College (IHCC) in Ottumwa has hosted health-related childrens' summer camps. The camps are a way to try to instill an interest in health careers at an early age. Baby boomers are going to create a huge demand on the healthcare industry in the years to come. Shortages are expected in almost every healthcare profession. In rural and underprivileged areas like southeastern Iowa recruiting healthcare professionals is a difficult task, especially for healthcare practitioners and dentists. One way to fill this void is to "grow our own" healthcare professionals from individuals who already live in the area and have a vested interest here. Childrens' summer camps, which can spark an interest in health careers in kids, can help accomplish this.

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## Turnover Rate in Direct Care Workforce Costs Iowa Taxpayers and Employers Millions

*New report estimates turnover cost \$117 million in 2010*

Turnover among Iowa direct care professionals, the state's largest workforce, cost employers an estimated \$117 million last year, according to a new report.

The Iowa Direct Care Worker Advisory Council released the 2010 turnover figures for direct care professionals, workers who provide support and health services to people in long-term care facilities and a range of home and community-based settings.

"Direct care professionals are the front-line providers of essential care and support for Iowans who are aging or experiencing illness or disability," said Erin Drinnin, IDPH project manager for the Direct Care Workforce Initiative. "Employers, direct care professionals and others are working together through the Iowa Direct Care Worker Advisory Council to address turnover and improve retention rates, which are also a problem nationwide."

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**Stay Informed!** If you are interested in receiving information about educational programs, topics in direct care, and other opportunities, [register NOW](#) with the Iowa CareGivers Association Resource & Outreach Center (ROC). You can complete the registration form on our website at [www.iowacaregivers.org](http://www.iowacaregivers.org) or you may request a form be mailed to you by calling 515.223.1721 or emailing [georgeanna.spagnola@iowacaregivers.org](mailto:georgeanna.spagnola@iowacaregivers.org).

# What's New In the Policy World for Direct Care Workers? Here's the August 2011 Update!

The 2011 version of the Iowa Legislature is over. The Governor has signed bills into law. The **Good News** is that ICA is still standing. We are still supporting direct care workers and those you serve.

## Here are a few comments on items of interest:

**1. It could be worse!** It's an incredibly difficult time to be working with the Iowa legislature in Des Moines or the United States Congress in Washington DC. There's simply not enough money to fund everything that people would like to see done. And that includes spending money to grow or improve the direct care workforce.

**2. Direct care workforce funding was approved by the Iowa legislature.** After months of debate and real doubts as to whether there would be **ANY** funding this year for direct care workforce activities, the Iowa legislature **DID** approve funding for the work of the Direct Care Worker Task Force/ Advisory Council.

That means that work will continue to increase and improve the training of direct care workers in all care settings, that work will continue to create the Board of Direct Care Workers in Iowa, and that services and supports to direct care workers throughout the state will be provided.

**3. Other good things happened during this year's legislative session in Iowa.** The mental health service delivery system is being re-thought and major changes are in the works. While much of the work will address what services are provided to whom and who pays for all this, there is also going to be an important focus on the workforce that exists to provide the services—the size of the workforce, the training workers receive, the ability to both recruit and retain workers, etc.

Alzheimer's Disease will be getting more attention, and a Task Force will be looking at many aspects of the disease, including the workforce that exists to help support those with the disease and their families.

More people learned more about the direct care workforce. A public forum was held in February with special guest speaker Iowa Lt. Governor Kim Reynolds. Expanded awareness of direct care workers and their value also came via two special **Come Care With Me** events (with videos available on the homepage of the ICA website) featuring Lt. Governor Reynolds and State Senator Jeff Danielson of Waterloo. Look at these videos and route them on to others to watch!

**4. Were There Disappointments? Yes.** The legislature passed a law that included an increase in Iowa's Earned Income Tax Credit (EITC). The EITC allows direct care workers and other Iowans with low incomes to pay a little less income tax and to keep a few more dollars in their pockets.

Governor Branstad vetoed the increase in the EITC, so any changes in the taxes low income Iowans pay will wait until 2012 to be addressed.

**5. There's lots left to do and your help is needed.** Those who care about direct care workers and those they serve know that there is lots of work left to do. **All of us** have to continue to work to educate Iowans and their elected representatives about who direct care workers are, and the importance of the work you do.

We also need to continue to talk about the importance of the Iowa CareGivers Association, how it stands alone as the sole organization in Iowa that supports direct care workers in every care setting, and the leadership role it plays in Iowa—and in the nation—on keeping the focus on the important people who care for and serve our aging friends and family as well as people of all ages with disabilities.

Everyone reading this can help advocate for the direct care workforce and those they serve. Maybe you can do that through the work you do day-in and day-out as a **direct care worker**. Maybe you're an **employer** with the ability and desire to compensate, treat and train your direct care staff particularly well. Maybe you're **someone whose life has been touched** in some way by a direct care worker and you now want to support them—through your own advocacy efforts or through your financial support of the Iowa CareGivers Association.

## Regardless of your role—we appreciate it and urge you to keep doing it!

*"If you truly care about the work that direct care workers do, then we need you and those you know to stay informed and get involved! You can start by signing up for ICA Resource and Outreach Center (ROC)!"*



**John Hale**  
ICA Public Policy Consultant

## Iowa CareGivers Association

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## DCP Educational Review Committee: Direct Care Workers Play Essential Role in Iowa Direct Care Workforce Initiative

by Anita M. Stineman, PhD, RN, Curriculum Director for DCP Initiative Grant

The Iowa Department of Public Health has received a federal grant to implement the Iowa Direct Care Workforce Initiative. One of the goals of this grant is to: *Improve direct care professional education to ensure a qualified and stable direct care workforce in Iowa.* Work groups made up of a variety of stakeholders representing a variety of care settings have been busy creating new courses to develop the knowledge and skills of DCPs working in home and community environments.

The first course, Home and Community Living, is ready for review! There are several groups that are involved in this review process: the DCP Educational Review Committee and a Stakeholder Educational Review Committee. The 6 members of the DCP Educational Review Committee were selected following an application process. The members of the DCP Educational Review Committee bring a broad range of experience with them, both in the types of settings where they have worked and the variety of persons they have served. (This group was featured in the May 2011 Hub.) As the various curriculum work groups create new courses, content must include the essential knowledge and skills to help the DCPs provide quality person-centered care across a variety of settings. Who better to provide us with some feedback than DCPs!

These individuals met in Iowa City on May 24-25 for two very busy days. They received an extensive overview from the Grant Leadership Team regarding the goals of the grant and the multiple projects that are in progress. Time was also spent discussing the multiple ways in which they will be involved in the Initiative: review of curriculum, sharing information with other DCPs and agencies in the pilot regions, and being involved in grant recruitment and retention activities. At the end of the day, they returned to their hotel with their 'homework assignments'!

Working together, they reviewed the six units of the Home and Community Living course and identified strengths and weaknesses of the content. This information was then shared with the Curriculum Director for the Initiative during their second day. The feedback they provided was EXCELLENT!! All of their comments were presented to the work group who then made revisions to the content to reflect the needed changes.

The next step – this course will be reviewed by the Stakeholder Educational Review Committee. We are currently seeking names of interested individuals to serve on this committee and look forward to hearing their comments!

*"The feedback they provided  
was EXCELLENT!!"*

Pictured from L to R:

Becky Johnson, Home Care Aide; Scott McDowell, Direct Care Support Supervisor; Anita Stineman, Curriculum Director; Fran Mancl, Certified Nurse Assistant; Connie Brennan, Certified Hospice and Palliative Nurse Aide; Stephanie Lange, caseworker; Cindy Ramer, Life Skills Coordinator/CNA.



*"Although with some nervous tension, it was very exciting for me to have the first meeting of the Direct Care Worker/Professional Education Review Committee members. Getting to know each other and learning about the specific responsibility we shared as a committee was positively thrilling and overwhelming at the same time. Along with Scott, Stephanie, Becky, Cindy, and Connie, it was obvious that each one of us felt very honored and privileged to have been selected to serve on the committee. We each reviewed, discussed, disagreed, compromised, and made recommendations we believe were in the best interest of all professional Direct Care Workers. Yet, as we spent time together on the committee workload, our individual passion and love for caregiving shined through. It was easy to sense that in our hearts we each knew that privileges, prizes, and awards in life, like being selected to serve on the committee, may come and go, but it's the people we serve and love--and who end up serving and loving us--that matter most! We each knew that our character and passion as a Direct Care Worker has been shaped and molded by the very people we serve. Very few roles demand the kind of unconditional, self-sacrificing perseverance and commitment as that of the Direct Care Worker. Life is not about the awards, privileges, and prizes we receive; it's more about the people that we serve and love with passion." --Fran Mancl, CNA*

**Congratulations to the 140 graduates of the  
2011 Iowa CareGivers Association "A Call to Leadership" Program.**

*94% of graduates rated this program as excellent or very good*

*94% of graduates said they would recommend this program to a co-worker*

*96% of graduates said they would use the information they learned*

*84% of graduates agree that the program contributed to the likelihood that they would continue working in the direct care field*



**Fort Dodge: June 7, 2011**



**Mason City: June 14, 2011**



**Ankeny: June 15, 2011**



**Ottumwa: June 21, 2011**



**Dubuque: June 28, 2011**



**Dubuque: June 28, 2011**

## 2011 Iowa CareGivers Association “A Call to Leadership” Program Graduates

Dawn Allspach	Judy Dunning	Connie Loehr	Cinda Schut
Cindy Anderson	Roseann Duryee	Juanita Lund	Lynn Schutjer
Tammy Andre	Teresa Eychaner	Sharon Lyons	Colin Shlei
Carol Arensdorf	Sarah Feldman	Ashley Machin	Birgit Siegert
Scott Armstrong	Judith Fenton	Kirk Manchester	Sahra Siegert
Alvaro Avalos	Elizabeth Fishler	Mindy Martin	Amy Sietz
Dawn Bates	Courtney Foell	Pamela McClannahan	Geri Skarich
Damon Beebe	Jess Geneser	Scott McDowell	Yolanda Smith
Kalie Bett	Amanda Gil	Amanda McMurrin	Breanna Smith
Molly Bonin	Marcus Goodson	Kristy Meyer	Terra Snyder
Deb Briggs	Tina Gordon	Janice Miller	Kerry Sokolik
Brooke Brimmer	Shawn Grundey	Sue Ann Nelson	Janet Stevens
Jennifer Brown	Brenda Haberer	Lori Nelson	Kathleen Stoll
Jane Burd	Brandi Hall	Jackie Noble	Penny Stott
Kara Burd	Shannon Handfelt	Mike O'Brien	Danielle Streets
Dalaina Burgess	Brenda Harders	Julie Ohl	Kayla Stuber
Linda Burr	Leslie Hayenga Adams	Joanne Oliphant	Rhonda Stutzman
Cynthia Bustamante	Renae Hayworth	Valerie Oxenford	Cathy Sutter
Lacey Caven	Jennifer Hobart	Deana Palmer	Marchita Thomas
Becky Clark	Jayne Holste	Candace Patterson	Kim Thompson
Kolleen Clarke	Sherry Horton	Chris Pederson	Krystia Underwood
Julie Clausen	Tina Hos	Teresa Pena	Curtis Vanderweide
Carla Cole	Victoria Jensen	Denise Perkins	Debbie Varricchio
Madelyn Cooper	Jane Johnson	Julie Peters	Karen Vink
Brenda Cordell	Carol Jones	Leeza Phinney	Shirley Vinsand
Nancy Corey	Brittney Katcher	Travis Pierce	Lisa Wallace
Linda Crill	Madelyn Kemp	Carol Pins	Kim Walters
Julie Cunningham	Kathy King	Christina Roberts	Sheri Weber
Andrea Cunningham	Natalie Klindt	Amanda Rogers	Toni Wemmer
Kathy Cuvelier	Liz Koppes	Mary Jo Roller	Stacy Wessel
Ashley Dalluge	Jackie Kriz	Kathy Roozeboom	Adrienne Wessels
Blair DeVita	Tina Lamaak	Stephanie Ross	Melissa Wolf
Valeria Dieken	Casey Landsperger	Janet Sabin	Jesse Woodley
Michael Duff	Heather Lawson	Lynette Sanders	Phyllis Woodward
Lakisha Duncan	Shelley Liebe	Nancy Schmidt	Diane Wrage

### Inspired by Fellow Direct Care Professional

by Leslie Hayenga, CNA and Activity Director



Almost regularly, I have someone ask me, “You like your job?” Without hesitation, I answer, “Absolutely!” Honestly, I LOVE what I do. Certainly some days are better than others, and I do get naturally frustrated at times, but that is life. Truthfully, and undoubtedly, I do, TRULY LOVE what I do. That being said, however, it made me wonder, why does he have to ask? Why doesn’t it just show? My goal is to become more like my inspiration Anthony “Tony” Wells, one of the reasons I became a Direct Care Professional in the first place.

Tony crossed my path in 2004 when I worked as an Activity Director and he a Direct Care Professional. He is one of those contagious people who infect you with their energy and drive just by being in the same room. Tony is willing to jump in and help anywhere and anytime. He is willing to do anything for any resident. He even wore a wool kilt throughout an entire shift in support of an activity. Tony’s spirit is almost always high and his conviction is strong. Someday, I hope that I am more like him so that the question becomes more of a response; “You like your job.” I hope they will see the same kind of dedication and spirit, concern for quality care, and compassion that inspired me to become a Direct Care Professional...like Anthony “Tony” Wells.

## Casting Call for Starring Roles in ICA’s Highlight Event of the Season continued from page 1

Join other direct care professionals at the Hospitality and Networking reception on Sunday evening in the Dallas Room for drinks, nibbles and rubbing shoulders with important people. Free health screenings are available also. All that AND a grand ballroom event and opportunity to strut your stuff down the ICA Red Carpet at the Conference Reception and Awards Program at the end of the first day. Feel free to dress up in your best “Hollywood” attire or simply come as you are.

Join us for a star-studded event at the Sheraton West Des Moines Hotel on August 29 and 30th, 2011! We hope to see you there!

Alexis Morrison and Sandi Koll  
Co-chairs of the 2011 Conference Planning Committee

**View and download the full conference brochure and agenda at our website: [www.iowacaregivers.org](http://www.iowacaregivers.org).**

**You may register by mail or online.**

**If you have any questions, please contact the Iowa CareGivers Association at 515-223-2805.**

### Thank you once again to the conference sponsors that help make this event possible.

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## Turnover Rate...

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The direct costs to employers include out-of-pocket expenses to replace an employee, such as recruiting, advertising, screening, and training the new worker, as well as covering the additional staff hours or temporary workers needed during the vacancy.

“Our goal is to employ direct care professionals who are passionate and effective in meeting the needs of the people they serve,” said Linda Matkovich, CEO of H.O.P.E., a Des Moines-based provider of support for individuals with disabilities. “The high rate of turnover among direct care professionals impacts the quality of services we can provide, because it keeps employers in a constant cycle of hiring and training new workers and prevents the development of crucial relationships between workers and persons served.”

Estimated at between 47,000 and 52,000 workers, direct care professionals are Iowa’s largest workforce – and demand for them is growing. Iowa Workforce Development, which assisted the Council in assessing workforce size and turnover, estimates an additional 11,000 direct care professionals are needed by 2018 to meet the demand for services, and home health aides and personal and home care aides are the first and third fastest-growing occupations in Iowa. Turnover cost is expected to continue rising each year to an estimated \$148 million by 2014.

The report shows that millions of dollars could be saved by stabilizing the workforce. The Iowa Direct Care Workforce Initiative is addressing that need through education standards and professional advancement to ensure a qualified and stable direct care workforce in Iowa.

IDPH is currently conducting a pilot project of the training and credentialing recommendations of the legislatively directed Direct Care Worker Advisory Council. For more information about the Initiative, and to see the report on direct care worker turnover, visit [www.idph.state.ia.us/directcare/](http://www.idph.state.ia.us/directcare/).

## Unique Program Sparks Interest in Healthcare Professions

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The South Central AHEC has co-sponsored camps for the last 3 summers with RHEP. Camps this summer included a "Health Day Camp" for students just finishing 3rd or 4th grade. Students at Day camp explore a variety of anatomy and health related topics. Examples of activities include seeing real lungs inflate and learning about the dangers of smoking, listening to blood flow in vessels with dopplers, making heart beat tracings from heart monitors, making first aid kits and learning about first aid, seeing X-rays of fractures, learning about bones and practicing splinting amongst many other things. Students finishing 5th & 6th grade come for 2 days and stay overnight in the dorms at IHCC. Campers at the "Health Careers Camp" are exposed to a variety of health care professions through hands-on activities. Students explore nursing, radiology, massage therapy, EMS, occupational therapy, physical therapy, surgery and medical laboratory professions. In "Junior Medical School" 7th and 8th graders also stay for 2 days and have the opportunity to perform simulated medical procedures and laboratory tests like a healthcare practitioner might perform. Students draw simulated blood, start IV's, give injections, dissect and suture pig hearts amongst other things. Students at the 2-day camps also enjoy some traditional camp activities such as swimming, games and a pizza party which are intertwined with the educational activities. "I LOVED IT!," "Camp was AWESOME," and "I love this camp" are three of many similar comments on the summer's camp evaluations.



Photos from the Indian Hills summer "Health Day Camp"



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## Congratulations to Community Memorial Health Center in Hartley

Iowa Governor Terry Branstad announced that Community Memorial Health Center in Hartley has been selected to receive the 2011 Governor's Award for Quality Care in Health Care Facilities. In making the announcement, Governor Branstad noted that this is the second time the Hartley nursing facility has been selected as a Quality Care Award-winner. Community Memorial Health Center was first recognized for its quality of care in 2008.

"This community-owned and operated nursing facility received eight nominations from residents, family members, and others who attested to the quality of care provided by the staff," Governor Branstad said. "One nominator wrote that 'the care and compassion at this facility is outstanding,' which appears to be a common theme among all the nominations," the Governor added.

The Iowa CareGivers Association is the grant recipient of a technical assistance grant from the Community Foundation of Greater Des Moines.  
Thank you for your support!

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

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