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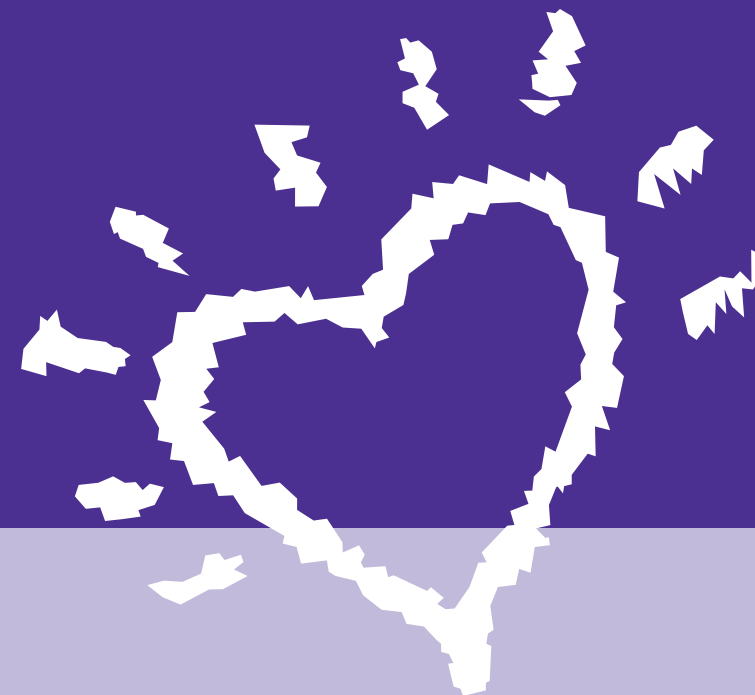
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# IOWA CAREGIVERS ASSOCIATION PROGRAMS



*Programs designed with the  
direct care workers  
in mind*



## Iowa CareGivers Association Inservice

Iowa CareGivers Association (ICA) promotes professionalism and leadership within the fields of direct care. The ICA's mission is "enhancing quality of care by providing education, recognition, advocacy, and research in support of direct care workers." Involvement in the ICA provides direct care workers with opportunities to grow professionally, enhance their education and skills, and network with other direct care workers from across the state. *This Iowa CareGivers Association Inservice is provided to you at no cost.*

## The HUB Newsletter

The HUB is a newsletter that is written with the direct care worker in mind. It will keep you informed about current issues affecting the health and long term care workforce. Following are some newsletter highlights:

- Articles by and about direct care workers
- Articles by and about supportive and progressive providers
- Educational columns
- ICA's calendar of programs and events
  - Policy and regulation information specific to Iowa and direct care
  - Research specific to the direct care workforce
  - Question and answer columns
  - Resources for the health and long term care workforce
  - Direct Care Worker Leadership Council Corner
  - Editorials and opinion pieces
  - Advertising Opportunities

"ICA helps me feel good about what I do and about my profession. I'm so grateful that ICA is here. They're such a wonderful organization."

Diane Frerichs, CNA

"I read the HUB from front to back and what I like most are the articles written by other direct care workers."

Direct Care Worker

94% of those who have completed the leadership program said it increased the likelihood that they will remain in the field of direct care.

## Direct Care Worker Leadership Program

### "A Call to Leadership"

This leadership program is a one-day educational program for direct care workers. It encourages direct care workers to think more broadly about leadership outside of the workplace, professionalism, and how to become a spokesperson and role model for the direct care profession.

*The ICA Direct Care Worker Leadership Program is offered primarily through individual merit scholarships.*

## Hartman Color Code Program

Communication and understanding are crucial to teamwork and teamwork is essential to staff satisfaction and retention. The Hartman Color Code program is a fun, nonthreatening program designed to enhance communication and appreciation of the members of your team. It presents how we communicate differently based upon our personality/color profiles. ICA has the only certified trainer in Iowa. *The Hartman Color Code pricing is available in a separate brochure.*

## Annual Educational Conference

The Iowa CareGivers Association conference is a quality educational event specifically designed for direct care workers. Highlights of the conference include:

- Educational workshops and motivational keynote speakers
- Recognition and appreciation for the work and dedication of direct care workers
- Peer networking, learning from others in similar profession
- Improved awareness of various community resources
- Motivation and renewed commitment to the profession of direct care
- Learning skills that will help direct care workers professionally and personally
- Theme-based fun
- Contact hours of continuing education are offered for direct care workers

*Fee-based registration as well as, merit scholarships are available for this conference.*

## Iowa Caregivers Month: June

Iowa Caregivers Month has been sponsored and hosted by Iowa CareGivers Association since 1992. This public awareness campaign helps to heighten awareness about who direct care workers are and the important roles they play in Iowa's health and long term care delivery systems. ICA offers tips on how to honor direct care workers in Iowa during the month of June and throughout the entire year.

## Research

The ICA and the Iowa Better Jobs Better Care Coalition have sponsored numerous Iowa and direct care worker specific research studies. The findings from the studies provide valuable information that can assist you in the development of education and programs that will aid direct care worker recruitment and retention efforts. Among the studies are:

- Certified Nurse Assistant (CNA) Wage and Benefit Survey
- CNA Needs Assessment Survey
- Long Term Care Nurse Survey
- Direct Care Worker Education Survey (workers, administrators, and nurses)
- Direct Care Worker Health Insurance Feasibility Study
- "Bringing it Home: AARP Iowa Member Opinion on Direct Care Worker Quality and Long Term Care Access"

*Reports are available on the ICA website: [www.iowacaregivers.org](http://www.iowacaregivers.org)*

## Public Policy Initiatives

The ICA brings a unique perspective to public policy discussions and analysis. It is the ICA's philosophy that public policy discussions and decisions that relate to direct care worker issues must include the voices of all stakeholders and particularly the real voice of direct care workers. Some of the policy initiatives have focused on the following:

- Expansion of the Iowa Nurse Aide Registry to accommodate direct care workers in all care settings
- Governor appointed state Direct Care Worker Education Task Force
- Health Care Reform and increased access to health care for direct care workers who are uninsured and underinsured
- Identifying gaps in HIPAA regulations
- Review and support of nursing home accountability measures that track meaningful data that can be used to enhance policies and practices.

*More information is available upon request.*

## Iowa CareGivers Association Website [www.iowacaregivers.org](http://www.iowacaregivers.org)

The ICA website provides:

- Excellent links to information and resources specific to direct care workers
- Calendar of various programs and events
- ICA information and membership registration
- Features of direct care workers
- Research reports
- Opportunities to respond to various survey questions

*Please visit [www.iowacaregivers.org](http://www.iowacaregivers.org).*

## Other Programs/Inservices

Iowa Better Jobs Better Care (BJBC) Program Inservice

- Learn about the BJBC research findings, successful practice strategies, and lessons learned
- Policy Initiatives
- Other

*These programs may be available upon request.*

"Staff have always returned from the conference with renewed enthusiasm and increased excitement about their jobs. In addition, those attendees told me that the time they spent networking with other direct care workers was invaluable. I also believe that our facility has benefited from their energized work efforts and ideas. Ultimately of course, it is our residents who benefit most."

Mary Jane Venteicher  
Administrator  
Thomas Rest Haven

"ICA is a great organization. It makes you feel you're part of something bigger than just going to work every day."

Kealy Anderson, CNA